



**SPRING / SUMMER 2026**  
**MENS COLLECTION**



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## **The KITH Man**

Target consumer insights

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## **Collection Theme**

Seasonal story for design  
inspiration

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## **Color, Material & Style Direction**

Visuals of collection colors used,  
material and style direction for mens  
lifestyle apparel

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## **Designs & Overview**

Full view of all final designs

# THE KITH MAN

## TARGET CONSUMER INSIGHTS

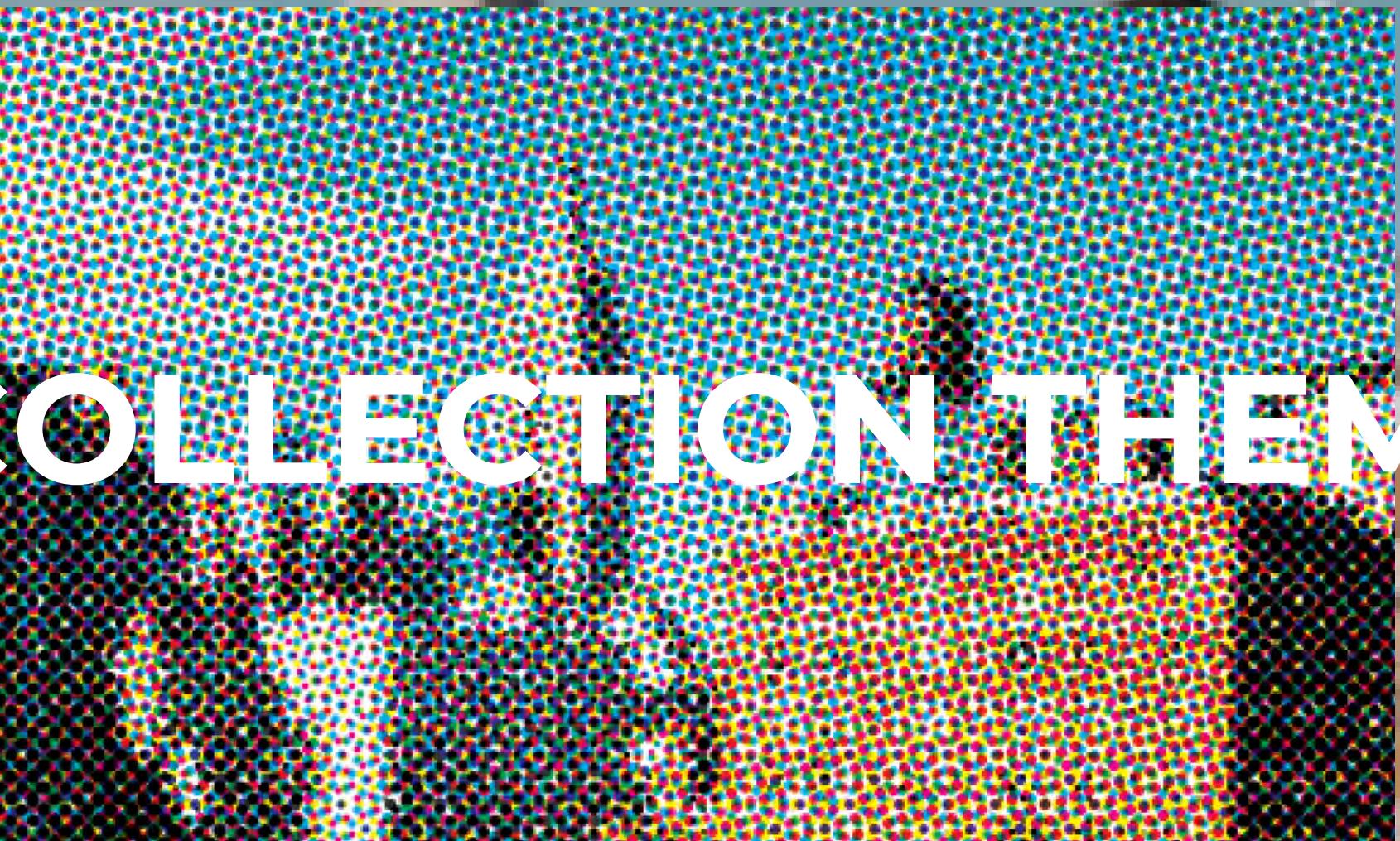
The KITH Man is multidimensional, style-conscious, and culturally tuned-in. He moves fluidly between street and luxury, valuing garments that not only express identity but reflect quality, story, and evolution.

In his 20s, he was rooted in sneaker culture, brand loyalty, and the hype of limited drops. Now in his 30s and 40s, his wardrobe reflects a more refined sensibility — elevated streetwear, premium materials, and thoughtfully designed staples that still carry the DNA of where he started.

He's not just buying fashion — he's buying into a lifestyle of self-expression, subtle luxury, and community connection.



**KITH**



COLLECTION THEME

KITH

# COLLECTION THEME



# FLOCK & FLOURISH

"This is a collection about *flying under the radar* — and doing it with style. A tribute to the birds that flock here and the people who flourish in the city's concrete rhythm."

-Jordan Camille Bautista

**KITH**

# FLOCK & FLOURISH

A Spring/Summer 2026 Homage to New York City

"Flock & Flourish" is a modern tribute to New York City's quiet icons — the pigeon, the daffodil, and the historical emblems found in the city's flag and municipal crest. Together, they represent resilience, community, and the ability to grow and thrive in unexpected places.

