



Charged up for warm season

Casual-wear brand gets bold and playful

CHARGERS Outfitters, a casual-wear brand in Malaysia, is charging up with a collection for the warm season.

The collection is a playful mix of styles that combine vibrant colours and graphics with essential pieces.

"Exciting and bold," is how Jordone Corporation Sdn Bhd branding and marketing communication manager Niki Leng described the new collection.

"This collection, themed 'Electric City', is bolder and more exciting compared to our previous designs as we want to be more in tune with the daring and energetic younger generation.

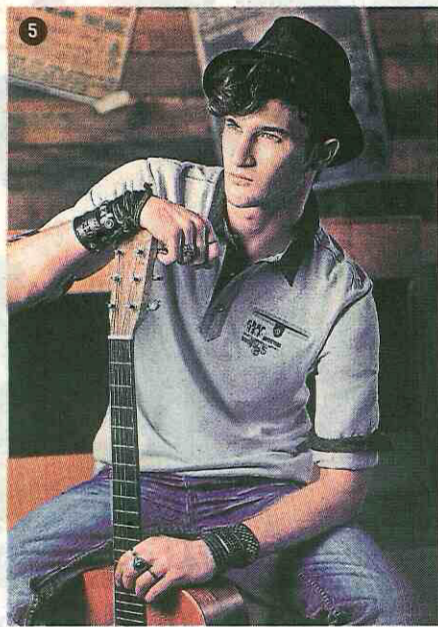
"We found inspiration from the vibrant and positive vibes of the bright lights in the different cities of the world that we travelled to," said Leng.

The collection is made up of mostly essential pieces such as pants, T-shirts, jeans, jackets, shorts, and smart-casual shirts. The core colours chosen are black, white and blue, which makes it easy to mix and match pieces.

She added that the brand concept was about encouraging the younger generation to be themselves and dare to experiment with fashion.

"We notice that many young people in several global cities are not afraid to experiment with fashion. They mix and match essential pieces through layering for different styles. So we hope our collection will encourage the younger generation here to do the same," Leng said.

Graphic tees and smart-casual shirts are the key highlights of this season's collection. Ideas for the graphic tees were generated from photos of popular cities around the world. Street art with vibrant colours are also featured in the designs, making the graphic tees bold and creative. Even the plain tees have coloured collars for a funkier look.



Smart-casual shirts feature colour blocking. The shirts with convertible sleeves come with pockets and collars of different colours. Some styles even come with different patterns like checks and stripes on sleeves and pockets.

Most styles come in slim cut for a smarter and better fit when worn loose or tucked into skinny pants or jeans.

Other essential pieces include skinny pants in dark colours and jeans in refreshed straight cuts.

There are also basic core coloured shorts as well as biker faux leather jackets.

The new Chargers Outfitters Collection is available at all leading department stores like Parkson and Outfitters Studios, priced from RM49.90 to RM199.90.

For details, visit www.facebook.com/ChargersOutfitters.



1 The new collection is a playful mix of styles that combine vibrant colours with essential pieces.

2 The collection presents slim cuts for smarter and better fitting when being let loose or tucked into skinny pants or jeans.

3 The new collection themed 'Electric City' is fitting for the daring and energetic younger generation.

4 Graphic tees and smart casual shirts are the highlights of this season's collection. Street art with vibrant colours are also featured in the graphic tee designs, making them bold and creative.

5 Most styles come in slim cut for smarter and better fitting.