

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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The New Globalists: 20 brands that are making moves

From Brazilian wine to elegant bikewear to well-designed financial services: **A MONOCLE SURVEY** of companies going global

- A AFFAIRS** In the zone: making time pay the New Zealand way
- B BUSINESS** Meet the well-dressed residents of Zozotown
- C CULTURE** Companies that can carry, hold and amplify a tune
- D DESIGN** Sharper, cleaner, faster: a round-up of Milan's Salone
- E EATS** Settling down in Seville, a bush well trimmed and John Simpson's last meal
- EXPO** Swiss engineered: Lausanne's design class of 2010

Is your package fit for global consumption?



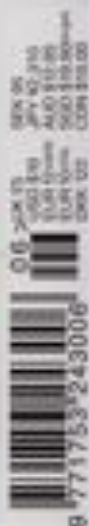
NEXT STOP— THE WORLD

Start-ups and seasoned players – an inventory of businesses that are mobilising

- 01 Software: Switzerland
- 02 E-retail: Japan
- 03 Wine: Brazil
- 04 Mobile phones: India
- 05 Cycling clothes: UK
- 06 Banking: Canada
- 07 Newspapers: Nigeria
- 08 Coffee: Rwanda
- 09 Film: The Netherlands
- 10 Hospitality: Israel



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MINI-DOCS ON THE
BRIGHTEST BRANDS





Sharp dresser

Japan [UNITED ARROWS]

As part of the brand's 30th anniversary, Japanese retailing powerhouse United Arrows has given one of its first stores, located in Tokyo's Harajuku, a makeover. The revamped venue, one of the retailer's biggest, is home to a tight edit of brands, including Lanvin, Thom Browne and TS(S). — TM, united-arrows.co.jp



Boy wonders

Japan [JUNYA WATANABE
MAN FEMME]

Junya's second proper women's collection (and creative successor to the discontinued Man Pink line of men's clothes designed for women), Man Femme takes its inspiration from the preppy workwear of the Man collection — hence the gender-bending name. These are boyish, quirky pieces for women. — TM doverstreetmarket.com



Casting on

New York [WOOL AND THE GANG]

Wool and the Gang's first knitwear shop-cum-studio opened last year in Soho. The in-house designers work out back creating ready-to-wear pieces and free knitting surgeries are on offer. It's more like an open workshop than a retail space. In September, WATG will hit Browns in London. — AES woolandthegang.com



Belt up

London [KI:TS]

After learning his trade at Alexander McQueen, UK-based Takaharu Osako set up his own accessories brand (ki:ts) in 2009. He takes his inspiration for his woven belts from the steel buckles and hardware leather used in rural pursuits such as horseriding and even falconry. — DJM kitslondon.blogspot.com



Gold standard

Stockholm [MR MUDD & MR GOLD]

"We feel the name of the store is fitting as we stock rugged products in the setting of a contemporary chalet," says Adam Almquist, on the choice of name for the Stockholm menswear shop he set up this year with business partner Mikko Engström. The shop is bringing the workwear brands of Europe, the US and Japan to the good people of Södermalm. It's the first European stockist of White's boots from the US and Japanese brand Stevenson Overall Co. Those looking for something more local can pick up a fisherman's coat from Swedish firm Grundéns. "If it's good enough for the fishermen of *Deadliest Catch*, it's good enough for us," says Almquist. — TM mrmuddandmrgold.com

Famous Belgians

Antwerp [VISVIM × ELSA]

Belgian shoemaker Elsa has joined forces with Japan's Visvim. The company handmakes women's shoes in its factory in Antwerp and has created a look that incorporates its typical two-colour patterns with Visvim's signature tassels on the back of the shoe. — NG visvim.tv

