

RED STORM RISING

Nature in revolt and chaos is a splendid, blood-pumping spectacle and menswear for autumn/winter 2012 gets an injection of heat and vitality, with shades of red from crimson to mahogany making their mark next season. Colour forecasting courtesy of Donna Bradley of WGSN, text by Anna Loren

Red is a hue that packs a wallop punch – associated with blood, fire and revolution, it's a look that's not for the fainthearted. For autumn/winter 2012 menswear, red makes a heady return, from the vibrant scarlet of Dolce & Gabbana's structured suits to the rich mahogany of Pringle of Scotland's urban gamekeeper garments. Italian brands Roberto Cavalli and Salvatore Ferragamo have both used red in their nod to the image of the 1970s man – debonair, well-heeled and totally in control. Eye-catching and majestic, red is a colour that denotes power and prestige.



dolce & gabbana

RESENE PULSE

Dolce & Gabbana's fall collection was youthful and energetic, full of graphic tees and pop culture references. Tailored suits and preppy knits were shown in Resene Pulse, a determined flame red with a touch of depth underlying it.



ferragamo

RESENE COURAGE

With his fall collection, Salvatore Ferragamo designer Massimiliano Giornetti aimed to "tell the story of the sensual man". White, cream and beige were lent intensity by the addition of Resene Courage – an earth red darkened with a brown, staunch and reliable.



ferragamo

RESENE TALL POPPY

Resene Tall Poppy is an ambiguous horticultural red. This moody, complex berry shade was worked into Salvatore Ferragamo's collection in tailored jackets and pants.



cavalli

RESENE HOT N SPICY

Resene Hot N Spicy is a dynamic scoria inspired red, dense and dependable. Roberto Cavalli's fall collection, 'Groovy Mood', showcased Resene Hot N Spicy in a variety of '70s-inspired garments, including flared pants, waistcoats, silk shirts and textural knits.



demeulemeester

RESENE WHIZZ BANG

Resene Whizz Bang is a conflagration of heat and noise, firecracker bright and cheeky. Ann Demeulemeester incorporated this yellow-fingred shade into a dynamic, elemental collection inspired by the 18th century poet William Blake.



versace

RESENE JUMPSTART

A deep, moody mahogany red, Resene Jumpstart is full of movement and style. For Versace's fall menswear collection, creative director Martyn Bal worked this intense, introspective shade into ties, leather gloves, and coats, juxtaposing it with quilted leather and optical knits.



pringle of scotland

RESENE DYNAMITE

Resene Dynamite is a deep blue tinged red set to blast. Claire Waight Keller's rugged muse stepped out in Resene Dynamite in rich leather – a stellar performance from a brand that straddles the divide between city and country living.



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