



MYAR

a modern view of the past

RE ALOHA

5-5 20

MYAR spring summer 2020

- **RE_ALOHA**

Aloha kakou.

In the Hawaiian language, the word Aloha means Hello and Goodbye. But also Love and Affection.

The positive, joyful mood of the Hawaiian culture, which celebrates the harmony with Mother Nature, meets MYAR iconic military camouflage, which is also an ultimate homage to nature as it allows to fully match the environment.

In keeping with its signature up-cycling approach, aimed at transforming already existing military garments into new designs infused with creativity and craftsmanship, for the Spring/Summer 2020 season, MYAR reworks army uniforms and Hawaiian shirts for fresh and fun urban garments. For the first time, this season, the story and the customization process behind each garment will be fully revealed by scanning with the smartphone the QR codes thermo-applied inside the pieces.

A sartorial approach resulting in the manipulation of different fabrics which are fused together stand out next to the use of cutting-end technologies.

Red mixed with green and khaki camouflages are carefully selected to match the bold hues of an array of different Hawaiian shirts for a sophisticated tonal effect.

A patchwork of different Hawaiian motifs is applied through bonding technologies on shirt, light jackets, which also reveal tropical printed cuffs. Military pieces are disassembled and then re-assembled to welcome exotic landscapes.

Transfer printing is used to decorate khaki camo jackets with a cascade of palms and subtle MYAR logos, strategically placed on the garment to be revealed with movement.

Logo T-shirts are trimmed with Hawaiian shirts punctuated by tiny buttons for a sartorial effect, while black, red and blue striped telnnyashka T-shirts from the Russian army are printed with lively palms and hibiscus flowers.

The collection's classic tailoring appeal also reflects in the Italian Navy's blue pants thermo-applied with

Hawaiian side bands running down the legs, while a blue jacket is not only lined with a tropical shirt but also reveals on the back a palm created with a patchwork of tiny pieces of fabrics in exotic motifs.

Playing with tonal contrasts, two different green jackets are combined into a unisex shirtdress and, a celebration of MYAR up-cycling know-how, a shirt with short sleeves is embellished with extra applied pockets for seamless sophistication.

MYAR signature military, utilitarian aesthetic gets refreshed with the breezy, positive vibe of the Hawaiian iconography, which invites to indulge the sweet joy of nature.

Aloha nui loa.