The pigeon, often overlooked, mirrors the city's everyday movement and grounded character. The daffodil, NYC's official flower, is a symbol of rebirth and remembrance — blooming each spring along sidewalks and park edges. These symbols shape the narrative of a collection rooted in urban life and seasonal transition.

The capsule draws from the visual language of NYC artists Clive Smith and Pat McCarthy, blending painterly detail with street-level humor. It also references the eagles, laurels, and seals of NYC's civic identity, reinterpreted through embroidery, trims, and graphic placement to add richness and modern heritage.

This collection reflects the evolving KITH man — grounded, expressive, and shaped by the rhythm of the city around him.



\*1, 4 & 5, works of Clive Smith; \*3, work of Elena Comte; \*2 & 6, works of Pat McCarthy

# FLOCK & FLOURISH

**Color, shape, and materiality are derived from:**

- The soft tones of feathers and plumage — storm grey, creams
- The pop of daffodil yellow, greens and oranges as seasonal anchors
- Textural fabric play that mimics the organic architecture of nests and bloom cycles

**Design elements include:**

- Embroidered and printed pigeon motifs on silk shirting and and brushed French Terry
- Daffodil-inspired trim details, tonal appliqués, and color pops
- Lightweight tailoring, elevated basics, and soft streetwear silhouettes that reflect a mature yet playful style and the evolving KITH man



\*1, 4 & 5, works of Clive Smith; \*3, work of Elena Comte; \*2 & 6, works of Pat McCarthy

A wide-angle photograph of a city skyline, likely New York City, featuring the One World Trade Center and the Empire State Building. The buildings are in soft focus, creating a backdrop for the central text.

COLOR / MATERIAL /  
DETAIL / STYLING

KITH

# COLOR PALETTE



Soft Mint Green	Cool Sky Blue	Pale Sand	Bright Cobalt	Sun Orange
Bone Beige	True White	Clay Taupe	Soft Yellow	Golden Mustard

This color palette draws directly from the heart of "Flock & Flourish", reflecting both the quiet elegance and understated vibrancy of springtime in New York City. Soft sage, sky blue, and muted ivory nod to the feathers of city pigeons and the architectural stone of NYC's urban landscape, while sun-washed yellows and golden mustard reflect the blooming daffodils that mark the city's seasonal renewal. Clay taupe and pale sand tones ground the collection with a sense of familiarity and warmth, like worn sidewalks and sunlight bouncing off concrete. Pops of bright orange and cobalt energize the palette, echoing moments of movement, street-level color, and unexpected beauty in everyday city life. Altogether, these tones balance modern refinement and playful optimism, forming a palette that supports the collection's narrative of resilience, growth, and reimagined heritage.

# MATERIAL DIRECTION



The fabric selection focuses on breathability, texture, and refined comfort, aligning with the warmer months and the elevated mood of the collection. I've used brushed cotton twill, lightweight corduroy, and soft-washed denim for outerwear and bottoms — offering structure with seasonal ease. For tops and relaxed tailoring, I explored cotton-linen blends and Jusi fabric, a natural, lightweight textile made from abacá and silk or cotton, adding a subtle sheen and organic texture to shirting. Shirting fabrics also include silk-rayon-linen blends that drape softly while maintaining polish. Across knits, cotton yarns in a variety of open, breathable structures ensure wearability through spring and summer.

Together, these materials offer a balance of natural luxury and function, suited to the KITH Man's evolving wardrobe — polished, tactile, and effortlessly styled.

# TECHNICAL DIRECTION

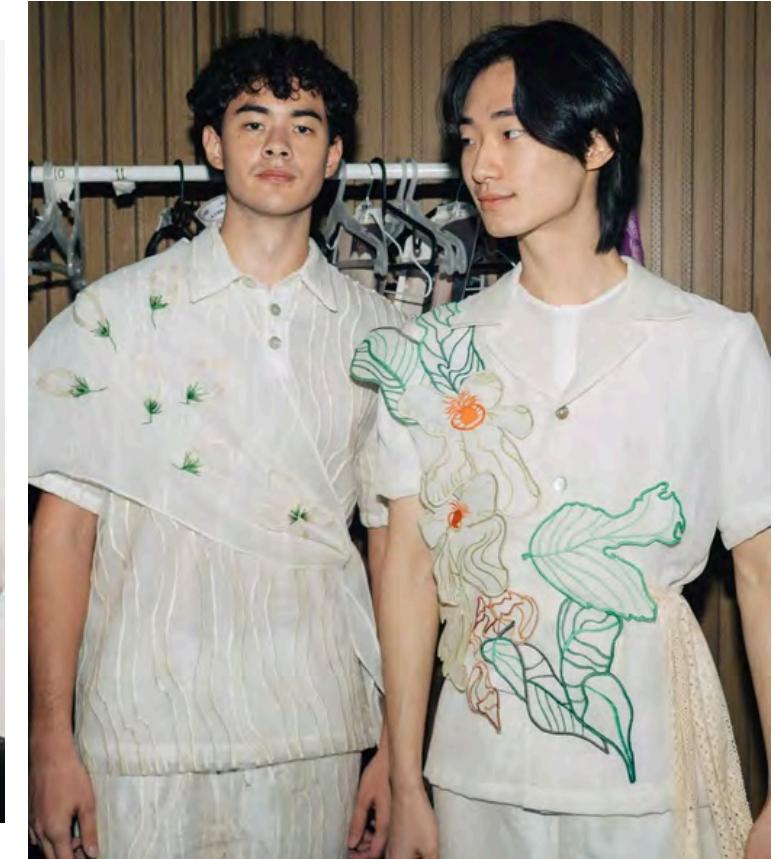


This season, I've incorporated silk ribbon embroidery, free-form stitching, running stitch details and motif embellishments to elevate classic menswear silhouettes. These techniques introduce texture, craftsmanship, and a sense of individuality, bringing a softer, more refined touch to traditionally structured garments. Each detail is placed with intention — offering quiet luxury and visual interest while staying true to KITH's elevated streetwear aesthetic.

