



Top photo and middle left photos courtesy of Harleys. Middle right and bottom photos courtesy of Wingman.

TREND REPORT: For the Stylish Man

“Every well-dressed man should be investing in one great sport coat,” says Jeff Brand, COO of Harleys in the Historic Third Ward. “Whether it’s a classic blazer, casual soft coat, or fully constructed sport coat, it should be a part of a man’s closet. It is the perfect foundation to build a well-executed outfit.”

Just as with women’s fashion, this “return to dress” philosophy is also sweeping men’s fashion — and with an emphasis on stylish accessories and grooming care.

Brand and Steve Nelson of Wingman Gifts + Supply in Delafield details what’s trending in men’s fashion, accessories, footwear and personal grooming for the fall/winter season.

Dress sneakers are trending, says Brand. For dress shoes or sneakers, add a pop of color with laces, suggests Nelson. “We have very high-quality dress shoe laces in many colors and patterns that allow a trusty pair of brown or black dress shoes or boots to be updated with some great color accents,” he adds.

Investment dressing. “We have been clocking men adding suits and sport coats back into their wardrobe for work and for social functions,” says Brand. Unconstructed, soft jackets and blazers made from knit jerseys are also popular.

Accent socks. For gentlemen who prefer a more refined look, Southern Scholar dress socks (available in various colors and patterns), add a subtle pop of style, says Nelson.

Stylish accessories. Shop Pig and Hen handmade bracelets at Harleys, and Secrid RFID protected wallets and American-made leather gloves at Wingman.

Over shirts. Perfect for layering during the cooler seasons, over shirts in a variety of colors and patterns are on trend, notes Brand.

Timeless timepieces. “The single item I lean toward for any season is a traditional wristwatch,” says Nelson. “Not every man is comfortable with jewelry or accessories, but a timepiece is always appropriate and stylish.”

Personal grooming. Winter also means beard season for many men, so luxe grooming gear and beard care products — all fit to keep skin hydrated and the beard comfortable and well groomed — are trending, too, says Nelson. **MKE**

FASHION FORWARD: What’s New in MKE Fashion at Local Boutiques

At **Wingman Gifts + Supply**, new lines include Fox River, an outdoor performance sock brand made in Iowa; and Pacsafe, a travel bag company with products that boast anti-theft features.

“They’re wonderful for anyone out and about on campus, traveling overseas, or to airports or the beach,” says Nelson. “We’ll carry several styles from hip packs and slings to backpacks.”

Lela Boutique now carries Petit Pois, an American-made line by designer Viviana Gabeiras. “The line is playful and whimsical, without forgetting that women have curves and tend to gravitate to more coverage than less,” explains Arrout.

At **Faye’s**, new designers include Ulla Johnson and Staud. “Ulla is sophisticated but approachable,” says Wetzel. “Staud makes its Faye’s debut

this fall, and we’re all very excited. Linda Lanigan, our head buyer, describes the look as ‘sleek and classic.’”

This fall, **Harleys** will expand its collections with current designers, including Canali, Corneliani, David Donahue, Rag & Bone, Johnnie-O, Peter Millar, Meyer, Paige, AG, Citizens of Humanity, Public Rec, P448, Magnanni, Maui Jim, Pig and Hen, says Brand. In-house tailors and suit and tuxedo rentals are also available.