

Infinites Salutes The Resurgence Of Stone Island And Ralph Lauren Designer Brands

Chris Cantell May 03, 2013



Ralph Lauren Summer Menswear

Reacting quickly and positively to trend shifts and emerging key looks is crucial for any designer menswear business and that is exactly what Infinites Menswear has done for 2013. The independent fashion retailer has enhanced its existing brand portfolio to reflect to a rapidly changing menswear market that has, much to their delight, seen their target consumer return to a more branded offering.

(Newswire.net -- May 3, 2013) Stoke-on-Trent, Cheshire -- Infinites Retail Group Limited, Stoke-on-Trent, announces the return of men's designer footwear. This is certainly true of the men's footwear market that has over the last couple of years been dominated by the low profile, canvas vulcanised pump style. However, over the past season this market has seen a resurgence of the trainer (or sneaker if preferred) and, in particular, the running silhouette. Brands such as Nike, New Balance and Adidas Originals are enjoying sales figures akin to those achieved in the 80s and 90s when this look was last at its peak. For those searching for a luxury sportswear look then Y-3 and Cruyff Classics bring a very modern take on the trainer model.

Men's apparel is also experiencing a positive reaction to the shift from a basic, unbranded, workerwear style to a more considered, branded look. Consumers are slowly beginning to favour classic designer labels from the likes of Paul Smith Jeans, [Ralph Lauren](#) and Hugo Boss over generic, understated Scandinavian inspired options. The younger consumer is targeting heritage brands such as Lyle & Scott and Barbour that build on their impressive heritage but execute clean, contemporary polo shirts, t-shirts and jackets.

- Branded footwear is becoming more popular.
- Nike, New Balance and Adidas Originals trainers have new collections for 2013.
- Hugo Boss, Lyle & Scott and Barbour are popular British heritage designer brands.
- Stone Island has been a premium designer jackets brand for over 30 years.

Premium outerwear is possibly the only category that has maintained a loyal following throughout the fluctuating trend patterns of recent years. Infinites has consistently achieved excellent sellthrough on Stone Island jackets which retail from £300 upwards. Fashion Bloggers Say: "This is not only a testament to the brand but also confirms that men tend to be far more brand loyal than women – if they are temporarily diverted off course by a pared down, mainstream look, then we can be confident that they will soon return to their tried and tested designer labels."

Streetwear is yet another key emerging look for this season. This trend is all about easy fit jeans, printed t-shirts, all over print shirts or logo emblazoned sweatshirts and snapbacks. Carhartt serves as the flagship streetwear brand for Infinites which provides a cool, on trend collection that simultaneously takes on a premium guise perfect for their environment. Andrew, the director says: "Other key brands in the Infinites portfolio include Peaceful Hooligan, Weekend Offender, Carhartt, Edwin Jeans, Replay Jeans and Penfield."

About Infinites

Infinites was established in 1991 as a premium menswear retail store for world renowned designer menswear brands such as Paul Smith, Ralph Lauren and Hugo Boss Orange while concurrently showcasing and supporting new, up and coming brands. Their brand portfolio is today probably one of the most comprehensive and well considered in the independent menswear retail market. Central to their philosophy is to provide the very best customer service in a warm, welcoming and unintimidating environment. This philosophy has seen the business grow to ten bricks and mortar stores across the north of England and the integration of an online store that reflects the in store buying experience.

Infinites Retail www.infinites.co.uk is a luxury designer menswear retailer in, Stoke-on-Trent, offering premium men's designer clothing and footwear.

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