The result is a collection that balances artful expression with wearability, reflecting the KITH Man's evolving sense of style.

# STYLE DIRECTION

INTRICATE DETAIL INSPIRATION WITH A MODERN TAKE FOR KITH



The collection draws from a blend of craft-driven silhouettes and refined streetwear essentials, reflecting a balance between tradition and modern expression. Key inspirations include the work/chore jacket, reinterpreted with lightweight padding and tonal stitching, and embellished shirts and bottoms that feature detailed embroidery and hand-finished motifs. Jusi fabric — a translucent textile with deep cultural roots in the Philippines — is used in shirting to bring airiness and formality into a contemporary menswear context. Subtle, intentional pops of color stitched or embroidered into variety of fabrics that highlight the collection's attention to craft, texture, and storytelling through details that feel personal yet understated.

These stylistic choices elevate familiar garments into artful expressions of heritage, identity, and modern street sophistication.



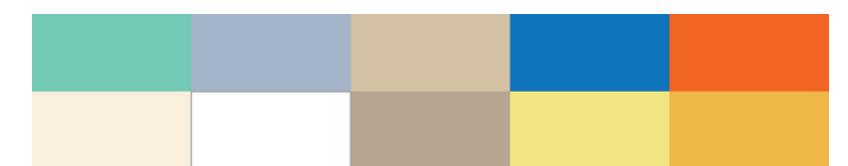
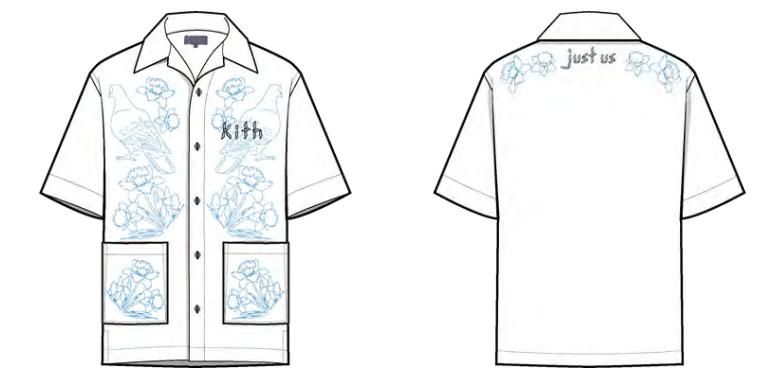
SPRING SUMMER '26 DESIGNS

KITH

# FLOCK & FLOURISH

## SPRING/SUMMER 2026

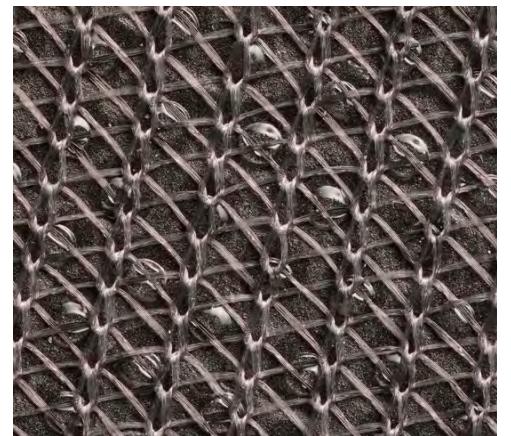
KITH



# FLOCK & FLOURISH

SPRING 2026 DELIVERY

Handler Commuter  
Rain Jacket



## Graphene offers:

- Thermal regulation — helps maintain core body temperature
- Antibacterial and anti-odor properties with UV protection
- Conductivity for potential smart tech integration
- Strength and abrasion resistance while keeping the fabric thin and lightweight



## DETAILS (Exterior)

- Relaxed comfortable loose fit
- Tonal color blocking design
- Multi-panel articulated hood with adjustable bungee cording
- Kith branded graphic throughout
- Adjustable sleeve cuff fit
- Front side pockets with zipper
- **See next page for interior details**

## MATERIAL

- Outer Shell Composition: Graphene-infused Polyurethane, 70% Nylon / 25% Polyester / 5% 110 GSM
- Weave: Microtwill for strength with a soft touch
- Finish: Durable Water Repellent (DWR) coating
- Water Column Rating (Waterproofness): 10,000–15,000 mm
- Fully waterproof for city use, light hiking, and transitional weather
- Breathable enough to wear in fluctuating climates

