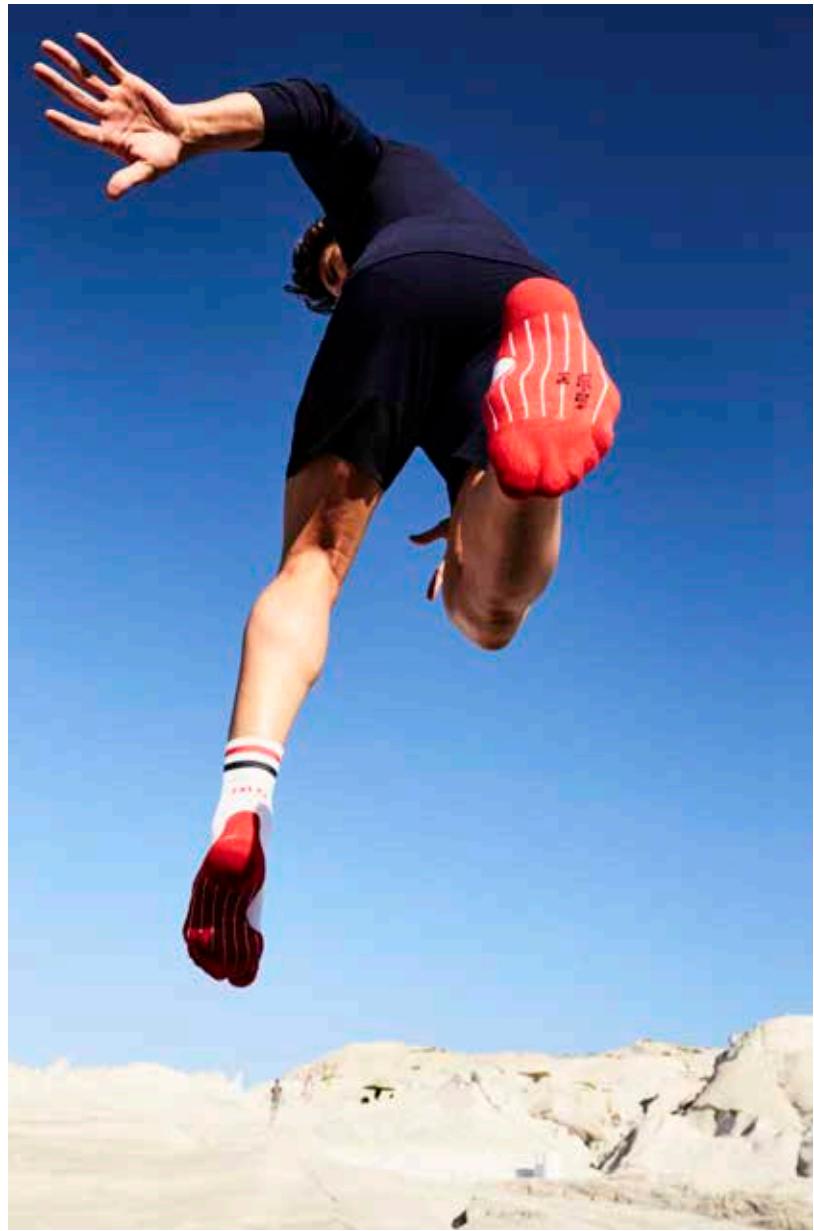


F A L K E
ERGONOMIC
SPORT SYSTEM

SPRING/SUMMER 18

SPRING / SUMMER 18



The basis of good design and craftsmanship is problem finding and problem solving.

As designers we create things that answer peoples conscious and unconscious needs, we help to widen the scope of experiencing life, reality and beauty.

We aim to not produce waste, instead to be as accurate as possible in understanding what people want. Looking at global consumer behaviour trends as well aesthetic trends in any product realm, we weave our seasonal story in interpreting them in the FALKE way.

WE, at FALKE have a legacy of quality, honesty and integrity. The same pillars stand for the framework of FALKE ERGONOMIC SPORT SYSTEM.

WE STAY TRUE TO WHAT WE SAY.

DESIGN LANGUAGE

A Designlanguage. It is felt, it can not be explained in words, nor can it be reduced to simply lines, or colours. It is a vision, which is translated into tangible objects, products as well as their frame. It is an experience to be encountered.

FUNCTIONALITY IS WHAT GUIDES OUR PATH, YET IT IS HIDDEN WITHIN AN AESTHETIC OF SUBTLE ELEGANCE AND MINIMALISTIC RAFINESSE.

Our dedication to functionality, our love for minimalistic elegance and clever design, paired with our unbiased will to support your physical activity and daily hectic life, drives our every action. This philosophy goes back to the foundational thoughts of the BAUHAUS, which defined the groundbreaking simplicity of good design, the perfect balance and combination of form and functionality.

