



Spring | Summer 2021
LOOKBOOK



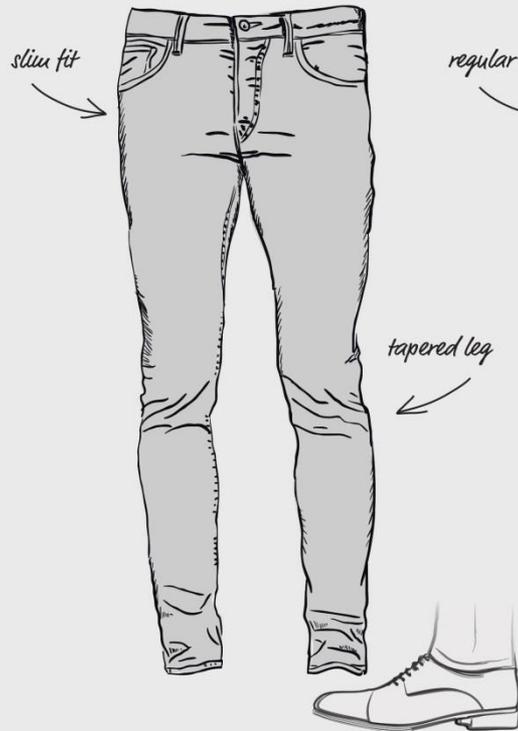
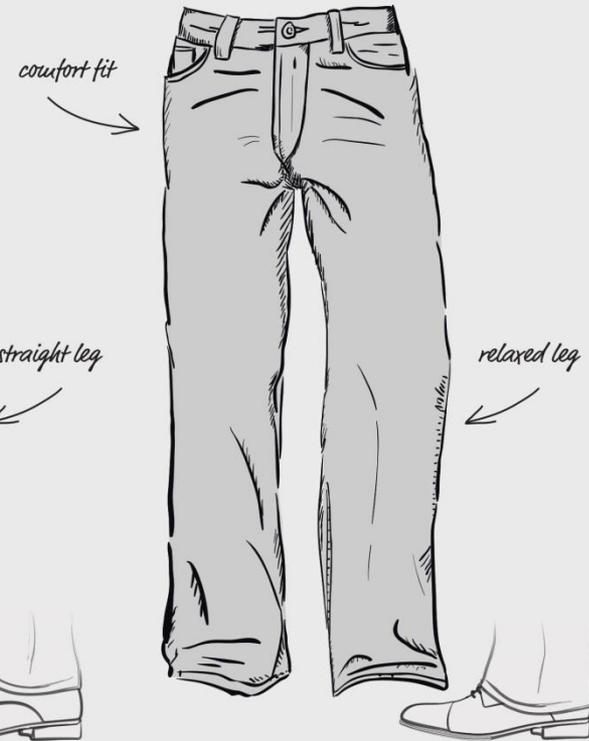


Winter off, Summer on!

m.e.n.s. brings the SS21 collection in the color palette of summer cottons: natural sandstone colors from light to ochre, the soft green of fields and forests and all the airy blues of the sky. Further impulses were set by colors like MUSTARD, RUBY and PINE. Significant and discreet prints are the eye-catchers and must-haves of summer 2021.

Linen looks in iced pastels whet the appetite for the lightness of summer - for business and leisure. Bermuda's in blue denim with masculine floral prints in a pattern mix are also ideal for hot summer days, in keeping with the motto "feel free".

Of course, this collection is also characterized by high quality standards. This is also guaranteed by the consistent use of outer fabrics from established European weavers and the exclusively German and European production. Short distances, lean processes, qualified, professionally and prudently managed production, conservation of resources - Heinecke & Klapproth remains true to its philosophy and quality focus and thus above all to the established specialist trade.

BEAT**MODERN****COMFORT**

The established model park is based on the three model/fit lines: **BEAT** (slim-fit), **MODERN** (regular-fit) and **COMFORT** (comfort-fit).

The color coding of the **BEAT** (blue), **MODERN** (green) and **COMFORT** (red) fit lines facilitates quick orientation in the portfolio and targeted advice at the POS.

MODELLÜBERSICHT F/S 2021
MODEL OVERVIEW S/S 2021
PRÉSENTATION DES MODÈLES P/E 2021



	BEAT Get the Beat: schlanke Silhouette, smarte Highlights Get the Beat: slim silhouette, smart highlights Prend le rythme: silhouettes élancées, détails élégants 	MODERN Casual Look: farbige Akzente, moderner Dehnbund Casual Look: colour details, modern stretch waist Look Casual: touches colorées, anglaise extensible moderne	COMFORT Klassischer Allrounder: Gürtel, Dehnbund, Shirtstopper Classic Allrounder: belt, stretch waist, shirt stopper Classique indémodable: ceinture, anglaise extensible, shirt-stopper
FLAT-FRONT PANTALON	EDITION	Madison Meran	Madrid
FIVE-POCKET „5 POCHES“	'(h)ju:stän	Detroit	Denver
SWING-POCKET POCHES CAVALIÈRES			Dallas
BUNDFALTE PLEATED AVEC PLIS	New Orleans		Paris
BERMUDA		Borneo Cuba	Hawaii

XTEND by m.e.n.s.:

Particular emphasis is placed on the super-stretch qualities in XTEND, which were specially developed with m.e.n.s. know-how and its German upstream suppliers. DualFX and T400 yarns form the technological basis of XTEND.

Thanks to the high acceptance of retailers and end consumers, almost 90% of the collections are now made from these highly elastic qualities. High recovery values paired with a wide color spectrum and the extensive model park ensure that XTEND stands for an established brand promise. This is appreciated by specialist retailers and coveted by consumers.

- **100% Perfect fit**
- **100% Freedom of movement**
- **100% Form stability**
- **100% Wearing comfort**













Article: 2601 – 032 Madison
Article: 2601 – 032 Verona







XTEND 
by m.e.n.s.

Article: 4917 – 064 Madison





XTEND 
by m.e.n.s.

Article: 4111 - 071 Meran





Article: 4113-032 Edition





XTEND 
by m.e.n.s.

Article: 4120 – 030 Cuba



 **m.e.n.s.**
Heinecke & Klaproth since 1901



Making-of-Video

QR-Code or: www.m-e-n-s.de/fs2021



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