I SEE RED

No colour has more sensory appeal than red. On top of that, no colour carries as much symbolism either. Red is the colour of love, violence, seduction, danger, and anger. These meanings go all the way back to when our prehistoric ancestors associated red with the colour of fire and blood, two of the driving forces in their lives. Further than that, red is the most popular colour used in flags, as almost 77 percent of flags feature red. Across the world, authorities use red as a colour to signify STOP.

In the fashion world, red is a bold showstopper. It captures attention and never goes out of style. From the early 20th century onwards it has appeared on catwalks and been a prominent colour across all seasons.

No time is more appropriate to incorporate some red into your look than February, with Valentine's Day and the colour's symbolic connection to love.

At London Fashion Week, Iceberg showed off its 2019 Men's Fall Collection. The collection was bright and 80's-inspired. The standout of the show was the look with a red puffer jacket trench coat like Resene Milano Red, with red track pants, headband, satchel and boots all grabbing attention. The look was so bold that it still managed to stand out in a collection of eccentric and colourful outfits.

Philipp Plein's show also featured a display of puffer jackets. None was more attention-grabbing than the Resene Red Berry tracksuit look. The outfit looks like it has been taken from an old school anime with its glossy red tones and yellow trim, with dramatic collars and paint splash designs over the jacket.

Biuu's outfit is so bright that it would instantly catch anybody's eye. The Shanghai-based label takes far-fetching themes like sci-fi and Mayan culture and merges them into a colour-blocked collection with striking colours throughout. The almost-neon Resene Get Reddy with an accenting turquoise sweater underneath, creates a look between cyberpunk and hipster.

Red isn't just an attention-grabbing colour – it can also be used to contrast. Heron Preston showed off a look with a shirt similar to Resene Half Pohutukawa. The subdued, darker, and less vibrant red tone makes it easy to match while also not completely fading from the spotlight. The look of the outfit was decidedly 90's-esque, and the rustic red and oversized blue pants gave it a blue-collar working man look.

The Dsquared² Fall 2019 collection was playful, with the theme of having fun. The low cut, vibrant pants in a colour similar to Resene Roadster paired with a colourful, glam metal inspired tank top and pink furry jacket with flamboyant psychedelic graphics splashed over it. The bright eccentric tones are designed to stand out and do exactly that. It works by not relying on the red tones alone, but rather using the red to catch the initial attention and drawing onlookers in with intriguing and outgoing graphics.

Sartorial Monk's Collection is pared back and minimalistic. The long, sleek velvet dress in a colour like Resene Dynamite looks as comfortable as a cosy blanket. The dark satiny gown uses red to give it a luxury, yet relaxed, touch that wouldn't be possible in any other colour.