FALKE's product range is developed to suit your diverse needs in the daily active modern life. From morning to evening, from head to toe, our collection equips you with the layers of functionality and comfort to tackle life in the big city or on the country side, a life of constant change.

We create things that last, things that will live up to its purpose and things that help you to adapt to your environment.

The Design language and collection systematic can be understood as interplay of the following factors and points:

1. THE MERGER OF FORM & FUNCTIONALITY

Basic functionality to high performance
Minimalistic to fashion forward
Tight fitting to loose, yet elegant cuts

2. A COHESIVE LAYERING SYSTEM

that provides the 'Look'
A versatile system of performance first layers and soft comforting coverups, basics and directional pieces which in their interplay represent a conclusive story of performance in style
'A play of lines, structures, techniques and attention to detail'

3. BEAUTY LIES IN THE MIX

Seasonal splashes of colour are added to a continues elegant palette of Midnight blue, hues of white and a broad spectrum of grey shades

The interplay of luxurious natural fibres and performance synthetics creates an irresistible mix of quality and innovation

It is the intersection of quality, rafinesse and minimalistic elegance that makes our range unique. It speaks to those who share these

values and sense of aesthetic and helps them to express their personality within any given situation. People do care about how they look, even while sweating on their 10k run, or while trimming on the treadmill in the gym.

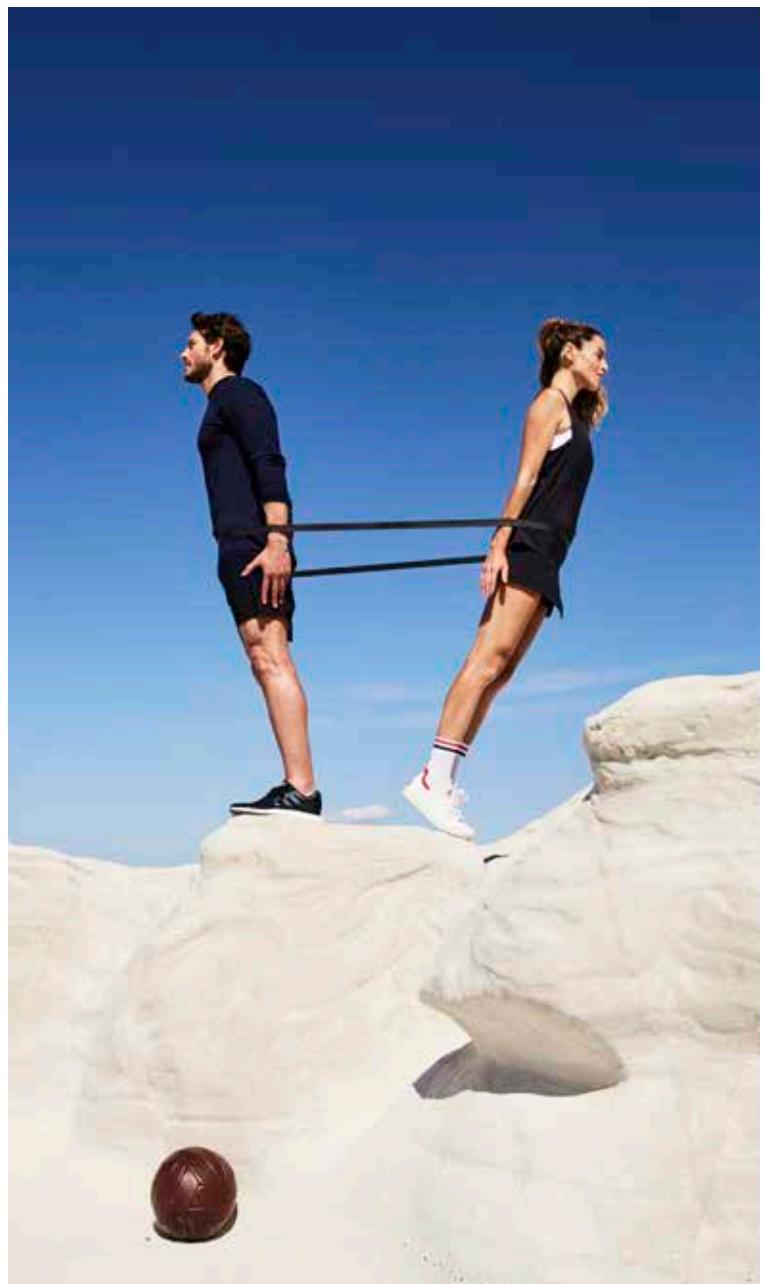
Dress has been ever since, the non-verbal communication of strangers, a tangible expression of 'taste'.

We at FALKE are daring, but never too loud.

We play with hints of exposure, yet help people to shield themselves from harsh environments, we create comfort in physical activity.

