

## Fall 2008 Trend Reports

NEW YORK, August 19, 2008 – As the leading authority for style-conscious guys everywhere, Men.Style.com, the online home of *GQ* and *Details*, has translated the runway to the real world with its Fall 2008 Trend Reports, which feature three key takes on contemporary men's style.

NEW LABOR is all about the timeless, no-nonsense look of the American working man. For Fall 2008, labels as diverse as NYC's Adam Kimmel and legendary house Bottega Veneta took inspiration from traditional blue-collar workwear, with its focus on authenticity and utility, and added a very contemporary level of luxury. Putting form over function has never looked better.

In uncertain economic times, it pays to put your money on a classic. That's the philosophy behind TRAD and TRUE, which builds upon the classic spirit that dominated many runways this season. Here, the focus is less on what's trendy at this moment than on what endures---handcrafted suits, impeccably tailored overcoats, and traditional accessories. Some things never go out of style.

Of course, subtlety isn't for everyone. And for those who want to make an entrance (and have the funds to match), there's EASTERN PROMISE, which was inspired by the new wealth being created in Russia and South Asia. Think hand-knit sweaters lined in Persian lambswool, Bengal tiger themed cuff links from Cartier, or a Porsche SUV developed specifically for the booming Russian market. To coin a phrase: Go east, young man.

"Men.Style.com's Fall 2008 Trend Reports feature something for everyone. These Trend Reports capture the energy and excitement that's going on in the fashion world right now. Dressing well has never been easier—or more fun." said Executive Editor Tyler Thoreson.

For the full Fall 2008 Trend Reports, including information where to buy, please log on to [http://men.style.com/fashion/trend\\_report/080608](http://men.style.com/fashion/trend_report/080608).

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Men.Style.com is the first web site to offer hip and authoritative fashion and style coverage to men. Featuring trend reporting, news on style and entertainment, buying guides for the latest gadgets and gear, and comprehensive runway coverage of the Milan, Paris, and New York shows, Men.Style.com offers readers a complete fashion experience. Men.Style.com continues the legacy of its successful sister site, Style.com and is the online home of *GQ* and *Details*. Based in New York, Men.Style.com is a property of CondéNet, the leading creator and developer of upscale lifestyle brands online.