



The collection's tuxedo is tailored luxuriously with its brash and bold, wide lapels, embellished with satin. The minimalism transitions well into the classic, double-breasted pea coat. It is a reminder of an image that not only ushers class but escorts that rock 'n' roll attitude for any semi-formal occasion. And as seen in past collections, creative head Mehruz Munir, provides sex appeal in a commanding presence. No better example than the collection's fitted embossed leather blazer. Not for the faint-hearted, this jacket (outfitted with the correct ensemble) oozes Tarantino vibes.



There are many ways to describe the design aesthetics of Zurhem, and one of them, in all its glory, is the art of seduction. The seductive nature of the autumn/winter collection comes in the form of a brilliant black velvet, smoking jacket. Unlike other signature jackets of this style, this number is a slim fit, satin shawl collar killer. One should not lack confidence when wearing this item after dark.

There is no secret to the overall theme; it's not trying too hard. Out steps a man, dressed in all-black and there is an instant feel of uneasiness. Not to the point of feeling uncomfortable, but to unsettle those around him because of his mysterious nature. It is both attractive and risqué at the same time. But what impresses most is the combination of each fabric in the respective silhouettes. These accumulated premium elements can all be found in the collection's tailored, velvet tuxedo jacket that has been trimmed to propose a contemporary appeal, complemented with a shirt, vest and bowtie.

As in a dream, reality sets itself with many course-altering challenges to be confronted with a brave face. The military inspired wool overcoat, appropriately draped over a black turtleneck, is what a man needs to weather the storm. The same attention to detail can be seen on a jacket with 100 different panels stitched together to create, what some would say, a controlled chaos. With no quarrels, this agent provocateur is a welcoming sight. No one could come to terms – on paper – that such a seamless layer actually exists.

This is what we can gather from such a time-tested flirtation with the future. Zurhem



remains two-steps ahead in transforming desires and dreams to reality, and remaining the standard in high-end menswear.

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**Collection: Lucid Dreams**  
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