We stand true to our claims of quality and functionality and will not compromise these for the sake of lower cost production and exploitation.

We are the trusted companion for your journey to a happy and balanced life, a versatile life of change.



LINEN

Linen is one of the finest natural materials that due to its durability, lends itself to be a great companion to e.g. silk in our fine fibre mixes for active sports apparel.



POLYAMID

Polyamide is a synthetic fibre which was invented to mirror the properties and feel of silk with an enhanced performative functionality to help regulated body temperatures and moisture wicking. It is the crown prince under the synthetic fibres and so justifies our main emphasis on this fibre when it comes to our performance garments.



SILK

Silk has over centuries been one of the favourable fibres for luxury and everyday garments. Its inherent qualities of insulation and moisture wicking make this natural fibre a great asset within our range. Its sophisticated look and feel suits our standard of quality.



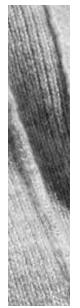
MERINO WOOL

Wool, as one of the most traditional materials used to create warm and cozy yet durable garments, is an essential part of our material story. Spread across the range of underwear, first and second layers, as well as socks, we use the finest quality of merino wool, in either blends with silk to have a cooling effect or in the combination with polyamide for our wool-tech warming underwear or across our products within the apparel ranges. A special highlight is our innovative merger of Loro Piana Merino wool with a functional membrane to create an exciting technical yet elegant 3rd layer for the golf range.



CASHMERE

Proclaimed as one of the most sought after fibres with an overwhelming soft touch, cashmere is way more interesting than this. If it is of good quality, its long hair fibres are very durable , keep you warm and even resist light rain.



Quality is the foundation of all our doing. Continuing the story of quality that the FALKE family began to tell 120 years ago, FALKE ERGONOMIC SPORT SYSTEM of course follows this path taken, with no compromise. Not willing to conform to pressures within the industry of accepting unsufficient production environments, or quality fibres, we at FALKE choose with great care the ingredients of our recipe of great comfort and performance. Our new path allows us to make the choice for the best, if this is the most innovative of synthetical performance fabric, a choice for Polyamide instead of 100 % polyester, or in terms of natural luxury, for fine merino wool, cashmere or silk/ linen.

These ingredients help us tell the FALKE story of unbiased quality within the scope of functionality

and comfort. SOFT TOUCH is what marks our products with an outstanding standard. The next to skin comfort that creates a sense of well-being. Functionality is an asset that many have claimed to have, but really diving into the technology of fibres, membranes and in our case the knitting structure that allow these to really perform according to your physical needs, is something most others have neglected.

Theory is one thing, implementation and appropriate use another. Our specialist in both realms, the innovation thirsty Daniel Düsentriebs pushing for things like our IMPULSE technology, or the knowledgeable knitwear technicians which have over generations contributed to the FALKE story, work closely together to push the boundaries within sports and ap-

parel. Together we create products that tell their own unique story of quality.

A quality that is felt, that is lived by every single one of our employees, that sets the standard of 10 pair of hands controlling a single sock before it leaves our production facility.

It is this story of integrity that makes FALKE, well FALKE.

A STORY OF QUALITY UNQUESTIONED STANDARD



The Spring/Summer 18 collection of FALKE ERGONOMIC SPORT SYSTEM is continuing to push the boundaries of merging heritage and modernity, fashionability with technicality, luxury yarns and innovative synthetics. Our relentless will to provide people with sophisticated yet highly functional apparel leads us to evermore push the boundaries of fashion and sports.

Quality and the honour of craftsmanship are amongst our highest values and continue to inspire our seasonal collections. The past has always inspired the future: using the treasures of our 120-year-old archive as a basis, the new Spring/Summer 18 collection tells an authentic story of timeless design.

Despite our changing climate, summer, for most people, denotes sun, sand, water and the slight breeze of the ocean.

People have, for decades and centuries travelled to the coast to enjoy the freedom of

tasting and smelling the sea. The Riviera, in Italian or French, has its very own feel for life, a joy, a sophistication and a subtle elegance. Colours that are fresh yet refined; linens and silks that create a light yet smooth feeling on the skin; pure comfort in intricate cuts; and functionality in an air of retro modernity. All together, these aspects weave our seasonal story of FALKE ERGONOMIC SPORT SYSTEM.

As a result, this season revolves around the theme of the relentless love of the sea, 'la riviera'. The current as well as the former ways of spending your vacation or life at the Riviera and on the water will guide our design inspiration and colour palette for this season. Continuing the clean sophistication of subtle elegance and hidden functionality, the emphasis is placed on the feel and comfort of sports apparel that equips you with the tools to enjoy your active life of change.

