

German Clothing -- One To Be Proud Of
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German clothing brands have established a reputation for staying on the periphery of the international fashion scene. Recognized labels like Chanel and Fendi may not be German, but they do have famous German designers behind the scenes like Karl Lagerfeld coming up with the latest trends.

When it comes to actual design, there has been much debate about German clothing. It remains an easy style with less emphasis on sporty appearances. Much of its tradition has depended largely on other countries, particular France and Italy since international designers are known to have studied in multiple countries to hone their crafts.

Arguably, the most popular German clothing brand is by far **Karl Lagerfeld**. A charismatic designer, he worked for Fendi and started his own company afterwards. His clothing is built around the extroverted style with a penchant for fine wool coats. Many top designers like Gianni Versace has sung his praises, calling him a true representative of the German culture.

Another world famous brand that many Americans are familiar with is the **Hugo Boss** brand formed in 1923, which I personally **love!** At first, it specialized in work clothes and made the transition to producing suits. Overall, Hugo Boss is geared towards the successful man, with many clothes appealing to younger people as well.

The company also designs glasses, shoes, perfumes, and underwear.

A third German clothing brand is **Willy Bogner** who specializes in leisure and sportswear. He was one of the first Germany designers to export clothing to the United States and continues to be a sportswear powerhouse around the globe.

One last German clothing label worth mentioning is **Strenesse**. These collections are women's wear that revolves around trouser suits and dresses with low necklines and floral prints

that would make a BCBG catalog look pale by comparison.

Strenesse is also well known for its purse collection, Italian made shoes, and its sponsorship of the German national football team characterized by three black, red, and gold stars on all of its apparel representing country colors. Look for these uniforms to be prominently featured in the 2008 European Cup games.

Today, Berlin can be considered a German clothing hub with many of the top brands opening up shop, including Hermes, Versace, and Gucci. Mega fashion fairs continue to take place in western Germany, particularly in Düsseldorf with its "Collections Premieren", and the *Internationale Modetage* in Berlin.

All in all, German clothing tradition is one to be proud of.
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