- **MYAR**





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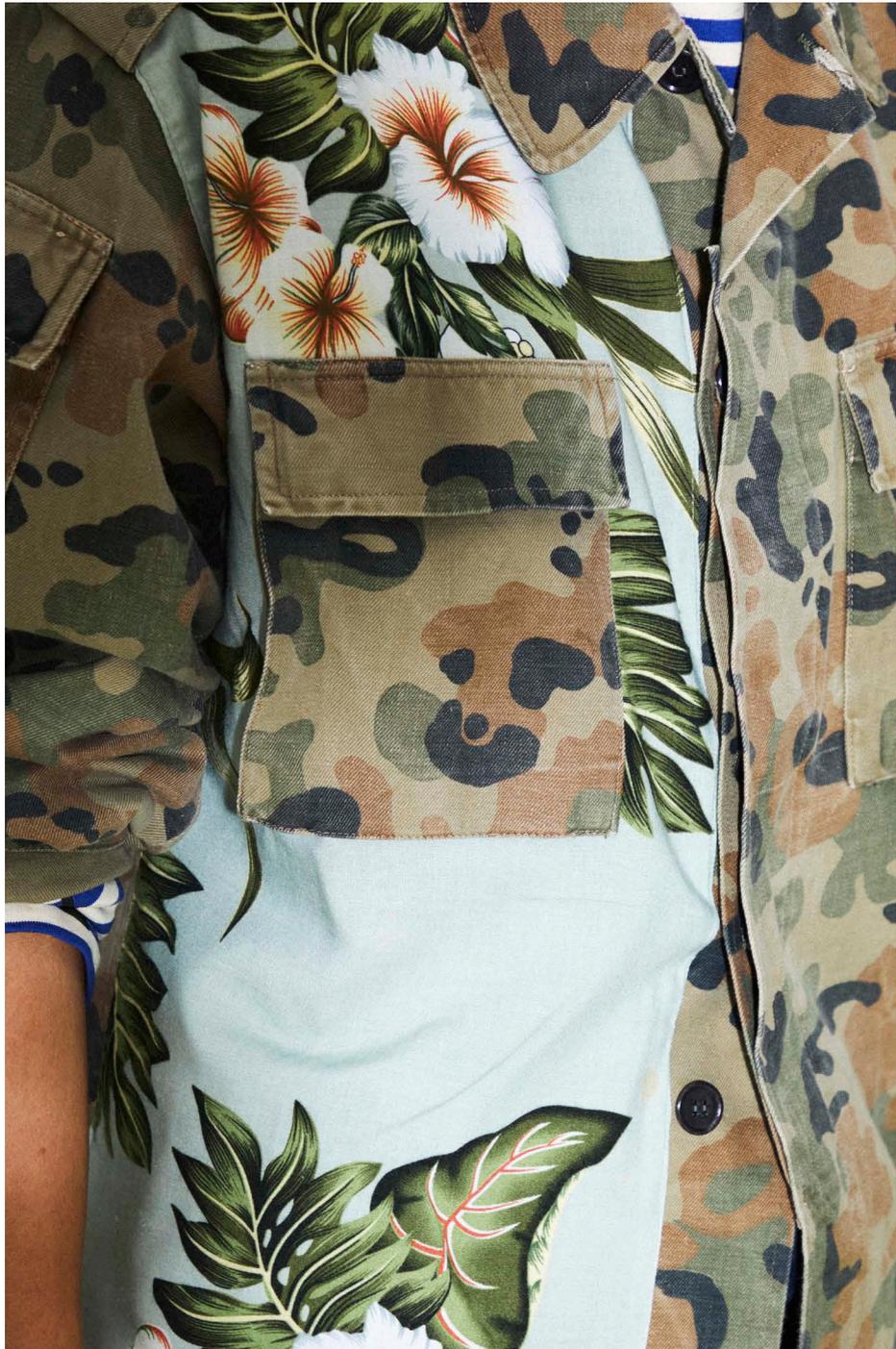
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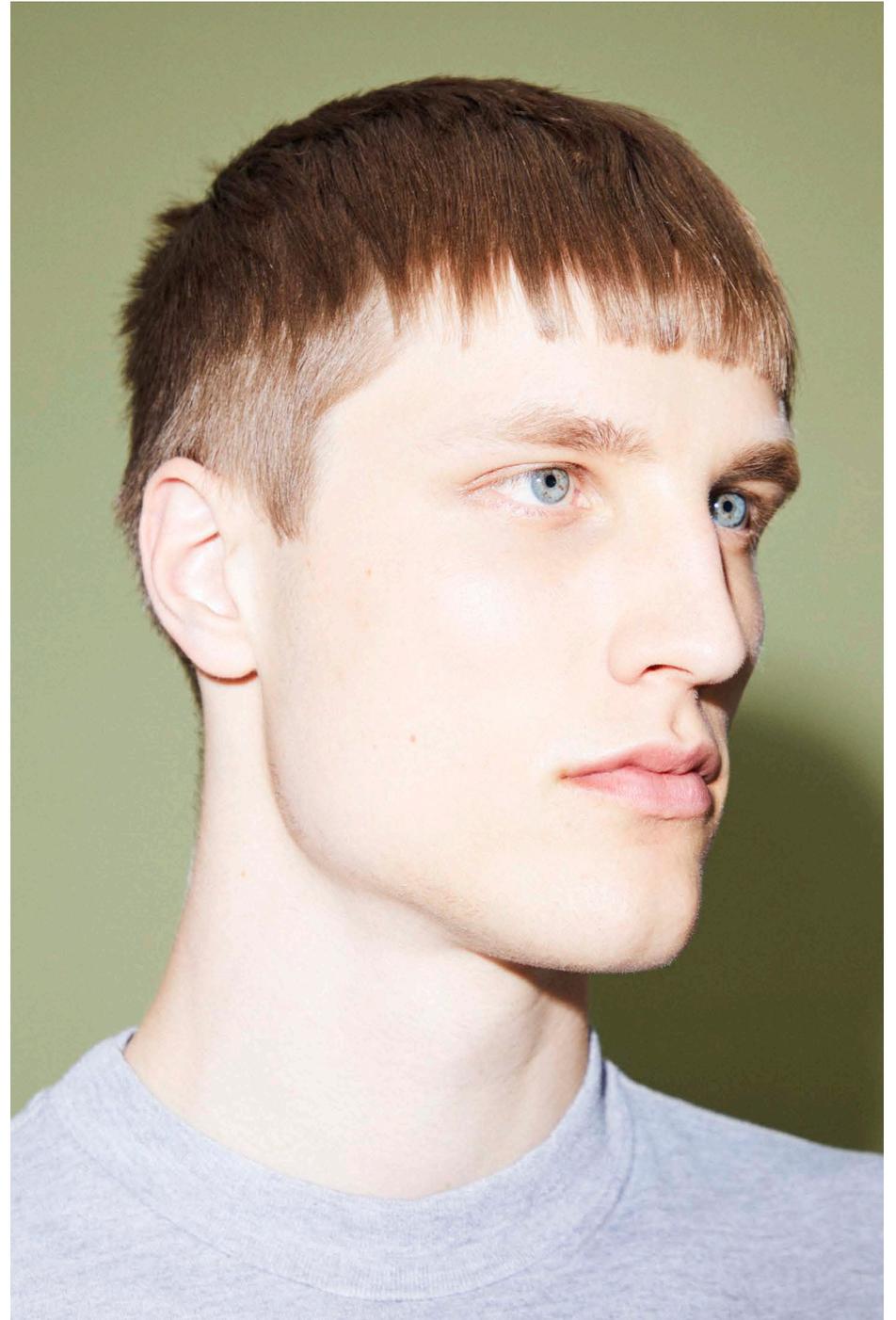


