SPRING/SUMMER 18

INTRODUCTION





Reveries of the life at sea:

the ease of being on holiday, smelling the fresh breeze of the salty air, enjoying life and all its pleasures, or whether fresh seafood or a glass of rosé are keeping us sane in our hectic life in the cities, entwined in our everyday routine. Summer brings with it the joy of the sun, of being outside, of something cheerful. In some cultures, it is something to look forward to all year round, something we work out for during the dark winter months and something that just demarks from things that might not be as pleasant.

Newly appreciating the value of being able to do just this – to be in a place without worries, enjoying nature and being with people that we love – the Spring/Summer 18 collection takes inspiration from vintage outfits worn at the famous Riviera coastlines to translate these into contemporary garments that inspire us anew to push our own boundaries.

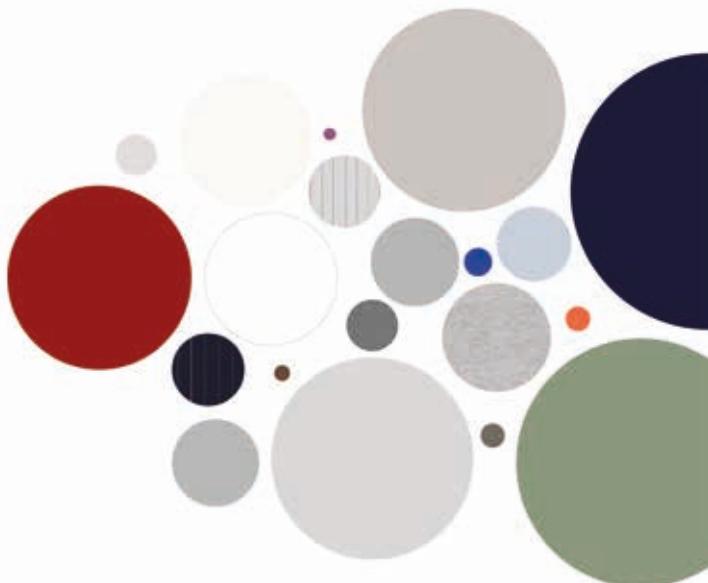
LA RIVIERA

In essence, colour is created by the reflection of light.

This means that black would signify the total absorption and absence of light, and that white in its pure form is the absolute experience of light. In many cultures, white signifies the holy, the innocent and the pure: but what we have come to see as the most satisfactory explanation of white is that it is to be seen as the concept of peace in chaos, from which everything we create arises. The contrast and mirror against which we set the experience of colour. Based on this belief and the power of white, the Spring/Summer 18 collection is built around the experience of contrast to white and its shades of ivory and grey white.

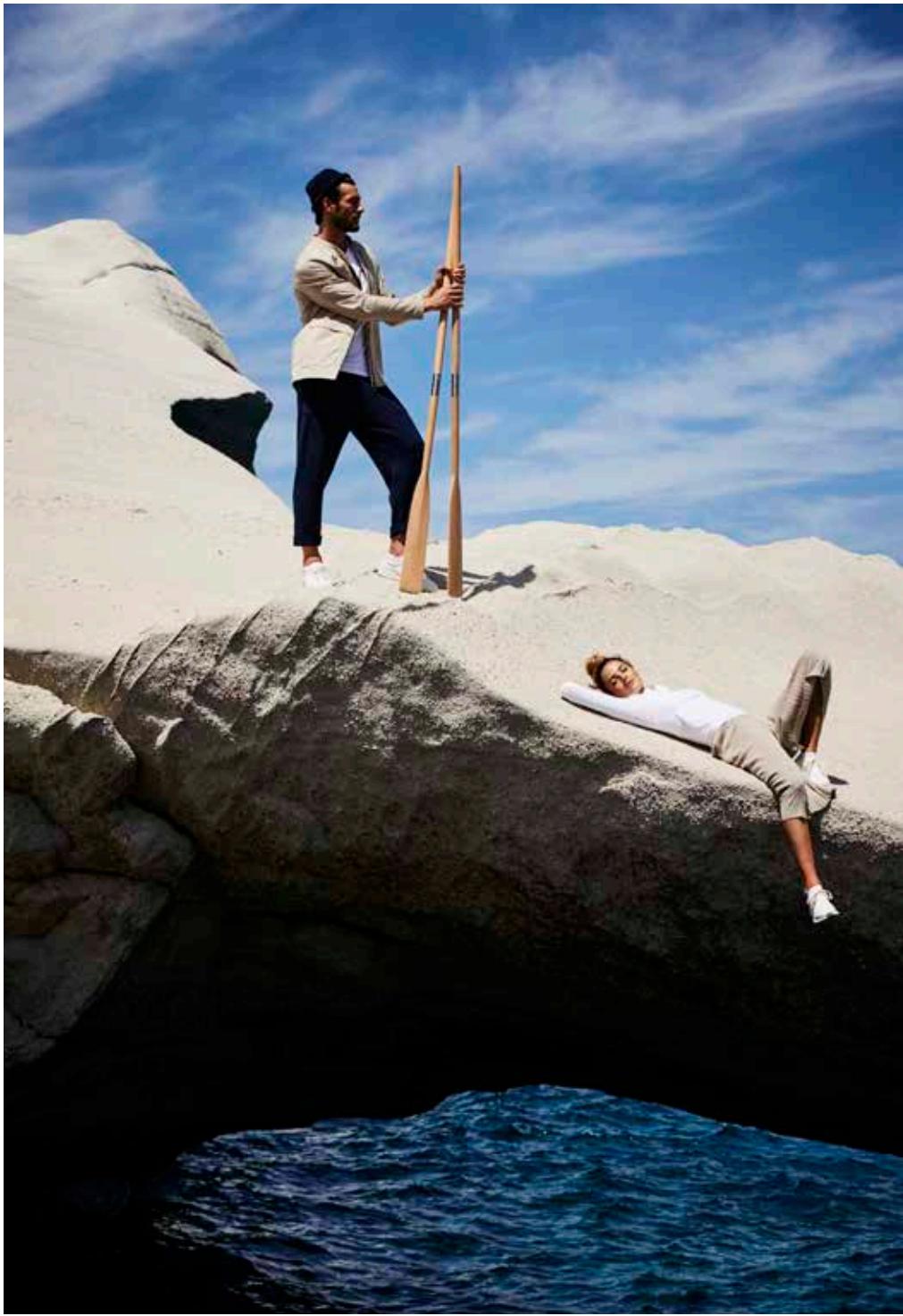
The set theme 'la riviera' provides us with shades like a deep Ventimiglia red, a Grasse green and an Antibes light blue. Both elegant yet sporty, these colours add to the continuous palette of dark-blue and grey shades. A fresh breeze of positive attitude should inspire you to go out and enjoy life.

