CONTEMPORARY

Gant swept the board this week, with contemporary menswear independents naming it best-selling overall brand, outerwear brand and knitwear brand. Nearly half of those polled reported late deliveries this season, but two thirds of indies also said overall trade was the same or better than the same week last year.

TOP 10
Best-selling brands of the week

1. Gant
2. Polo Ralph Lauren
3. Tommy Hilfiger
4. Paul & Shark
5. Barbour
6. Robert Graham
7. Boss Black
8. Camel Active
9. Hackett
10. Fynch-Hatton

People are buying classics with great quality. They’re seeing value in buying upmarket.

Top 5
Best-selling categories of the week

1. Shirts
2. Knitwear
3. Outerwear
4. Jeans
5. Trousers

Top 5
Best-selling outerwear brands of the week

1. Gant
2. Barbour
3. Bugatti
4. Camel Active
5. Boss Black

Quickfire questions

What is your best-selling knitwear brand so far for autumn 10?

1. Gant
2. Paul & Shark
3. Boss Black
4. John Smedley
5. Fynch-Hatton

What is your best-selling knitwear style for autumn 10?

1. Lambswool V-neck sweater
2. Lambswool crew-neck sweater
3. Merino V-neck sweater
4. Shawl-collar cardigan
5. Zip-neck lambswool sweater

Have deliveries been late this season?

Yes 47%
No 53%

Which brand has had the best sell-through so far for autumn 10?

1. Gant
2. Barbour
3. Polo Ralph Lauren
4. Boss Black
5. Fynch-Hatton

Fashion in figures

How does your week’s business compare with this time last year?

25% Better
41% Same
34% Worse

On form: Barbour selling through

Drapers spoke to 50 independents about their men’s contemporary fashion business for the week ending November 5. Brands and styles mentioned in the lists, including the Top 10 and Top 5, are ranked when mentioned by five or more retailers.