

FALKE Autumn/Winter 2020/21

## **FALKE Need for Memories**

**125 years** of perfect craftsmanship, passion for detail, high-quality materials, innovative ideas and experience: Having started as a roofing company in 1895, Falke soon developed to an international clothing and lifestyle company. Thanks to the ambition and the experience of all Falke generations, the family-owned business finally became the company it is today. The new collection is a stylishly interpreted homage to the FALKE history and a journey through exciting decades of the 20th century to commemorate Falke's 125th anniversary.

### FALKE Men's Legwear highlights:

The 1920s: The **FALKE Boho Velvet** knee-high from the FALKE Luxury Line, with its elegant paisley & flower print and its velvet look, captures the spirit of the "Golden Twenties".

The 1930s: The design of the **FALKE Athleisure** series was inspired by the rather sporty era of the 1930s. The socks, the short socks and the sneaker socks impress with a sporty graphic design and special structural elements.

The 1940s: The idea for the **FALKE Overturn** socks in modern quarter length, combining two different colours in one pair thanks to the reversible colour design, stems from the minimalistic 1940s.

The 1960s: The design of the **FALKE Bucolic Vision** socks with detailed landscape print was inspired by the playful 1960s.

### **125 years of FALKE**

The 1950s: The 1950s would be unimaginable without pinstripes, a pattern that is still popular today. The **FALKE Iconized** socks represent the style, re-introduced from 1954.

The 1970s: A graphic design that is typical for the 1970s is the highlight of the **FALKE Modular Blocking** Bootsock. The colour block design underlines the retro style of that decade.

The 1980s: The 1980s were characterised by bold colours and patterns. The new interpretation of the **FALKE Longevity** Bootsock, with contrasting colours and bulky yarn, is a reference to that era.



The 1990s: Jeans in combination with print shirts were an absolute must-have for men in the 1990s. The **FALKE Mesmerized** socks in denim look with a stylish printed diamond pattern is a modern version of this trend.