

## **Description of autumn/winter collection 2009**

New orientation and new class are the pillars for the autumn/winter season in 2009.

The Luigi Morini label, that stands for casual stretch cotton trousers and forms Murk Mens Fashion's major sales group, is taking on a new casual character to boost brand recognition even more.

New materials have been selected in line with the trend, primarily various versions of herringbone, dobby stripes, staggered atlas structures, melange gabardine, velvet and vintage-dyed fancy cords. The colour spectrum remains dominated by shades of brown and olive. New trend colours are uva-ascuro and graphite.

The brand-new logo Luigi Morini Blue with its focus on the young generation is being launched to replace Cafone. The goal here is to generate lifelong identification with the labels Luigi Morini Blue and Luigi Morini.

Luigi Morini Blue is sold solely in inch sizes. Trendy fabric themes, young styling, vintage-wash and used effects are trendsetters in the Blue line.

The new denims in medium weights of 10.5 oz are young and trendy.

Real-stone-washed looks, some with denim processing, highlight the young statement.

Jackets in the Blue line are young and casual with integrated accessory elements like zips and studs. Subtle uniform and field details underscore the sports character. Slanting pockets with a casual touch, some double, display sporty dividing seams. Materials are new cotton fabrics, like herringbone on coloured backgrounds, double-dyed qualities, structured patterns and various chalk stripes.

Suits with very subtle stripes and miniature structuring stand for up-to-date business. Designs in young suits are cheeky but not provocative with a narrow silhouette. Dark colours are a must here.

Yours sincerely,  
Murk GMBH & Co. KG  
Mens Fashion

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