

Sarar
Spring * Summer
2013



As the gloomy days of winter draw back, in a ceaseless rainy and thunderous weather, Sarar male- the romantic city dweller- slowly changes his look just as the blooming flowers of Spring. Following the volatile weather of Spring in ups and downs in temperature, his coats and chunky knits are still ready in his wardrobe.

As the April showers subside and the weather gets warmer, the revolution in clothing begins, Sarar male includes more colours in his life without giving up on his chic style. As the summer closes up, Sarar male crowns up his wardrobe with light pieces in bright and pastel colours.

Sarar 2013 Spring - Summer collection offers a wide range of products in different colour groups and styles in 4 major themes...

ELECTRIC

In the grayness of the city and the streets beaten by rain, a modern theme ruled by the shades of blue. Sarar male, having a fine and an elegant style, takes a sophisticated and Mystical stance. In this theme chic jackets and blazers are teamed up dynamically with jeans for adaptation to urban life.







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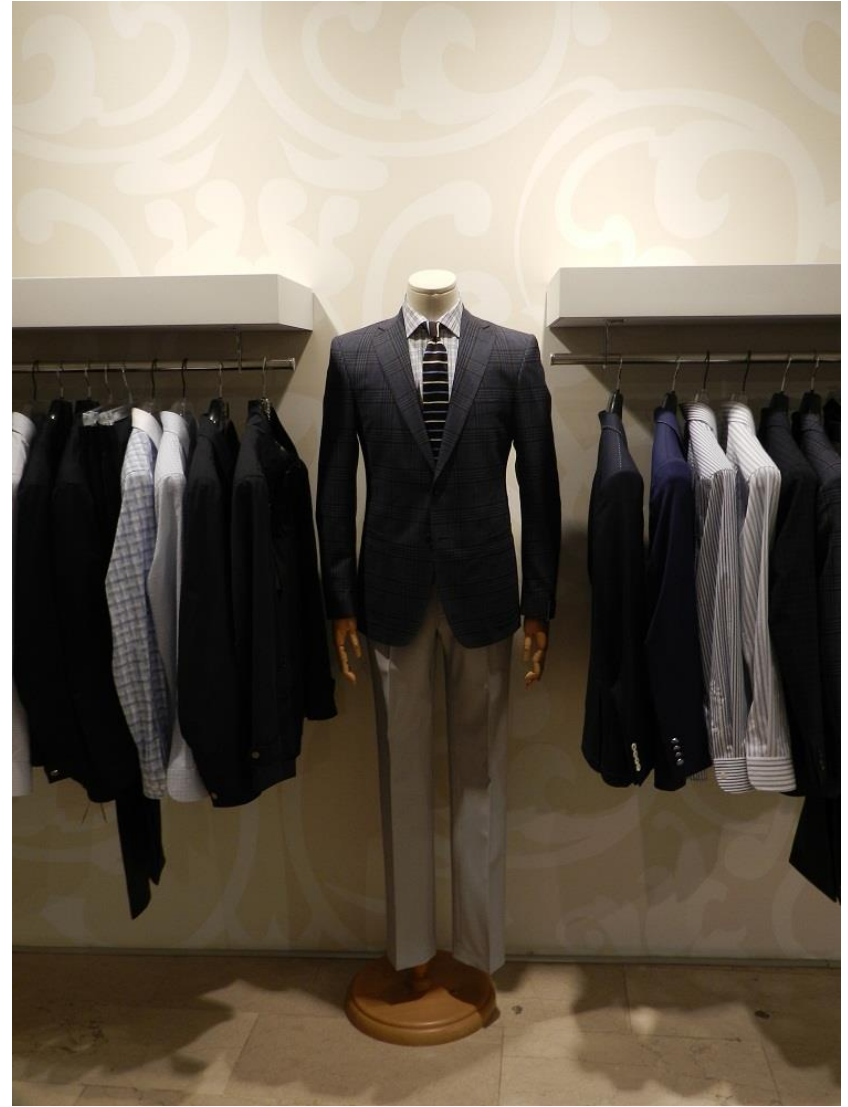




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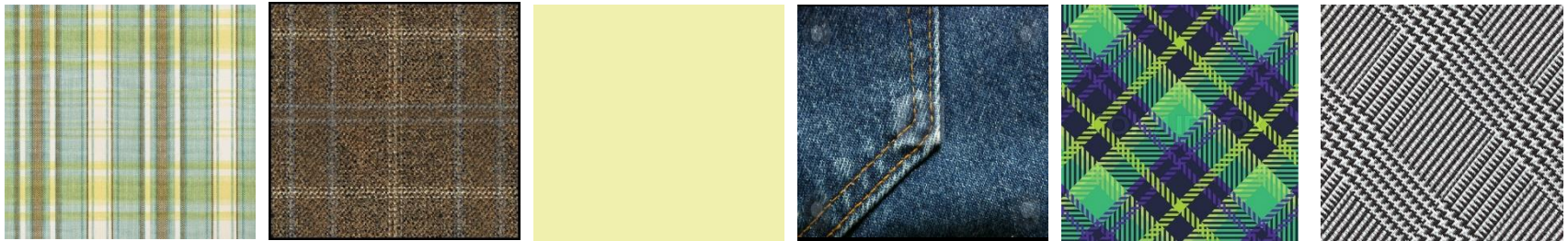


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PREPPY

Inspired by the best students of Ivy league schools in America, “*Preppy*” is becoming very popular in fashion, suggesting an elite look that is always clean, neat and young.

