Collection report
Autumn/Winter 2021

PIONEER AUTHENTIC JEANS
MEN

"BE A PIONEER"

"Do not go where the path may lead. Go instead where there is no path and leave a trail."
(Ralph Waldo Emerson)

Always one step ahead, always curious, always on the lookout for something new.
That is the definition of a PIONEER.
A visionary and an explorer.
As a brand, we model ourselves on this pioneering spirit and are always on the lookout for the most innovative materials, the highest quality and the best in design.
We are driven by a hunger for newness – NEVER BE AVERAGE.
This drive comes across in every single product in our collection, along with extensive know-how, a great deal of passion and a keen eye for detail.
Join us. Discover the new collection with us. **BE A PIONEER**

PIONEER "SUSTAINABLE MISSION"

Clear pledge on the issue of sustainability:

Fair, transparent and environmentally safe: this winter
PIONEER AUTHENTIC JEANS is shining a spotlight on the issue of sustainability.
For the Autumn/Winter 2021 season, the entire Megaflex NOS collection in the Rando and Thomas styles, as well as our best-selling flat weaves, will now be made from organic cotton.
Organic cotton is produced without the use of synthetic pesticides and has a lower water consumption than conventional cotton, with a far more environmentally friendly and resource-saving production process.
We are very conscious of our ecological responsibility, and therefore will be gradually switching other products in our collection to organic cotton, too.
On the issue of sustainability, we're also making a deliberate choice to invest in this.
Sustainability is not a temporary fad and is a marathon, not a sprint.

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Colours

Flats:
In addition to all-time classics such as midnight black, dark navy, steel grey, frozen olive and warm taupe, autumn shades like honey mustard, cinnamon and maroon add the perfect finishing touch to the modern colour palette.

Denim:
Look out for eye-catching new shades which bring a fresh twist to our denim basics. New colour varieties such as blue/blue, blue/grey, grey/brown and grey/olive complement our best-selling shades in dark blue and blue/black. Coloured side stripes in cinnamon and frozen olive make a bold statement and inject new life into our denim range.

PIONEER Authentic Line

The Authentic Line has formed the basis of our collection ever since it was launched, which is why we consider it an important constant in an ever-changing world. Authentic fabrics, sporty washes and innovative finishes form the character of the Authentic Line styles.
We have also placed great importance on the issue of sustainability for Autumn/Winter 2021.
In addition to switching our key products to organic cotton, sustainability has become a focal point in terms of our labelling. In the future, our new pocket label and hangtag will be manufactured from 100% recycled paper with FSC certification.

Megaflex

The success story continues!
The look, recovery and feel of the Megaflex fabric cannot be beaten. Megaflex takes elasticity and comfort to a whole new level. Thanks to their extraordinary wear resistance and flexibility, these jeans really give you a wonderful sense of freedom.
There is another benefit to us switching our NOS and PSC programmes to ORGANIC COTTON for this key segment.
For Autumn/Winter 2021, we have added even more variety to our product range.
Fashion denims in authentic washes are the perfect complement to soft fabrics blended with Tencel and modal. There is a wide and very diverse range of flats. In addition to a robust yarn-dyed broken twill, the range also features printed satin with a soft feel and sporty double-dyed gabardine fabric.

FEEL THE DIFFERENCE

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Platinum Edition

The name says it all!
Selected fabrics in an exquisite colour palette, combined with unique detailing.
You simply cannot be overdressed.
The skill shown in the successful Modern Man segment is being further developed.
Highlights for Autumn/Winter 2021 include microstructures, high-quality jersey and sophisticated two-tone compositions. A gabardine/bi-stretch blend completes the range.
These materials underline the exclusivity inherent in each piece.

A RARE SPIRIT OF EXCLUSIVENESS

Chinos

The chinos in our new collection are both smart and casual, with high-quality finishing and craftsmanship a particular plus point. The model range extends from the classic design with waistband, to sporty details, such as the quilted flap pocket or the swing pocket.
For Winter 2021, PIONEER has opted for printed satin with a soft feel, double-dyed gabardine with a sports edge, luxurious pima cotton with a cashmere feel, and a gabardine blend with an elegant print. 10 oz Megaflex denim completes the range.

