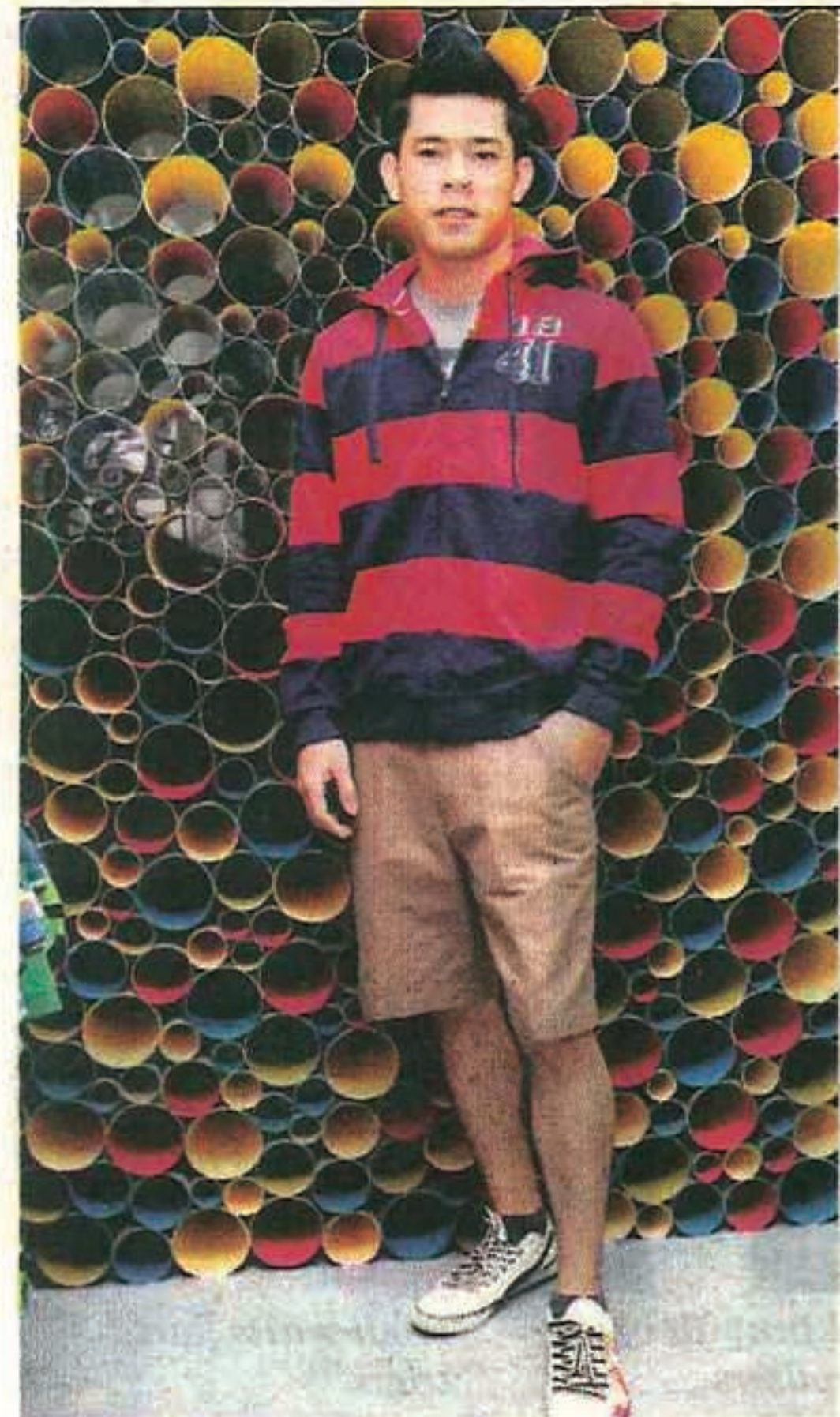


LIFE & TIMES **STYLE**

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Khaki shorts with red and black hoodie



Dress for casual wear



Plaid shirt for men

# Dress for adventure

Jeep clothes are cool and rugged, just like its first vehicle, The Willys, writes **Kasmiah Mustapha**

**R**UGGED and adventurous are words that describe Jeep vehicles and apparently, when it comes to its apparel, the same words apply. So if you can't drive a Jeep, you still get to be rugged and adventurous wearing Jeep.

For its Spring/Summer collection, the company has decided to add another element — vintage. The collection was inspired by Jeep's first four-wheel drive — the Willys, which was made in 1941 for the United States army. If you have seen World War II movies or television series, you will probably recognise it.

With "1941" printed on the T-shirts, bermudas and shirts as well as a picture of the Willys, the style is suitable not only for those leading an active lifestyle, but for weekends too.

### MILITARY INFLUENCE

For the men's collection, the most striking feature is the military influence which pays tribute to the heritage of the Willys. The clothes will appeal to the young and young at heart.

Basic tees are given a makeover in white, brown or charcoal with the design of Willys on the front. The classic polo T-shirt is available in bold basic colours with a vintage touch of orange-red stripes.

With plaid shirts making a comeback, Jeep has come up with similar design for its new collection with chequered shirts in red and black. Match these with shorts and bermuda in colours of grey, charcoal and brown. Jeans and cargo pants in earth tones complete the men's ensemble.

While rugged and adventurous may suit men, the women are not forgotten. The women's section has T-shirts with similar designs as the



White T-shirt with blue hoodie and pink pants



Yellow T-shirt with the picture of the Willys



Adorable yellow baby T-shirt



T-shirt with floral motif

men's as well as chequered shirts, to be worn with cut-offs in khaki. The black and red striped hoodie completes the casual look.

Women can also choose cotton tops in pastel and bold colours to go with bright pink jeans. Long dresses with short sleeves in brown, pastel and earth tones will look perfect for weekends.

### COMFORT FOR KIDS

As for the children, Jeep pays attention to the need to dress them comfortably while at the same time, giving them their own fashion style. For boys, the choices are military-influenced T-shirts and shirts in green with bermuda or cargo shorts. They also have their own version of plaid shirts.

Although the collection for girls is very limited, they will look adorable in denim dresses or T-shirts

with a floral motif — a throwback to the 1960s. The yellow Willys T-shirt with bright pink pants make a striking ensemble.

Jordone Corporation merchandising manager Niki Leng says Jeep apparel has always been associated with outdoor lifestyle which fits its Live Without Limits motto.

"Our advantage is that the brand adapts to current fashion styles. While we always stick to natural and earth tones, for this collection we decided to use bold and bright colours. We want to make the style interesting. We dug into our archives because we wanted to bring in

the vintage look. The Jeep Willys was the first vehicle to be manufactured and it fits our style for rugged, adventurous and active lifestyle."

She says that while the design may not be seen as vintage, the use of graphic and colours such as orange, yellow and blue will lend the effect.

Jeep Spring/Summer collection is available at all Outfitters Studio and leading departmental stores. Prices range from RM49 to RM259.90.

[kasmiah@nstp.com.my](mailto:kasmiah@nstp.com.my)



Denim shirt for boys

Denim dress for girls

PICTURES BY HALIMATON SAADIAH SULAIMAN

"Our advantage is that the brand adapts to current fashion styles."

Niki Leng, Merchandising Manager