



Brit Mod - dedicated to all the young Dylans out there...

“How many times can a man turn his head pretending he just doesn’t see?
The answer my friend is blowin’ in the wind.”

This last Blend collection of 2011 is highly inspired by the young Bob Dylan - the icon, the rebel and the artist. Understated smartness blended with off screen coolness with a superior self confidence - that is the spirit of the final season 2011.

The Blend design team takes you back to the late 1950’s and the early 60’s with the urban mod-subculture, British beat music and Vespas. Britpop rocker meets bespoke tailoring. He wears classic chinos, tailored jackets and long-sleeved checked shirts. The styling is very British with slimmer shapes to create a genuine feeling of retro wardrobe. At the same time modern construction updates makes this collection contemporary and new.

The preppy mod is everywhere in the collection with checked details, roll up sleeves and hems. The geek look with a sporty twist styled with chambray shirts and corduroy pants. The colours are a mix of basic retro with navy, sand, worker blue and dark brown mixed with bright orange red, chilli red and bright blue. To stay true to the theme, prints are inspired by record covers and commercials from the same decade.

Finally the December delivery celebrates the holidays and New Year with a summer twist in bold colours. Go style it and blend it your way. Have fun!