

Urban

PHOTOGRAPHY BY HAMISH BROWN – STYLING BY ERIC DOWN – WORDS BY SHANE C KURUP

Clean

Cut

Today's brightest designers are moving away from cult street fashion to create refined hybrids that fuse tailoring, athleisure and technical fabrics. These are the pieces crafted to meet the demands of 24/7 life

TOP £700
TROUSERS £320
BOTH ICEBERG

Men'sHealth *Luxe*

SPORT + FASHION

Active



PREVIOUS PAGE

Iceberg

—
This fashion-forward Italian label has a knack for creating track wear that's a lap ahead of the usual stripe-shouldered two-piece. Iceberg's new range of oversized fluoro windbreakers and trackpants are ideal weekend or gym wear, and are a dynamically modern take on 1980s colour pop.

Givenchy

—
Givenchy's relaxed yet tailored look fuses the functionality of sportswear with the idiosyncratic iconography of underground music scenes. From oversized, Madchester-inspired anoraks to floral-print shirts, this collection is a fresh, vibrant take on 1990s nostalgia.

Louis Vuitton

—
Though artistic director Virgil Abloh has declared that streetwear is on its way out, his fluid tailoring and leather hoodies make him a bridge between luxe and urban swagger. Details such as tie-fastening pockets and floral quilting ensure Louis Vuitton's place as the most forward-thinking Paris house.

—
PARKA £1,430
TROUSERS £550
TRAINERS £504
ALL GIVENCHY

—
SHIRT £6,050
TROUSERS £5,500
TRAINERS £850
ALL LOUIS VUITTON





H&M

Whether you're after staples or statement pieces that translate high-end trends, this Swedish behemoth is a reliable destination. This season, pieces like H&M's hooded sports jacket and its 1990s retro classic, the bucket hat, deliver cutting-edge style and plenty of bang for your buck.

River Island

A pillar of the Great British high street since 1948, River Island has long been the go-to for design-led, style-conscious separates at an eminently affordable price point. This spring, its clean-cut outerwear and accessories will be the MVPs in your mix-and-match wardrobe.

JACKET £25
HOODY £35
TROUSERS £25
TRAINERS £35
HAT £7
ALL H&M

SOCKS £10
BURLINGTON

COAT £75
T-SHIRT £8
TROUSERS £35
TRAINERS £45
SUNGLASSES £16
BAG £15
ALL RIVER ISLAND





Boss

—
Though primarily renowned for its razor-sharp suits, this German heavyweight has been going from strength to strength on all fronts in recent years. This season, its technical, Neo-esque macs and tailoring in bright, juicy hues offer a bold alternative to the ubiquitous grey and navy.

Prada

—
Creative director Miuccia Prada has the rare talent of being able to reinvent her brand each season, while retaining enough of its signature traits to keep it unmistakably Prada. Whether it's cutting the perfect black coat or wide-cut shorts, this Italian powerhouse scores full marks for style and ease.

—
COAT £595
SHIRT £399
TROUSERS £249
SHOES £339
ALL BOSS

—
COAT £2,040
SHIRT £545
SHORTS £415
SOCKS £140
SHOES £740
NECKTIE £160
NECK STRAP £165
ALL PRADA





GROOMING: OLIVER WOODS AT THE LONDON STYLE AGENCY USING OLIVER J WOODS HAIR CARE | MAKE-UP: CLAIRE GIL COURTESY OF THE LONDON STYLE AGENCY | MODELS: RENTARO NAKAKI AT MENACE, EMMANUEL ADJAFE AT NEXT



Emporio Armani

The innovative Emporio line adeptly shows off Mr Armani's skills. With their highly engineered fabrics and irreverent flair, SS20's pieces have all the prowess you'd expect of a master.

Michael Kors

This season, the New York-based label riffs on vintage American college wear – think chunky-knit jumpers and boating blazers – alongside sleek updates on classic sportswear.

JACKET £360
SHIRT £450
TROUSERS £410
SHOES £510
ALL EMPORIO ARMANI

JACKET £450
TOP £275
TROUSERS £115
ALL MICHAEL KORS





Berluti

As you'd expect from one of the premier names in leather craft, Berluti's SS20 highlights are luxe bombers, trenches and jackets cut from butter-soft hides and the brand's signature Venezia leather. And the tailoring is immaculate, too. Whatever you pick, these pieces will last a lifetime.

Tom Ford

Tom Ford is famed for his rakish sense of luxury – think louche, velvet tailoring and plush leathers. But this season, the label offers a lighter, more comfortable take on his vision, with perforated suede hoodies that will keep you looking and feeling cool when the weather warms up.

Alexander McQueen

Creative director Sarah Burton proves that tailoring needn't be formal and stuffy. Beautifully balanced in cut and detail, the embroidered jackets and harness shirts in this collection exude a rebellious air that will make you stand out for all the right reasons.

JACKET £6,350
POLO SHIRT £3,100
TROUSERS £2,000
SUNGLASSES £400
BELT £470
ALL BERLUTI

HOODY £5,990
VEST £650
TROUSERS £3,990
BUMBAG £1,550
ALL TOM FORD

JACKET £2,960
TROUSERS £530
SHOES £580
ALL ALEXANDER
MCQUEEN





Balmain AMI

— This Paris label sets the standard for unashamed rock'n'roll luxury. For SS20, creative director Olivier Rousteing draws inspiration from the 1990s with streetwear that's as cool as it is comfortable, from washed denims to fluid, block-stripe shirts.

— Since AMI was founded in 2011, it has gained a legion of followers for its eclectic pieces that don't stray too far from the classic template. Here, it plays with proportion and cut to give trench coats and capacious trousers an idiosyncratic edge.

— JACKET £6,800
SHIRT £420
TROUSERS £1,015
SNEAKERS £420
ALL BALMAIN

— COAT £1,035
TROUSERS £150
BOTH AMI PARIS

STOCKISTS: ALEXANDERMCQUEEN.COM, ARMANI.COM, BALMAIN.COM, BERLUTI.COM, BURLINGTON.DE, DIOR.COM, GIVENCHY.COM, HM.COM, HUGOBOSS.COM, ICEBERG.COM, LOUISVUITTON.COM, MICHAELKORS.COM, MSGM.IT, PRADA.COM, RIVERSLAND.COM, TOMFORD.CO.UK





MSGM

It's easy to see how MSGM earned a solid reputation for its ingenious mix of fabrics and off-beat patterns. SS20's sporty, technical separates will pep up your casualwear, while the silky camp collar shirts are perfect for the sartorially expressive man who values comfort.

Dior

Creative director Kim Jones is a master of reinterpreting Christian Dior's sense of elegance, using cutting-edge materials to create pieces suited to 21st-century tastes. This season's minimalist tailoring and pastel-hued bombers fluently combine technical fabrics and a palpable sense of high luxury.

HOODY £370
TROUSERS £305
BUMBAG £120
ALL MSGM

JACKET £3,400
VEST £1,600
TROUSERS £1,200
SANDALS £540
ALL DIOR