

F A L K E

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PUBLIC RELATIONS

FALKE Men's Legwear Spring/Summer 2024

Follow your hands

Inspired by diverse craftsmanship and traditions of different cultures, FALKE's Spring/Summer 2024 collection is designed around the main idea of "Follow your hands". By recalling, appreciating and reinterpreting old craftsmanship, it seeks to create a transition between the old and the new. Whereas "handmade" used to be lived and experienced as a fashion trend that characterized only a few seasons and designers, fashion itself is changing in this respect. Quality and sustainability are becoming increasingly important, displacing aspects such as fast fashion and consumerism. The collection's color palette moves between neutral tones and bright colors, inspired by vegetable dyes and folkloric patterns that reference the handmade look.

Borrowing from the look and materiality of loosely woven raffia baskets is the look of the **FALKE Artisanship** sock. The composition of cotton and linen also gives it a light structure that supports the design inspiration and ensures high durability. Not only the design, but also the materials used make the sock perfect for the spring/summer season.

The **FALKE Ikat Spell** impresses with its summery tri-color ikat pattern. The look is supported by a loosely knitted structure, which gives the sock that certain something extra. The combination of viscose, cotton and linen also ensures an extremely light feel.

With a knitted structure in a classic diamond pattern, the popular FALKE Family has been reinterpreted in the **FALKE Classic Tale** sock. The quality features, such as the perfect fit and the use of sustainable FALKE - WE CARE cotton, are retained and make the sock the perfect companion for different outfits.

Also based on a FALKE bestseller is the new **FALKE Run Rib**. The lightly padded sole and the anatomical fit of the well-known FALKE Run sock are complemented in the new version by a modern rib structure in the shaft. This gives the sock a sporty look and is therefore a must-have for all sneaker lovers.