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MYAR spring summer 2020

pg.		code.	note.	pg.		code.	note.
pg. 5	top	USS6A	AMERICAN CAMOUFLAGE SHIRT - 1990'S Tiger camouflage shirts with vintage aloha shirts cut out in wood land camouflage shape applied on allover. Cotton polyester	pg. 14	top	IMJ8A	100% Cotton VINTAGE HAWAIIAN ITALIAN NAVY JACKET - 1980'S Jacket with vintage aloha shirts palm tree graphic on back. 100% Cotton
pg. 6-7	top	UNS6C	HUNGARIAN ARMY SHORT SLEEVE SHIRT - 1960'S Long sleeve shirts transformed into short sleeve shirt with two extra large pockets. 100% Cotton		bottom	IM8D	ITALIAN NAVY TROUSERS - 1980'S Cotton pants with hawaiian shits stripe applied on side seam.100% Cotton
	foot	MY2795_ GREEN	Superga & MYAR high cut sneakers, green	pg. 15	top	REAH00	VINTAGE HAWAIIAN SHIRT - 2000'S Vintage hawaiian shirt with field jacket pocket applied with other vintage hawaiian shirts. Mixed material
pg. 8-9	top	GBJ9G	BRITISH DESERT CAMOUFLAGE SHIRT - 1990'S British desrft camouflage shirt with vintage hawaiian aloha shirt coming out from hem. Cotton polyester		bottom	GBP9D	BRITISH DESERT CAMOUFLAGE TROUSERS - 1990'S British desert camouflage trousers with transfer print of blue palm tree graphic. Cotton polyester
	bottom	GBP9D	BRITISH DESERT CAMOUFLAGE TROUSERS - 1990'S British desert camouflage trousers with transfer print of blue palm tree graphic. Cotton polyester		foot	MY2795_ SAND	Superga & MYAR high cut sneakers, sand
	foot	MY2790_ GREEN	Superga & MYAR low cut sneakers, green	pg. 16-17	top	UNS6B	HUNGARIAN ARMY SHORT SLEEVE SHIRT - 1960'S Long sleeve shirts transformed into short sleeve shirt with two extra large pockets. 100% Cotton
pg. 10-11	top	REAH04_ GREEN	VINTAGE HAWAIIAN SHIRT - 2000'S Vintage hawaiian aloha shirts with deadstock fabric applied on back and front pocket. 100% Cotton		bottom	IM8D	ITALIAN NAVY TROUSERS - 1980'S Cotton pants with hawaiian shits stripe applied on side seam.100% Cotton
pg. 12-13	top	REAH01_ BLU	VINTAGE HAWAIIAN SHIRT - 2000'S Vintage hawaiian aloha shirts with deadstock fabric applied on back and front pocket.	pg. 18-19	top	GBJ9E	BRITISH DESERT CAMOUFLAGE JACKET - 1990'S British desert camouflage shirt with transfer print of blue palm tree graphic.