While we continue our baseline colour palette of whites, grey shades and dark knight blue, we are adding warmer highlight tones found within the theme of the love of the sea to the palette. Blues are as important as ever, but also the intricate colours of nature found in seashells, such as a rusty brown red as well as green and beige shades will lend themselves to create a dynamic and passionate range.



COLOUR STORIES

THE BEAUTY OF BALANCE



F A L K E





F A L K E



The FALKE ERGONOMIC SPORTS SYSTEM women's sports apparel range combines heritage with modernity. It takes inspiration from swimsuits and ensembles worn at the Riviera and then translates these lines and cuts into the modern-day innovative sportswear realm. Classiness and minimalism are the guiding aesthetic for our Spring/Summer 18 collection. Our will to compliment body shapes, to bring sexiness without boldness, the daring but never loud into our products results in exciting new pieces of technical yet sophisticated sportswear that make you feel good, in every possible way.

SPORTS APPAREL WOMEN

CONVENIENT PRACTICAL ELEGANCE



36269



37184



36277



37176



37190



36261



37187



37188



37175



37181



37177



37178



37179



37182



37186



37180



37185



38625



36270



36265



38348



38347



38346



38600



38189



36263



37192



37194



37193



SPORTS APPAREL WOMEN

CONVENIENT PRACTICAL ELEGANCE





37181



36265



37182



36263

BASIC REVOLUTION

F A L K E





FALKE





37178



37193



F A L K E



37177



37178



37179

BASIC REVOLUTION



FALKE









37184



37178



38347



ELEGANT PERFORMANCE

F A L K E



37180



37193





F A L K E







37186



37194





FALKE





FALKE





37187



37175



37192

KNITWEAR HERITAGE

F A L K E



The FALKE ERGONOMIC SPORT SYSTEM men's sport apparel range has been evolved from the idea to merge the fields of tailoring – especially that of Japan and China – and sportswear to align intricate cuts with innovative materials and techniques. Our theme of the love of the sea, lets us look towards sailing linens and their geometrics as well as boats and coastline architecture for structure inspirations.

Men's apparel has become more liberal in terms of necklines and fit. Our interpretation of it is the simplistic beauty of slightly wider yet masculine shapes that suit the athlete as well as the city dweller. 'Laissez fair' in the realm of technical sports apparel.

