



Let's Hear You Roar!

MCM'S Munich Wildlife collection equips the urbanite for a safari in the concrete wilderness

Look outside. What do you see? A wild, uninhibited landscape greets you: a terrain of towering glass and concrete, tonnes of metal zipping overhead and below – on the ground, underground – dots of various shapes and colours scurrying along on the concrete, rarely pausing, on the run. Welcome to the urban jungle. Once you enter you can't turn back.

But there's no need to feel intimidated or to hole up inside. Venture out; unleash that untamed spirit and let it claw its way to the surface. But dress appropriately or you may be eaten alive. Take on the terrors of the jungle

with the new MCM (Mode Creation Munich) autumn/winter collection, made for the strong and sophisticated woman ready to brave the untameable.

Bringing back the hedonistic heydays of the 70s, MCM's Munich Wildlife collection tips its hat to exotic animals and vibrant adventurism. Founded in the Bavarian capital in 1976, MCM was designed with the burgeoning travelling class in mind. At a time when commercial travel was becoming increasingly affordable and hence popular, MCM recognised that discerning travellers required fine luxury goods, apparel and footwear that combined German-style functionality with traditional craftsmanship.

Travel, specifically the romanticism behind it, has been a continual muse for MCM. The brand logo, known as the Cognac Visetos, is the Roman numeral for 1900, representing the turn-of-the-century advancements in travel that promoted the eventual affordability of trains, cars and planes. The Cognac Visetos appears on MCM's heritage travel collection to remind passengers of how exclusive undertaking a journey once was – and can be again. Today, three-and-a-half decades on from its debut, the coveted brand is an accomplished global adventurer, reaching across oceans and continents as well as expanding its product range into handbags and leather accessories.

This autumn, MCM urges the urbane male and female to unleash their wild sides and traverse the skyscraper forest in the season's newest collection of reinterpreted lines, all featuring striking materials and fierce colours. MCM's signature design, emphasising simple functionality, is embodied in the new Boston M, which revamps the classic handcrafted Boston bag in pristine skins of sand fox and calf leather, in vibrant orange or cool blue. The external stitching adds subtle detailing that sets it apart from the more intricately embellished pieces of the season. As with many MCM-brand bags, the highly versatile Boston M can be dressed up or down for casual daily use or a night trek into the city.

Forests of concrete and glass, seas of taxis and delivery trucks, herds of people of all shapes and sizes: this is the urban jungle, where only the strong survive – and maybe those of confident demeanour. So ask yourself this before stepping out: "Where did I put my MCM bag?" ■

From Far Left Patrycja Gardyggajlo, bold and beautiful in MCM; Boston M, the star of the ferry; Dita Von Teese with her feline friend; Lady Gaga in black, peach and MCM; Justin Bieber in Visetos Biker Jacket; Beyonce Knowles with her MCM Visetos; inside Hong Kong's MCM flagship store



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