# FLOCK & FLOURISH

SPRING 2026 DELIVERY

Handler Commuter  
Rain Jacket

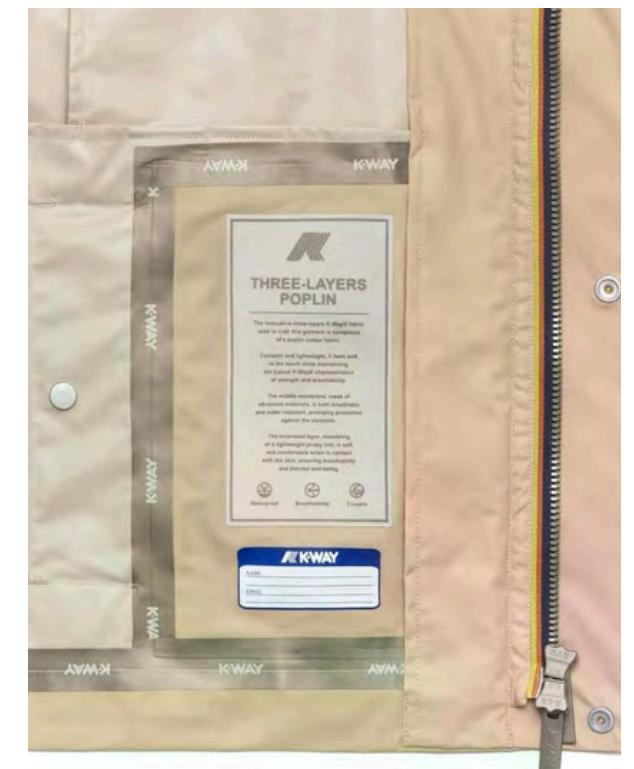


## DETAILS (Interior)

- Interior hanger/locker loop
- Graphic print
- Zippered stash pocket
- ID Label
- Adjustable bungee cording at hem
- Snap and zipper closure

## MATERIAL

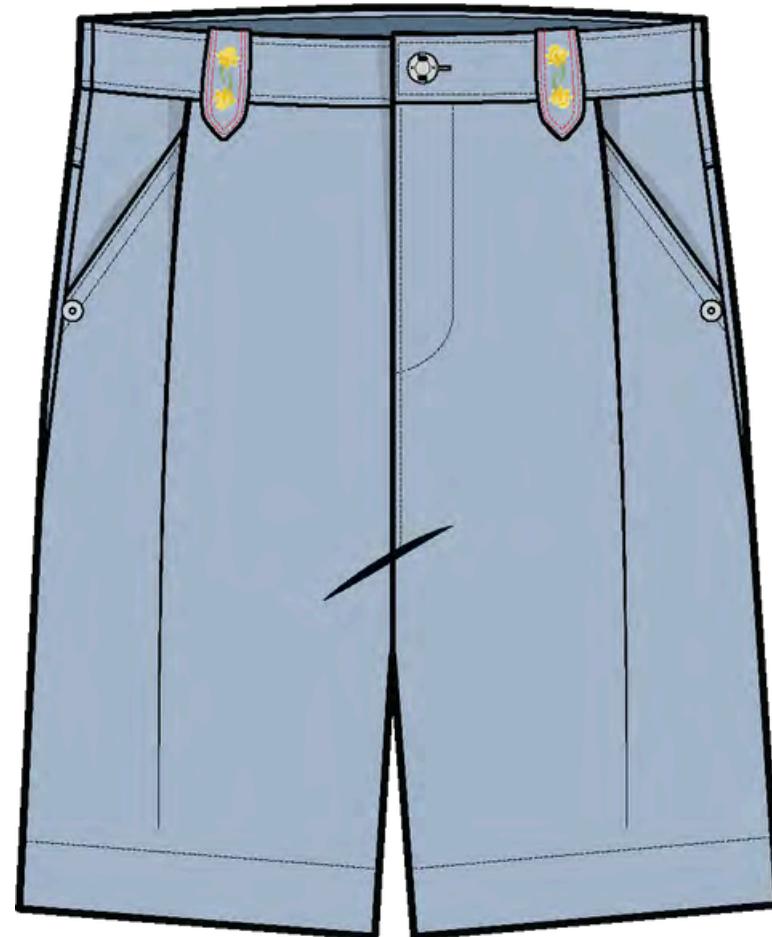
- Seam sealed taping
- Potential space for also adding fabric info and properties like seen below



# FLOCK & FLOURISH

SPRING 2026 DELIVERY

Narcisse Denim Shorts  
(Long)



## DETAILS (Interior)

- Relaxed fit (long)
- Slanted pockets at front with back patch pockets
- Belt loops with embroidery
- Button and zipper fly closure
- Embroidery detail on back patch pockets

## MATERIAL

- Cotton Micro Twill, 97% Cotton / 3% Elastane, 220 GSM



# FLOCK & FLOURISH

SPRING 2026 DELIVERY

Pigeon Pals Hoodie



## Back graphic info:

- Lifted laurel crest from New York City Flag
- Soft ink graphic print with embroidery (multiple techniques)



## DETAILS

- Relaxed comfortable loose fit
- 3-panel hood with adjustable drawstrings
- Drop shoulder style with forward shoulder seam and panels
- front kangaroo pocketing with lining--stretchy mesh fabric that helps keep everything secure without using zippers or snaps (see image reference below)
- Graphics at front chest and back

## MATERIAL

- French Terry – Lightweight Loopback Knit, 60% Organic Cotton / 35% Recycled Polyester / 5% Elastane, 280 GSM
- Flat knit Rib at sleeve, cuff and hem (see image reference below)



