GET RIPPED IN ONE MINUTE!

MALAYSIAN R M 10 EDITION R M 10



## MEINSIDEOUT

EVENTS & PROMOTIONS

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## **Express yourself**

Jeep Spirit didn't look far for inspiration for its recently launched Spring/
Summer 2014 collection. Falling back on Malaysia's diverse cultural
heritage, the "Carefree Tripper" range allows the modern man to express his
individuality through wardrobe essentials that don't compromise on comfort,
functionality and style. Take advantage of the collection's trendy geometric
prints and mixed fabrics; get that dash of retro charm with tees featuring
classic fonts with Jeep Spirit taglines, vintage graphics and distressed effects.

www.jordone.com.my



## Maximise the cooling effect

OMNI-Freeze® ZERO, the latest technological leap by Columbia is a clever little piece of clothing fabric designed to keep you consistently, comfortably cool. Embedded throughout the apparel line, the blue rings capitalise on sweat release to lower the overall temperature of the fabric. Utilised by outdoor enthusiasts, OMNI-Freeze® ZERO will unchain your body from the burdens of heat so you can cut loose and explore the outdoors at your own pace.



## Define the cultural melting pot

Classic inspiration attached via jumper cables to its more progressive modern stance, the pseudovintage Block Collection by Vans is a throwback to the "block" mentality, utilising the collaborative works of local designers to truly represent their respective communities. To celebrate, Vans OTW brought in some of the best LA-based talents including Gaslamp Killer, Salva, Nosaj Thing and a line of other artists to their block party hosted at Los Globos in Los Angeles. Bedford brings back the classic Half Cab, referencing 90s court sneakers with poly canvas uppers, leather mudguard panelling and sport laces while Prescott boasts pig suede overlays, plaid lining and zigzag stitching. Tesella, the final of the three colourways, showcases storied checker-board print in a handwoven upper pattern. www.vans.com

www.columbia.com