Handcrafted

The Handcrafted philosophy combines the vast wealth of craftsmanship with the rich experience of PIONEER history, spanning four decades.
Elaborate finishes, quality features and authentic denims form the basis for genuine heritage products. The use of 1-mm thick braided yarn, sewn with an 8-mm stitch length, forms the character of the Handcrafted styles.
The range features robust fabrics as well as super-stretch denims with a guaranteed feel-good factor. Highlights for Autumn/Winter 2021 include denims with coloured side stripes, an exclusive left-hand twill denim with a soft feel and a sporty yarn-dyed broken twill blended with organic cotton.

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Red Edition

With the RED EDITION Line, PIONEER AUTHENTIC JEANS is breaking new ground without making any alterations to the unmistakable DNA of this segment.
These jeans are characterised by a passion for detail. Striking style details of the Red Edition Line include vintage leather patches with a red edge colouring, a red background for the studs on the rear pocket and a red bag with a small pumice, giving wearers the opportunity to customise their jeans at a later date.
For Autumn/Winter 2021, PIONEER is also showcasing the completely newly developed Ryan model. Thanks to the combination of narrow fit and 34-cm foot width with authentic
12 oz Megaflex denim, as well as an incredible 100% stretch, these jeans are the most fashion-forward pair in the new collection.

HERITAGE CUT

The French etymology of the term 'l'héritage' means something as excellently long-standing as a heritage or legacy. Given that this programme is based on PIONEER's experience spanning over 40 years, it is a very apt description.
The gilet, chinos and 5-pocket jeans in the HERITAGE CUT segment have the potential to become absolute wardrobe favourites. A high-quality finish and fabric design that both embody timeless durability.
HERITAGE CUT comprises four fabrics and three styles that can all be mixed and matched together with ease. Presented in high-quality design packaging to add the finishing touch to this capsule collection.
This programme is dedicated to a desire for things to last and to the stories that future generations will still enjoy telling in years to come.

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Pioneer Tops

Delivery date: August/September 2021

Theme: New York

Cosmopolitan, urban and cool: New York was the key source of inspiration for the laid-back and relaxed Pioneer Casual Look A/W 2021/22

Colours

Navy, red, green, anthracite

Shirts

This season's iterations include checked and single colour flannel, dobby fabrics, indigo and checked double face styles, blue-black denim, and both single colour and tonal checked cord. The main themes of our best-selling shirt segment are prints, mini-prints on dobby fabrics, and all-over graphic prints with a soft feel. Striped poplin in tonal cold dye completes the range.

Knitwear

Details bring out the knitwear collection's casual side: soft mouliné styles, acid-wash Henley designs, laid-back crew-neck jumpers, half-zip jumpers in cold dye, and zipped cardigans in blended yards all add fresh energy to these pieces. A mix of textures, multicoloured finishes, indigo washes and basic V-neck jumpers finish off the collection.
The Red Capsule Edition features a round-neck jumper with a mouliné effect, a jumper with a retro feel and a gilet made from a combination of textures.

Polo shirts

In our polo shirt segment the focus is on piqué fabrics, mini jacquard prints, fine stripes and block stripes. When it comes to washes, inside cold dye and acid wash take centre stage. A zipped polo shirt with vertical stripes also features as part of the Red Capsule Edition.

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Jersey

Our jersey collection must-haves include subtle collar detailing, block prints, irregular stripes and stripe combinations, relaxed fabrics such as slub jersey, multicoloured yarns, indigo washes and garment-dyed Henley pieces. A Red Capsule Edition T-shirt has been treated with one of our new spray techniques to add the finishing touch to this segment.

Sportswear

It's all about the details when it comes to innovative features in our sportswear range. Half-zip jumpers have been given new dividing seams on the shoulders and sleeves, shawl collar pieces come in an acid wash, and tonal prints feature alongside soft, brushed fabrics in blended yarns, reflecting the current mood.

Outdoors

Highlights: a quilted gilet in this season's colours, a quilted field jacket and a bomber style in a blend of nylon and sweatshirt material with refined details.