pg.		code.	note.	pg.		code.	note.
			Cotton polyester				hawaiian aloha shirt on bottom. 100% Cotton
	bottom	GBP9D	BRITISH DESERT CAMOUFLAGE TROUSERS - 1990'S British desert camouflage trousers with transfer print of blue palm tree graphic. Cotton polyester			DEJ80	GERMAN ARMY SHIRT - 1980'S German army jacket with half body vintage hawaiian aloha shirt applied on front. Cotton polyester
	foot	MY2795_ SAND	Superga & MYAR high cut sneakers, sand	pg. 25	top	UNS8A	HUNGARIAN CAMOUFLAGE SHIRT - 1980'S Hungarian camouflage shirt with half body vintage hawaiian aloha shirt applied on front and pocket detail. 100% Cotton
pg. 20-21	top	GBJ9D	BRITISH DESERT CAMOUFLAGE SHIRT - 1990'S Desert camouflage shirts with vintage aloha shirts cut out in wood land camouflage shape applied on allover. Cotton polyester		foot	MY2795_ GREEN	Superga & MYAR high cut sneakers, green
	bottom	GBP9E	BRITISH DESERT CAMOUFLAGE SHORTS - 1990'S British desert camouflage shorts with transfer print of blue palm tree graphic. Cotton polyester	pg. 26-27	top	GBJ9F	BRITISH DESERT CAMOUFLAGE JACKET - 1990'S British desert camouflage shirt with half body vintage hawaiian aloha shirt applied on front. Cotton polyester
pg. 22-23	top	RUTOQ_ BLU	RUSSIAN LONG SLEEVES STRIPE SHIRT - 2000'S Russian long sleeve stripe shirt with allover transfer print of palm tree graphic. 100% Cotton	pg. 28-29	top	GBJ91	BRITISH CAMOUFLAGE JACKET - 1990'S British camouflage shirt with half body vintage hawaiian aloha shirt applied on front and pocket detail. Cotton polyester
		ROS91	ROMANIAN CAMOUFLAGE SHIRT - 1990'S Romanian shirt with half body vintage hawaiian aloha shirt applied on front and elbow patch details. 100% Cotton	pg. 30	top	ESJ81	SPANISH ARMY SHIRT - 1980'S Spanish jacket with vintage hawaiian aloha shirt coming out from hem. 100% Cotton
					foot	MY2795_ GREEN	Superga & MYAR high cut sneakers, green
pg. 24	top	RUTOV_ RED	RUSSIAN LONG SLEEVE STRIPE SHIRT - 2000'S Russian long sleeve stripe shirt combined with vintage	pg. 31
				pg. 32	top	REAH02_ KHAKI	SHIRT - 2000'S Vintage hawaiian aloha shirts

pg.		code.	note.	pg.		code.	note.
			with deadstock fabric applied on back and front pocket. 100% Cotton				the side seam. 100% Cotton
pg. 33	top	MYA1A	Tiger camouflage shirts with vintage aloha shirts cut out in wood land camouflage shape applied on allover. Cotton polyester	pg. 37	top	ITJ8C	ITALIAN NAVY SHORT TROUSERS - 1980'S Cotton shorts with lazer print of myar logo and palm tree graphic. 100% Cotton
		UNS6A	GERMAN ARMY T-SHIRT - 1980'S Vintage army t-shirt combined with vintage hawaiian aloha shirt. 100% Cotton		bottom	IM8E	ITALIAN FIELD JACKET - 1980'S Field jacket with transfer print of palm tree graphic. Cotton polyester
	bottom	IM8D	HUNGARIAN SHIRT - 1960'S Shirt with vintage aloha shirts palm tree graphic on back. 100% Cotton				ITALIAN NAVY TROUSERS - 1980'S Cotton pants with lazer print of myar logo and palm tree graphic. 100% Cotton
pg. 34	top	RUTTOA_ BLU	ITALIAN NAVY TROUSERS - 1980'S Cotton pants with hawaiian shits stripe applied on side seam.100% Cotton				
	foot	MY2795_ GREEN	RUSSIAN STRIPE TANK TOP - 2000'S Russian stripe tank top with allover transfer print of palm tree graphic. 100% Cotton				
pg. 35	top	MYALOHA_ BLACK	Superga & MYAR high cut sneakers, green				
pg. 36	top	ATT9A	AMERICAN PHYSICAL EDUCATION T-SHIRT - 1990'S American physical education t-shirts with myar logo transfer print on vintage hawaiian aloha shirt. Cotton polyester				
	bottom	IM8F	AUSTRIAN ARMY T-SHIRT - 1990'S T-shirt with vintage hawaiian aloha shirt stripe applied on				

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