SPORTS APPAREL MEN

THE SPORTIVE GENTLEMEN



SPORTS APPAREL MEN

THE SPORTIVE GENTLEMEN



36219



37084



36227



37090



37089



37082



37078



37079



37085



37087



37086



37083



36220



36215



38289



38296



36213



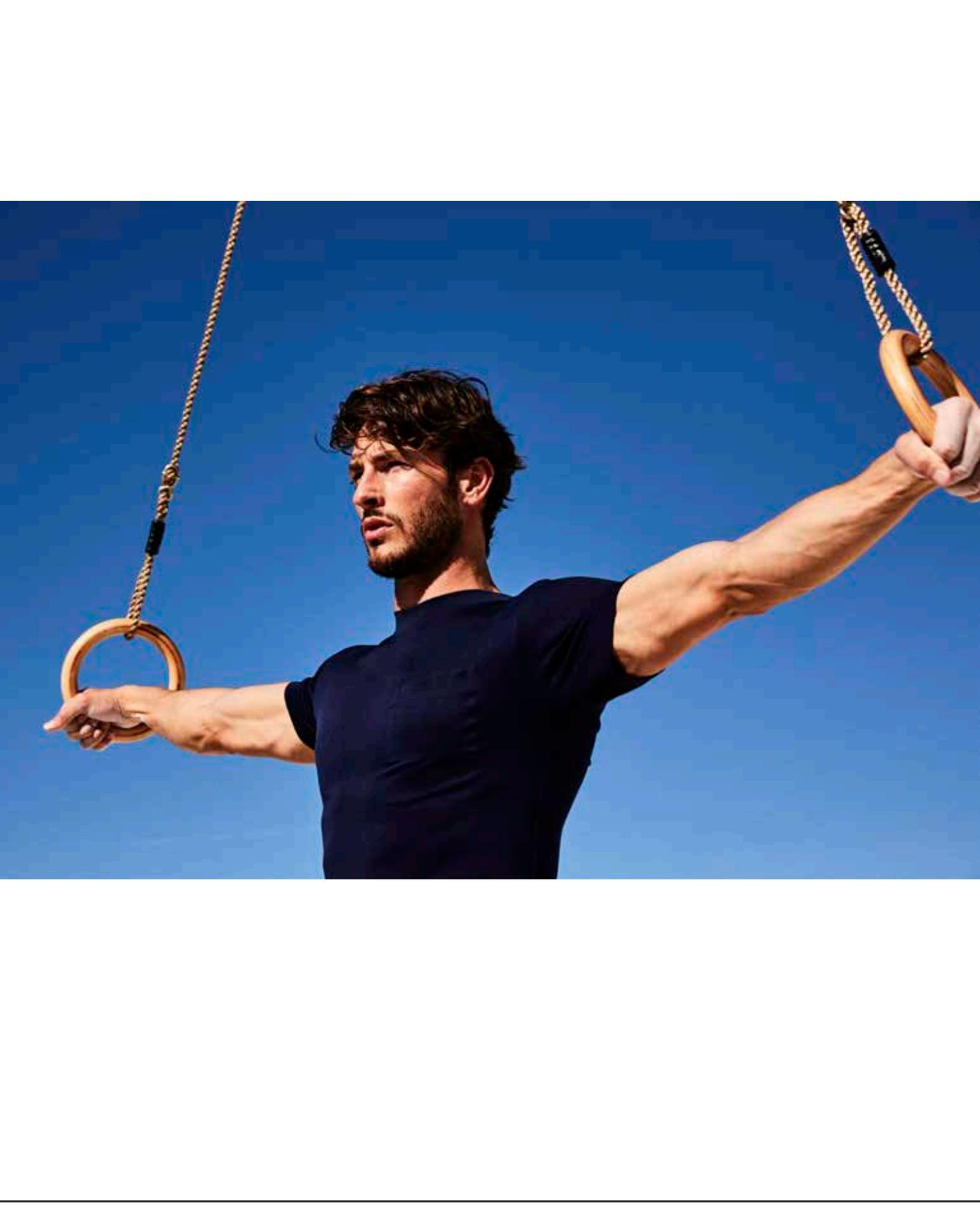
37094



38626



38628





37078



37082



37082



36213



36213

BASIC REVOLUTION





FALKE



37083



36213



16712



BASIC REVOLUTION



FALKE







37082



37084



37094

ELEGANT PERFORMANCE







37085



37094







F A L K E

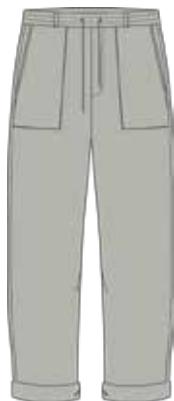




37087



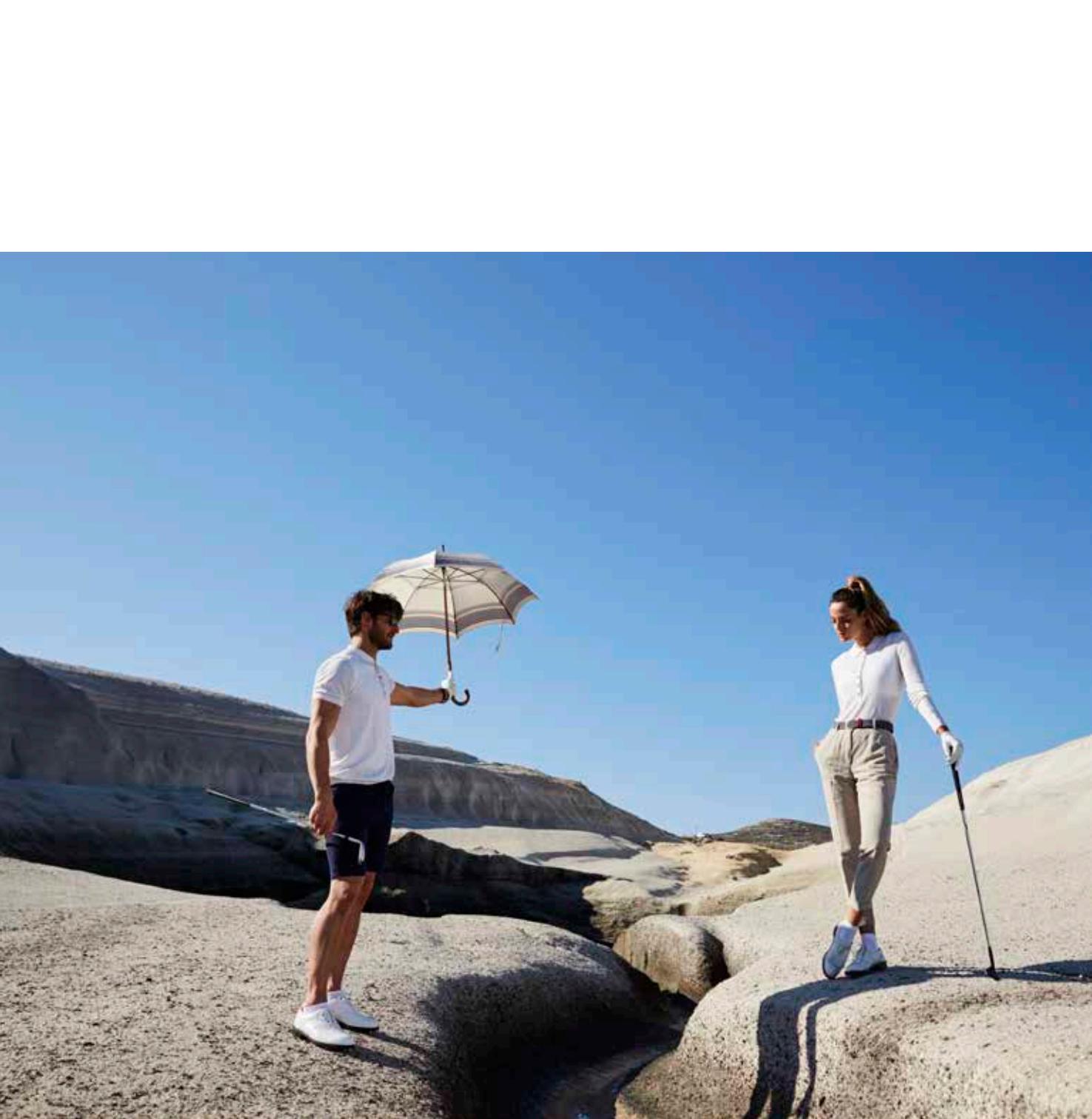
37086



37094



KNITWEAR HERITAGE





Translating tradition into modernity is what we, at FALKE, strive for. Enthusiastic those who share our passion for golf and who seek not just another polo shirt, we at FALKE make use of our 120 years of knitwear expertise to create outstanding pieces of functionality and subtle elegance. Our men's and women's collection creatively reinterpret the traditional dress code that has dominated the sport since its invention, and follow the needs and desires of the modern golfer in creating a contemporary, exciting collection of difference.

Continuing our path, we have commenced the Spring/Summer 18 golf collection, which strives to surprise with highlight pieces such as a golf dress and skirt for women as well as a new take on linen trousers and shorts. The baseline of flat-knitted silk-linen polos, cashmere/wool/polyamide-blended sweaters and slipovers as well as highly technical yet sophisticated windbreakers for both men and women, tell a rounded story of

performance and timeless design. Our will to provide the tools to make you feel good, if on or off the course, pushes our continuous development in terms of functionality and aesthetics. To find the right balance of form and function, fit, comfort and style are our quest and we are convinced that those who share our values of high-quality and timeless design will feel the difference in our products. The season's theme of 'la riviera' inspires our choice of colours, ranging from a brilliant deep red, a Grasse light olive, a fresh Antibes blue and a sophisticated pure cashmere beige, which complement our continuous, subtle palette of dark blue, whites and off-whites, and of course grey melange in all its facets.

