

JEAN'S WEST PRESENTS ITS FW26 COLLECTION

The brand's Western aesthetic is reinterpreted in a contemporary key, featuring heritage-inspired materials, sophisticated silhouettes, and a new kids' collection.

Treviso, 21 October 2026 – The Jean's West Fall Winter 2026 collection reinterprets, through a contemporary lens, the Western aesthetic that has always defined the brand, reinforcing its authentic and recognizable identity. Materials with a tactile feel and a heritage-inspired character take center stage in a collection that combines tradition with a contemporary edge, giving shape to a wardrobe with a strong personality.



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This season also introduces an important new development with the launch of the **kids' line**. Conceived as a sophisticated extension of the adult collection and designed to translate the brand's distinctive style into a line dedicated to children, it features coordinated looks in perfect "mini-me" style that strike a balance between aesthetics, practicality, and comfort.

Denim once again takes center stage and is presented in three different interpretations, among which the "**Strong Vintage**" version stands out, characterized by a worn-in, aesthetic that fully expresses the brand's Western spirit. **Knitwear** is one of the season's highlights, with silhouettes designed to add warmth and personality to the wardrobe. For women, men, and children, the collection features chunky cable-knit sweaters and styles with jacquard patterns, creating a dialogue between traditional craftsmanship and contemporary sensibility.

In the **women's line**, outerwear combines retro charm and originality through pieces with a strong character, such as the short, '70s-style shearling jacket, the yarn-dyed plaid wool rider jacket, and the cotton trench coat, complete with a flannel lining and velvet details. Western-style shirts – a hallmark of the Jean's West aesthetic – are made of flannel or embellished with embroidery and contrasting trim. Rounding out the look is a selection of essential and instantly recognizable accessories: piece-dyed caps, canvas tote bags, bandanas, boot socks, and leather belts.

The **men's line** develops the same aesthetic through outerwear consisting of a checkered yarn-dyed wool rider jacket and a nylon-cotton jacket with velvet details. The workwear aesthetic is reinterpreted with heavy sweatshirts and jerseys, as well as the use of "distressed" velvet on the shirt-jacket and cargo pants. The Texan shirt is presented in both denim and yarn-dyed flannel, reaffirming the connection between functionality, heritage, and Western identity.

The **new kids' line** follows the same design language as the adult collection, creating a wardrobe designed to combine style and practicality. Jeans and Western-style shirts – available in both denim and yarn-dyed flannel – form the heart of the collection. Outerwear, designed with a unisex approach, includes a soft shearling jacket and a yarn-dyed ribbed

bomber jacket, while cotton sweatshirts and T-shirts round out this versatile, everyday wardrobe.

The collection's color identity is defined by earth tones – dusty browns and greens – that evoke the natural world and the brand's heritage. The palette is enriched by **contrasting elements** designed to run through the collection: powder blue, distinctive for women and girls, meets the warmth of ochre yellow, chosen for men and boys. This color dialogue reinforces the sense of continuity across the different lines and accompanies the new chapter in the Jean's West story.

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