

REISS

CHÉ



REISS X CHÉ launch Summer '22 Collaboration

REISS and Che launch a sustainable collaborative collection that taps into the customers increasing interest in luxury holiday wear



“Shopping for your holidays no longer means just a pair of swim shorts. Customers are after a curated, complete holiday wardrobe”, says REISS menswear director Alex Field.

REISS and CHÉ collaborated on a summer '22 menswear collection of 26 styles that reflect REISS' tailored urban sensibility, CHÉ's eternal-summer aesthetic and tap the current resortwear boom.

The customer's yearning for holiday dressing inspired the two design teams to create a collection of style synergy and multiple end-uses. An optimistic line-up of Cuban-collar shirts, patterned co-ords, knitted polos, swimwear, t-shirts, and tracksuits – staples for both brands – comes in a typical REISS palette with CHÉ-inflected graphic details such as their trademark stripes.

“We have leant on each other's strengths and expertise to create improved offerings. In addition to swimwear, you'll see Cuban-collared shirts and well-crafted knits that reflect the spirit of today and will stand the test of time”, says Field. Creative director and founder of CHÉ, Oliver Cheshire, discusses the partnership: “For me, it's about more than just two logos on a t-shirt.

I wanted this to be about the fabrics, the technology, and the synergy of the two brands. Plus, I love REISS knitwear, so we've been able to merge well.”

CHÉ's eco-conscious ethos met REISS' evolution towards cleaner fashion – every style comes with outstanding sustainable credentials. Swim shorts made from 100% recycled nylon – regenerated from waste yarns and fabric scraps, have optimal resistance to chlorine, saltwater, and UV light, but also prevent scrap textiles & indestructible plastic-based products from heading to landfills and the ocean.

Polo shirts are made from cotton through a responsible waterless process, reducing the output of wastewater and CO2 emissions, while the Valbonne shirt is made from Lenzing™ material EcoVero™, a viscose fibre derived exclusively from certified renewable wood sources.

“I love trends. I love pushing menswear forward in new directions – which is encapsulated in the REISS x CHÉ collection. The sustainability is a bonus: there are always new technologies emerging that we will continue to embrace”, adds Oliver.



Notes for Editors

Collection launches 8th June 2022.

Options:

26 styles

Reiss Stores:

LONDON

Barrett Street, Bluewater, Kent House, T5 Heathrow

MANCHESTER

Trafford

NEW YORK

Bleeker St.

MIAMI

For any further queries or
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