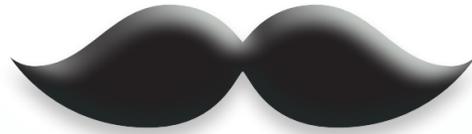


# COLOUR TRENDING



DAD'S

Day Off



Strap on your orthopaedic sandals, and fill up your fanny-pack; men's fashion is going on vacay for Spring/Summer 2018. Designers sent 'tourist dad'-inspired looks down the runway, heralding next season's ode to practicality and function in a tropical environment. Fashion's age-old fascination with ugliness has reached new heights in recent seasons, with ironic normcore giant Vetements blurring the lines between high fashion and everyday utilitarianism, and scores of other designers jumping on the trend. In contrast to the general 'dad dressing' trend which celebrates the banality of life, tourist dad is unashamed escapism - perhaps a reaction to the current climate of political, social and environmental instability. Tourist dad evokes a simpler time, when you could slip into a Hawaiian shirt and wander along a foreign boardwalk with the kids in tow. Though subversive in its high fashion home, the tourist dad trend is inadvertently making unfashionable, vacationing dads into paradigms of sartorial excellence.



Louis Vuitton  
Resene  
Bondi Blue



Palm Angels  
Resene  
Casablanca



Ami  
Resene  
Daredevil



Gosha  
Rubchinskiy  
Resene  
Princess



Balenciaga  
Resene  
Adrenalin



The Kooples  
Resene  
Curious Blue



Martine Rose  
Resene  
Roam



Dsquared  
Resene  
Cupid

The clear plastic anorak you wore to see Adele at Mt Smart is now a high fashion item, according to Balenciaga. Their Menswear Spring/Summer 2018 show featured a contrasting mix of parkas, oversized button downs and zip off pants - designs with functionality at their core. The presence of children walking down the runway with models firmly grounded the designs in a family setting, and took away any hint of mockery which may have been felt without such an earnest situating of the show. As such, the show appeared a celebration of everyday life. Punchy Hawaiian print shirts made a not-so-subtle appearance in a hue similar to Resene Adrenalin, and gave the effect of a unfashionable celebration of warmer weather.

Function, efficiency, expansive pockets - what more could a dad want on holiday? Martine Rose's Spring/Summer 2018 collection presented a demure version of the tourist dad, taken temporarily away from his office surroundings, but not fully letting his hair down. Slouchy, oversized wet weather jackets, boxy work shorts and khaki shorts which enveloped models from waist to knee were the foundations of the collection. The normcore designs were supported with a neutral palette (including little hints of colour like a blue close to Resene Foam) and designs reminiscent of the late 1990's. Also notable were the presence of bike shorts, a sporty dad staple.

Imagine, if you will, a tourist dad - from the future. Palm Angels' vision for Spring/Summer 2018 was rooted in functionality and normcore, with a futuristic tropical vibe. Ensnared in anorak-style garments with hoods secured tightly around their faces, the models were dressed for tropical rainforest action. Scuba vests, full tracksuits and cargo pants were accessorised with thick-soled sandals (a dad-dressing essential), and told the story of adventure holidays off the beaten track. Small accessory details added dad-like utility; belt clips, buckles and toggles adorning cropped pants in a hue close to Resene Casablanca, gave an extra air of usefulness.

If the subtly fashionable dad in a Jean Luc Godard film went on vacances, you could expect them to stroll down a Cannes beach in a look straight out of Ami's Spring/Summer 2018 collection. The Parisian brand is the brainchild of Alexandre Mattiussi, who cut his sartorial teeth working for Marc Jacobs and Dior. Brimming with clean cut styles, the brand has a distinctive 1960's mod feel, and chic designs with a relaxed feel. Spring/Summer 2018 featured a plethora of dad classics - bowling shirts, long belts tucked into themselves, aggressively cuffed pants, and puffy trainers which hummed with functionality.

Mattiussi is known for pairing vibrant colours in disregard for seasonal palettes, and this is particularly prevalent in the Spring/Summer 2018 collection. Hawaiian prints with bright red florals, close to Resene Daredevil, were unexpected amid the buttoned-up aesthetic of the collection. The garish effect usually synonymous with a tropics-inspired garment was toned down by tidy, retro styling and classic cuts.

This one's for the wild dads; the dads who drink too much rum in the hotel bar, squeeze into a pair of

leather pants from ten years ago, and belt out Johnny Cash at all-night karaoke. The Spring/Summer 2018 collection from Dsquared was dark and dangerous, with contrasting touches of dad-dressing and vulgarity all thrown into the mix. Who knew leopard print and Hawaiian prints could go together so well? The tourist dad elements of the collection had an undeniably sleazy vibe which were accented with unexpected elements. Oversized wife-beaters had ruffled yokes, long board-shorts had beaded Hawaiian prints, checkered shirts were layered under Hawaiian shirts in a pink close to Resene Cupid. The result was edgy, and unashamedly festive - a refreshing approach which eschewed the seriousness which sometimes overwhelms normcore focussed collections.

That feeling when you're hitting the surf at 8am, and have a board meeting at 9am...Puka shell necklaces have been ripe for a comeback since the 2000's reared its bedazzled head in the trend cycle, and yet Louis Vuitton were the last place we thought would spearhead the resurgence. The French heritage house presented a surfer dad's dream for their Menswear Spring/Summer 2018. Wetsuit inspired garments, chunky sandals and sheer Hawaiian shirts close to Resene Bondi Blue, were combined with white and navy corporate wear. Socks and sandals were the finishing touch in the ode to beachy corporate dads.

Eastern bloc dads need athleisure-wear too. Diving head-first into the domain of too-short football shorts, slouchy track pants and loudly patterned jumpers, Gosha Rubchinskiy's Spring/Summer 2018 collection held Rubchinskiy's Russian heritage squarely in focus, while exploring normcore with an anti-fashion zeal. The collection was split between zesty neon sportswear (in colours similar to Resene Princess) and classic smart-casual styles, undeniably dad-like in design. Rubchinskiy presented a collection entirely constructed of normcore garments, seemingly repurposed from an existing wardrobe and thrown together just in time for the runway. Adidas branded garments covered with Russian slogans, as well as entire looks constructed from the iconic Burberry print challenged the concept of newness and brand identity within fashion.

The Kooples sounds more like a rock band than a fashion label, and their designs have the same dishevelled rockstar vibe. The effortlessly cool French brand mixed dad dressing with grungy muso influences for Spring/

Summer 2018, and sprinkled in touristy touches here and there. The result was a collection which evoked Mick Jagger taking Jerry and the kids to France for the weekend. The most eye-catching items in the Spring/Summer

2018 collection were underpinned with classic normcore shapes, through which the fatherly inspiration was felt. Wide legged jeans, silver chains and unmissable trainers were mixed in with fanny packs and knee-length printed shorts. The indie overtones were complemented by a neutral palette with occasional explosions of vibrant colour, like an anorak near Resene Curious Blue. **RV**

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