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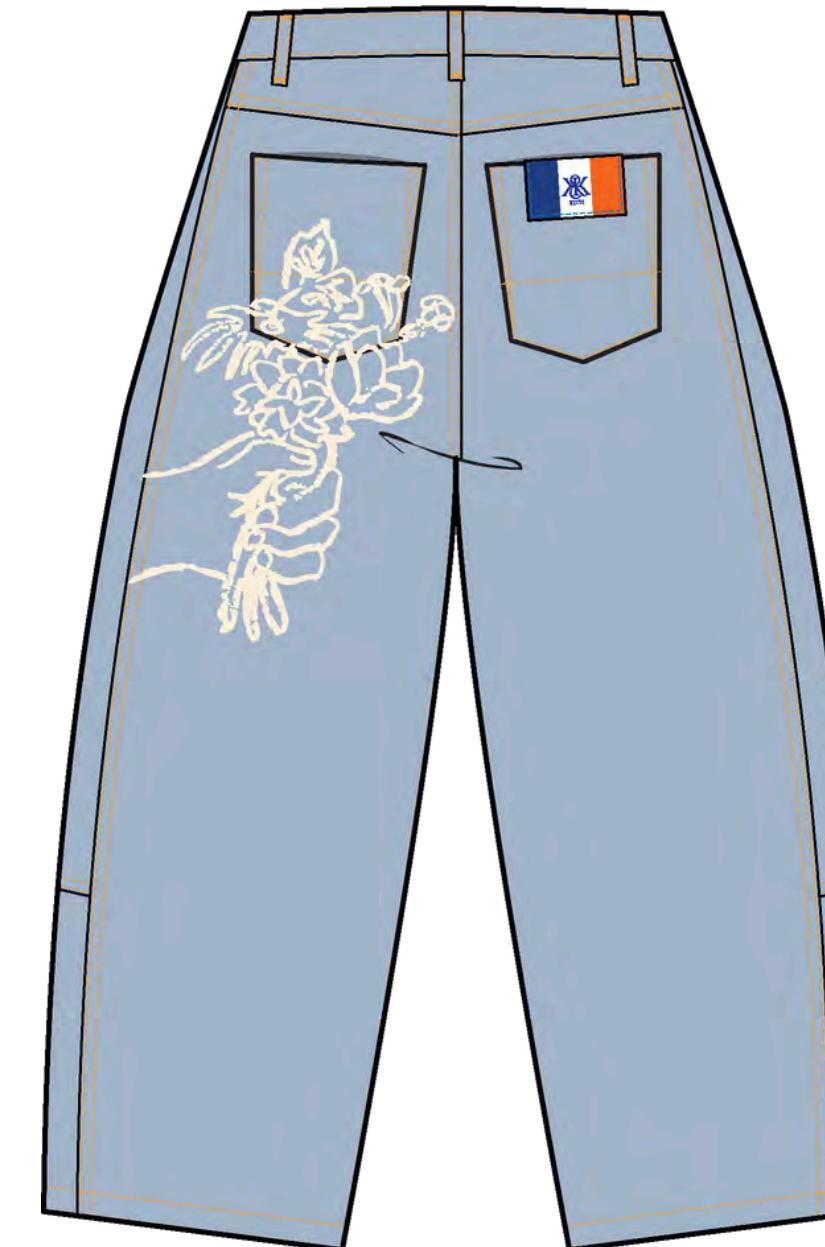
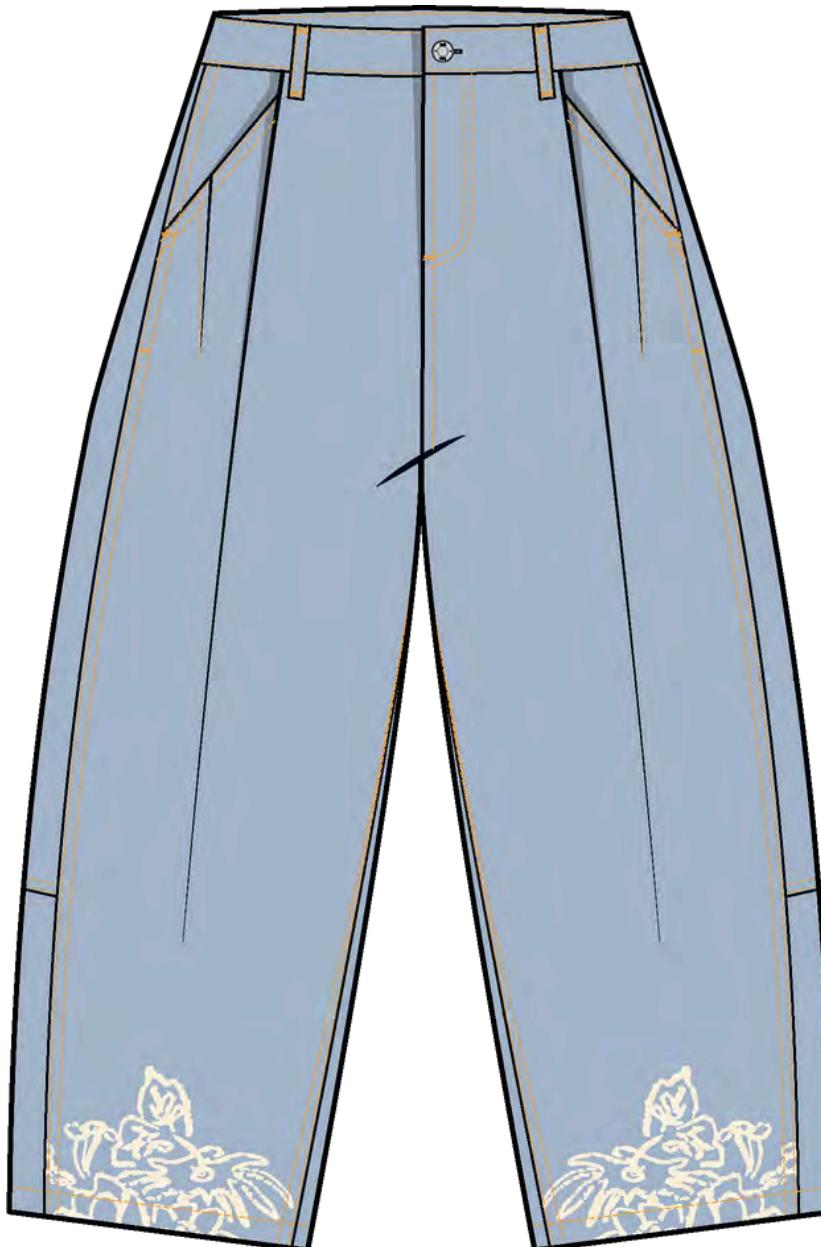
- French Terry – Lightweight Loopback Knit, 60% Organic Cotton / 35% Recycled Polyester / 5% Elastane, 280 GSM
- Flat knit Rib at sleeve, cuff and hem (see image reference below)