Enjoy your time spent outside, your time of focus, challenge and self-control; but don't forget to smile, as golf is the sport of impossible perfection and for those who love the challenge.

GOLF

SS18 COLLECTION





FALKE

GOLF

MALE SS18 COLLECTION



36219



37118



36227



37117



37116



37110



37112



37111



37115



37122



37121





37110



38675



37121





FALKE



37111



37121



FALKE



GOLF

FEMALE SS18 COLLECTION

GOLF

FEMALE SS18 COLLECTION



36269



37218



36277



37217



37216



37210



37212



37211



37215



37213



37220



37221



37222



37219





37220





37211

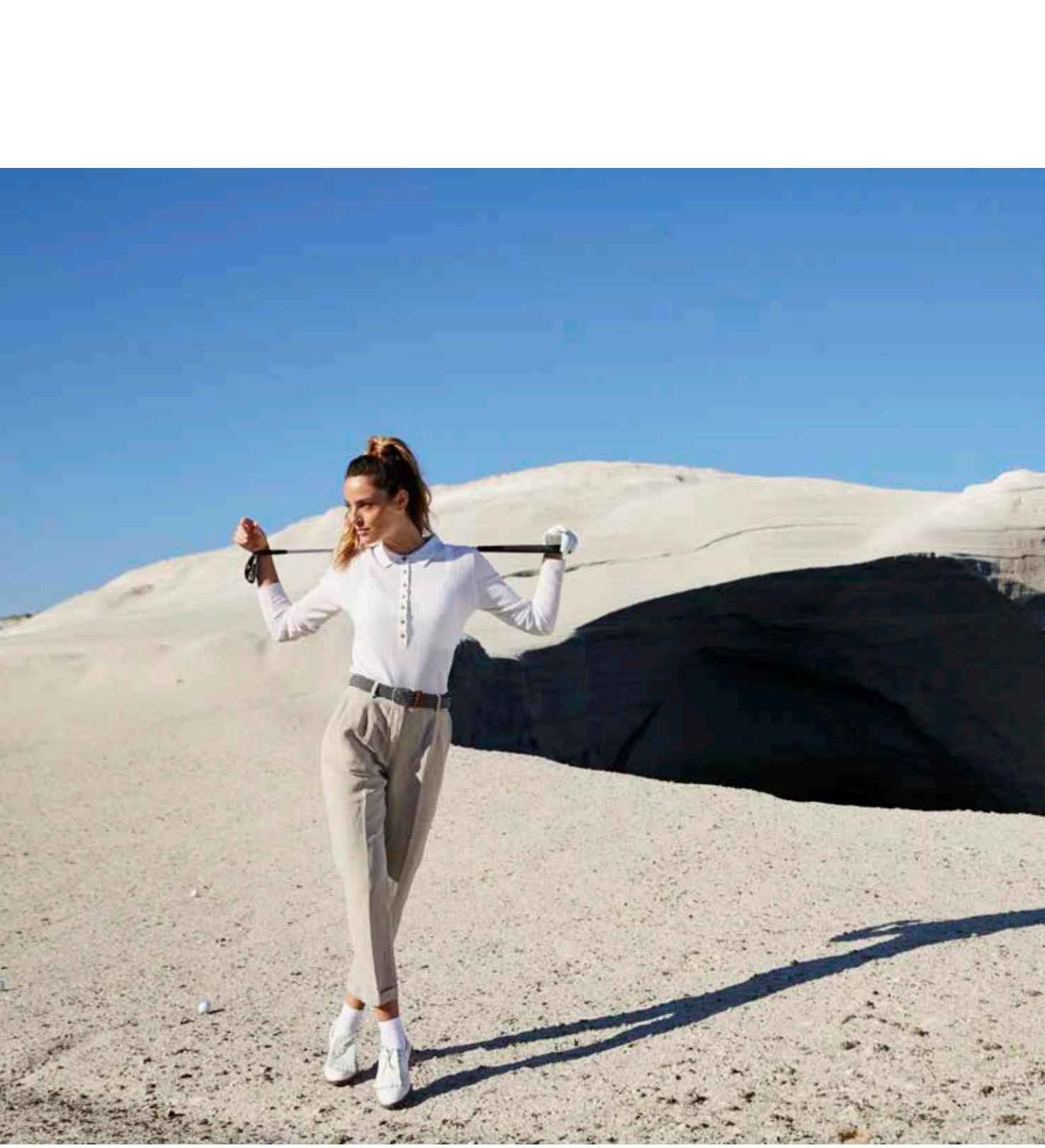


37221





F A L K E





37215



37222





ENJOY A SUMMER'S REVERIE OF THE SEA.



FALKE
ERGONOMIC
SPORT SYSTEM

WWW.FALKE.COM

OSTSTRASSE 5, 57392 SCHMALLENBERG, GERMANY