

SPORTSWEAR

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22. Vuarnet

The label made by world ski champion Jean Vuarnet is now launching a new line of men's clothing called Vuarnet Casual, inspired by a combination of sporty American coolness and European chic. Two different lines will be available, one for the everyday life of the urban man; the other one is more fashion-oriented. This basic urban collection is aimed at the large market of active and style-conscious men. The collections will be produced in cotton and linnen fabrics and designed by a team that has a background in big names such as Rykiel Homme. A medium-priced range, the label is developing a selective distribution by opening a flagship store in Paris and then selling to over one hundred shops in other French cities .

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