# FLOCK & FLOURISH

SPRING 2026 DELIVERY

Blumen Barrel Pants



## DETAILS (Interior)

- Barrel style oversized fit
- Front and back pockets
- Belt loops
- Embroidery detail
- Back pocket Kith NYC flag patch

## MATERIAL

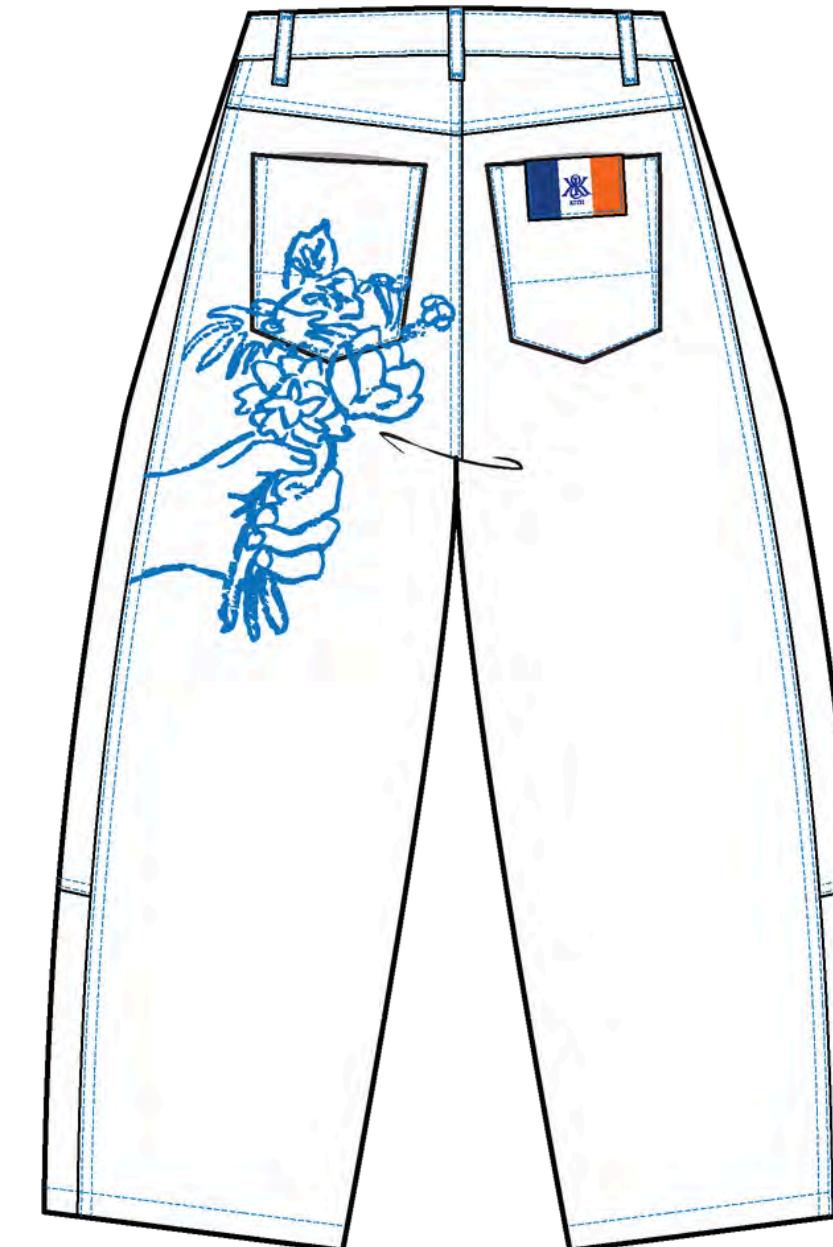
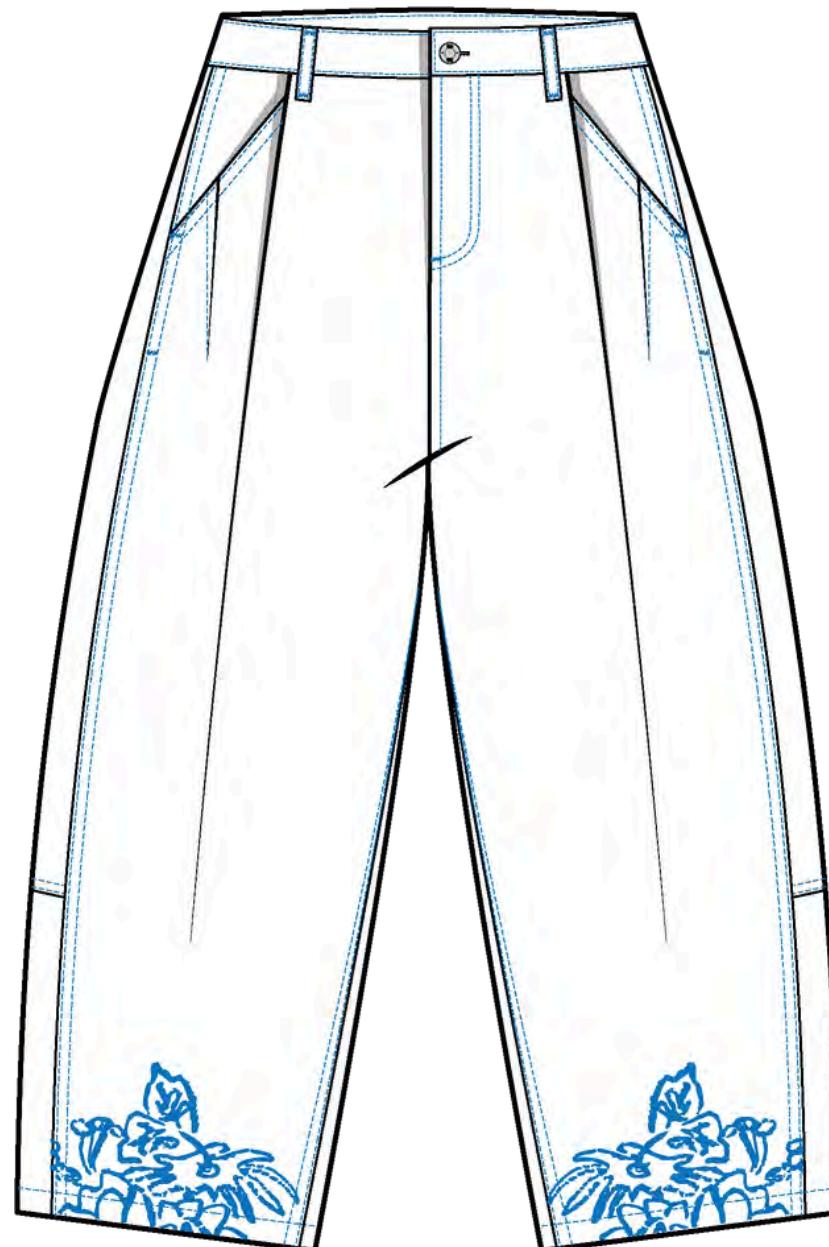
- Cotton-Lyocell Denim, 65% Cotton / 35% Lyocell (or TENCEL™) 9 oz (approx. 305 GSM)
- Light enough for spring/summer wear
- Heavy enough to hold volume and support embroidery



# FLOCK & FLOURISH

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# FLOCK & FLOURISH

SPRING 2026 DELIVERY

Clive Smith Crew



Malevich Pigeon  
(*Columba Suprematism*)  
by Clive Smith



## DETAILS (Interior)

- Relaxed comfortable loose fit with drop shoulder styling
- Neck collar in high rib with knit insert
- Sleeve and cuff in self fabric
- Front embroidery graphic at front and back with Kith branding applique (see image reference below)

## MATERIAL

- 70% Cotton / 30% TENCEL™ Modal, 220 GSM
- Ultra-soft, breathable, and slightly silky to the touch
- Great drape and moisture-wicking
- Flatknit rib to match



# FLOCK & FLOURISH

SUMMER 2026 DELIVERY

Felix Courtside Shorts

*\*Mesh artwork detail*



## DETAILS

- Loose long fit
- Front adjustable drawstrings on elasticated waistband
- Side mesh panels with Kith branding
- Contrast color blocking style
- Off-set styling on side panels

## MATERIAL

- Lightweight Micro Twill, 100% Polyester or 85% Nylon / 15% Spandex, 120 GSM
- Open-Hole Poly Air Mesh, 100% Polyester, 100–130 GSM
- Grosgrain/ Matte Twill Tape, 1.25cm