In this theme timeless and classical styled pieces meet customers; blazers, polo t-shirts, cardigans, check shirts and pullovers are mixed with jeans and chinos. Sarar male carries the young and dynamic look to the Spring. Sweaters around the shoulders, Polo t-shirts with necks up and all types of loafers are the details that stay in mind. There is only one thing to say for this theme ‘Effortless Chic’





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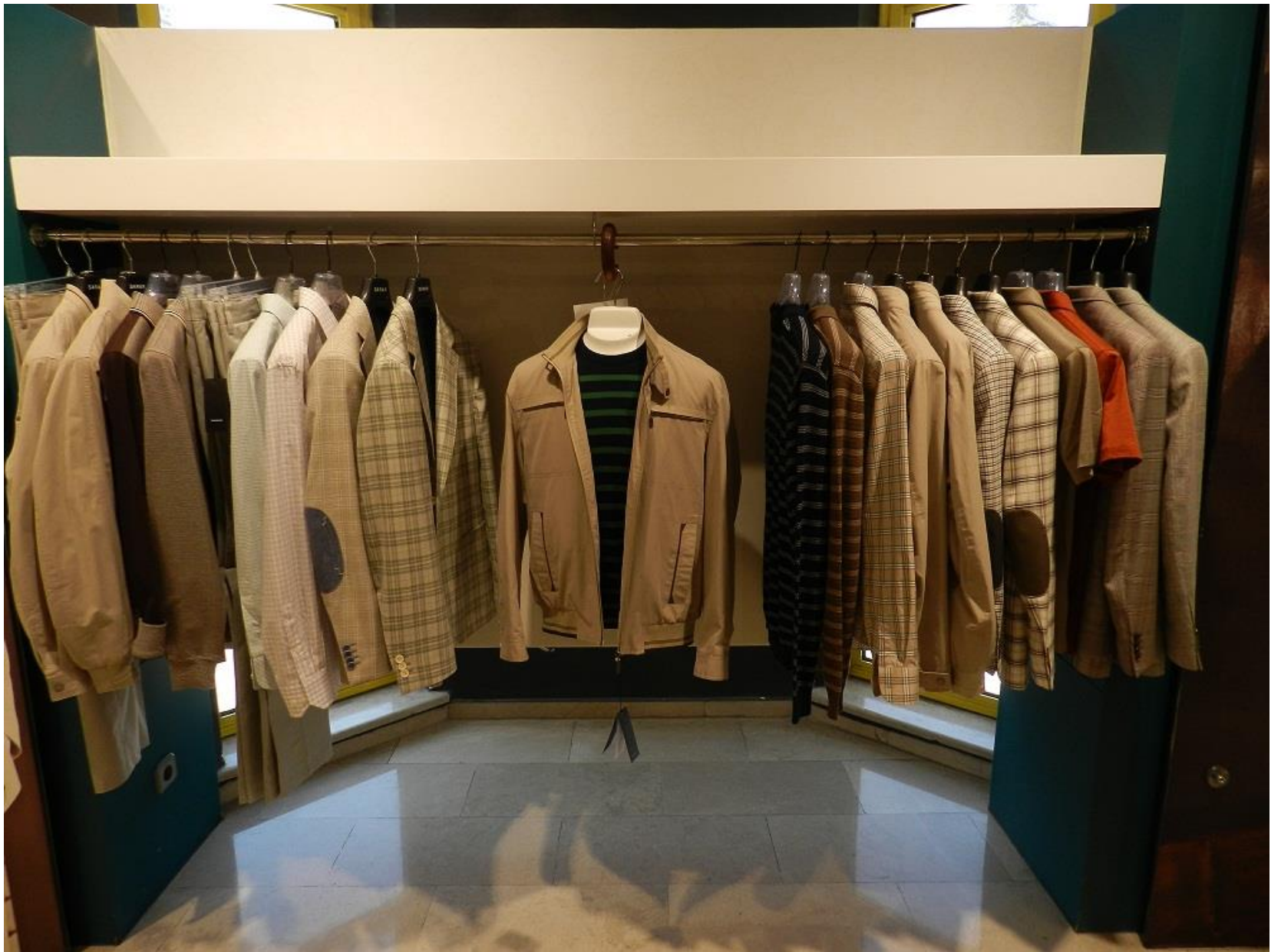
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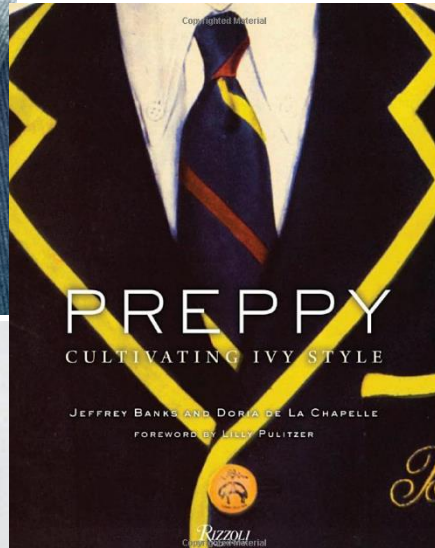
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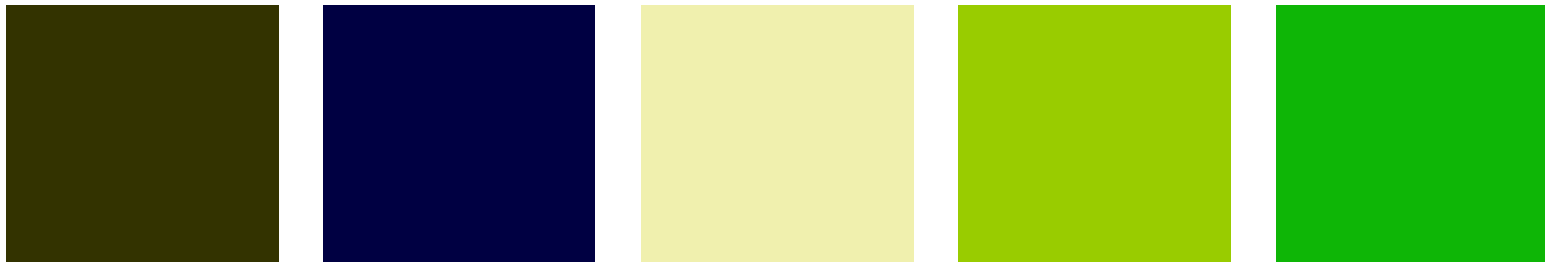


