

■ DEVELOPMENTS NEW WAXED

BRITISH MILLERAIN



Established in 1880 as a seafarer supplier of waxed cotton outerwear, The British Millerain Co. remains owned and operated by the Miller family. The firm has earned the reputation as a leader in waterproof performance fabrics. In addition to supplying military forces, British Millerain has found success with trend-setting brands in the outdoor and heritage fashion markets. Waxed fabrics are on the upswing, and British Millerain is meeting demand and interest with new derivatives of its original oilskin materials.

In this report, Stylesight explores two British Millerain fabric developments—Driden Synthetic Wax and Waxed Wool—which are bringing this historic brand into the 21st century.





Seafarer-inspired - Nautica F/W 11



Milan Fashion Week Streets, September 2011



Milan Fashion Week Streets, January 2011



Amelia Earhart, 1930s



Active wool outerwear – Moncler Gamme Bleu F/W 11

WHAT'S THE STORY

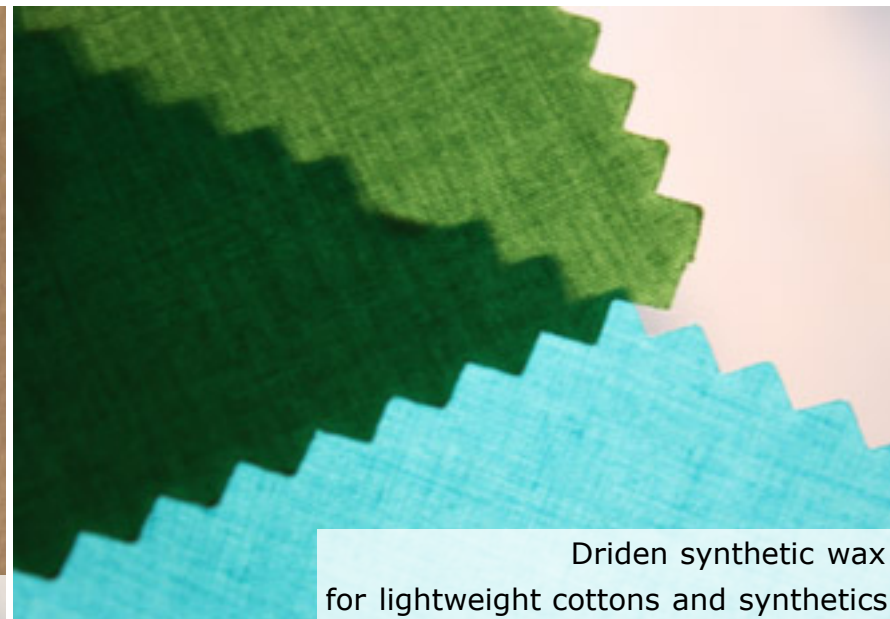
[Heritage sportsman influences](#) are merging with modern tech advancements, creating new-yet-old activewear looks. [Oilskin treatments](#) are reemerging on runways and the streets. Inspired by seafarers, hunters and leather-clad aviators, waxed surfaces work on a growing range of materials, including lightweight, easy-care fabrics. [Wool is key to the vintage activewear movement](#), making a big play as a sport fiber. With new treatments, including wax coatings, naturally climate-regulating wool has heightened fashion appeal. British Millerain is exploring these trends with its Driden and Waxed Wool developments.



Dries Van Noten, F/W 11



Driden "Sahara" wind- and water-resistant wax



Driden synthetic wax for lightweight cottons and synthetics



British Millerrain color ways for F/W 12



Lustrous, shiny Driden

DRIDEN SYNTHETIC WAX

British Millerrain's Driden washable synthetic wax has the appearance, feel and function of heritage wax treatments.

Driden finishes permanently infuse into fabrics and need not be reapplied like traditional weather-resistant waxes / Washable / Waxed lightweights and twills offer new fashion direction / Driden synthetic fabrics / American clients are sampling Driden for sportswear, outerwear and wind shirts / Standout styles: Driden "Kato" twill, "Sahara" cambric, "Sahara Sun" hemp/cotton canvas / New, bright colors for F/W 12



Issey Miyake, F/W 11



Waxed Wool for herringbone and marled



British Millerrain waxed wool



Moncler Gamme Bleu, F/W 11

WAXED WOOL

Moving beyond basic waxed shell fabrics, British Millerrain's Waxed Wool has rich, rugged texture and is naturally water and wind resistant.

Waxed treatments are the latest advancement for activewear wools / Authentic petroleum blend wax makeup / British Millerrain is working with two wool mills to source and stock a wide array of fabrics for treatment / Waxed wool is a key style innovation for heritage outerwear accent piecing and panels / Jacket yokes, pockets, flap details, boot panels



J.Crew in British Millerain waxed cotton



Fred Perry in British Millerain



Dr. Martens with British Millerain wax



New British Millerain "Fargo" beeswax



British Millerain winter herringbone

THOROUGHLY MODERN MILLERAIN

Authentic waxed cotton remains a strong seller for heritage purveyors like Abercrombie & Fitch, Fred Perry, Dr. Martens and J.Crew—all who incorporate and embrace British Millerain materials. Clients often feature British Millerain garment labels alongside their own. Even Nike has called upon the company to provide legacy materials for its modern high-tops. Another innovation hot off the presses (with more info to follow) is British Millerain's "Fargo" natural beeswax coating.

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