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SAFARI

From dusk till dawn, all the shades of sand and earthly colours are present in this theme in military style jackets and coats. Brightened up with knitwear, check shirts and jerseys, this collection offers a wide range of Safari theme that takes Sarar male into old Hollywood movies' desert scenes.

As well as the linen trousers and denim shirts, blazers and safari jackets are modern enough to carry the desert air and be worn in city. For Sarar male the city is as adventurous as the savannahs.





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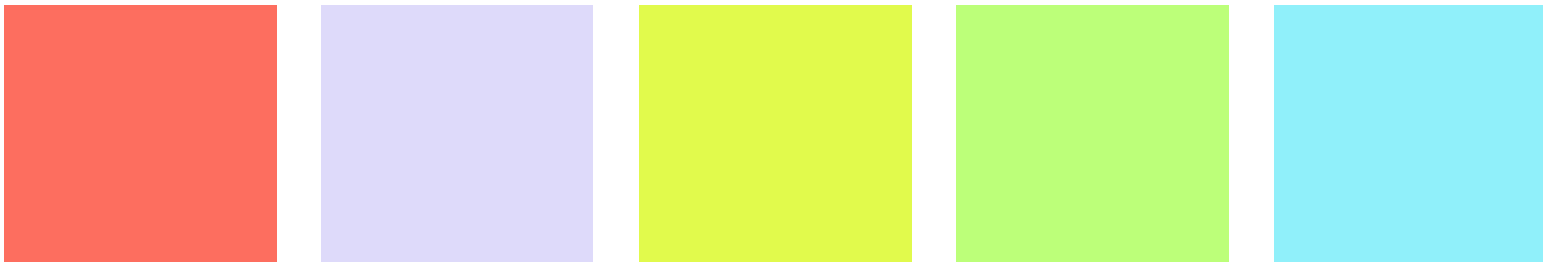


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PACIFIC

Somewhere between the Tropics of Cancer and Capricorn, where tropical islands' flora and birds are lively and colourful, and the gaudily spirited people of these islands are the inspiration of this theme.

As the sun fades all the colours, by the end of the summer pastel colours and pale shades begin to dominate the season, Sarar male is in a different state of chic, in the best possible and most comfortable way. Blazers, jeans and various other products made of lightest fabrics, cotton and linens, and products in all shades of colours that also match so well. They all represent the last theme of 2013 S/S collection.





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