# FLOCK & FLOURISH

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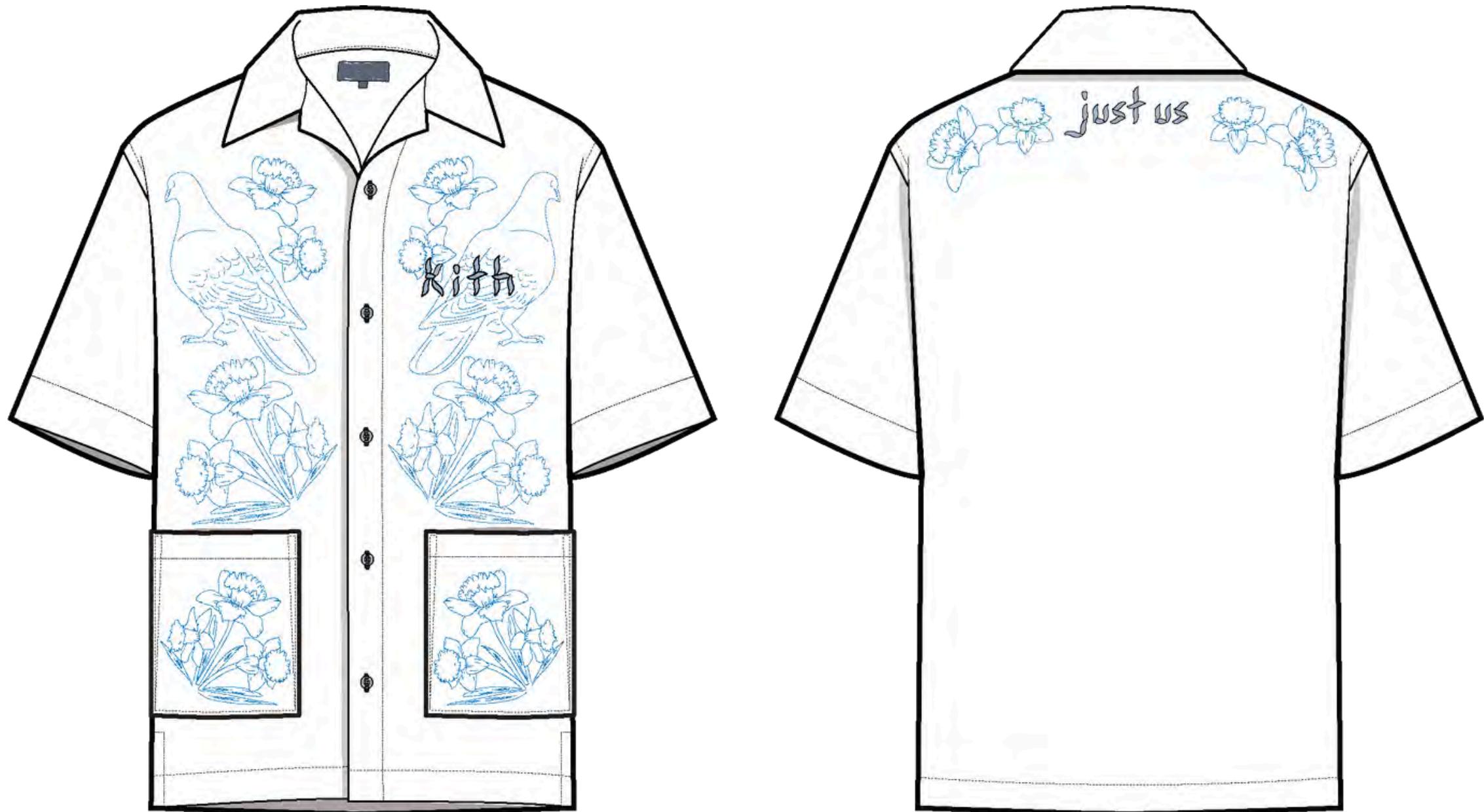
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- Open-Hole Poly Air Mesh, 100% Polyester, 100–130 GSM
- Grosgrain/ Matte Twill Tape, 1.25cm

# FLOCK & FLOURISH

SUMMER 2026 DELIVERY

Barong Tagalog Shirt



## DETAILS

- Relaxed comfortable loose fit
- Collared style shirt
- Embroidery detailing at front and back panels in contrast color
- Front button down closure (5)
- Front pockets
- Side vents

## MATERIAL

- Jusi Silk-Cotton Blend (Semi-Opaque Weave), 60% Silk / 40% Cotton, 105 GSM
- Silk ribbons for embroidery
- Silk embroidery thread

*\*The Barong Tagalog is a traditional Filipino formal shirt, typically made from lightweight, sheer fabrics like piña or jusi and worn untucked over an undershirt. It's known for its elegant embroidery, long sleeves, and standing collar — a symbol of national pride and refined craftsmanship.*

# FLOCK & FLOURISH

SUMMER 2026 DELIVERY

Barong Tagalog Shirt



Silk ribbon embroidery for branding and message



Inspired by the traditional formal wear in the Philippines, the "Barong Tagalog." Applying more modern design interpretation



## DETAILS

- Relaxed comfortable loose fit
- Collared style shirt
- Embroidery detailing at front and back panels in contrast color
- Front button down closure (5)
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# FLOCK & FLOURISH

SUMMER 2026 DELIVERY

Trapunto Chore Coat



## DETAILS

- Relaxed comfortable loose fit
- Contrast color collar with loop and button detail at back neck
- Trapunto and quilted detailing throughout entire garment with Kith text at back
- Sleeve and pocket quilted channels are 1cm width
- Center front hidden button snap closure
- Reverse entry front pocket with additional side entry (expandable detail at bottom)

## MATERIAL

- Tencel-Cotton Sateen, 50% Cotton / 50% Tencel™, 150 GSM
- Color in Light Bone/Midnight Navy
- Lining in Cotton Voile
- lightweight cotton batting (40–60 GSM)

*\*image reference*



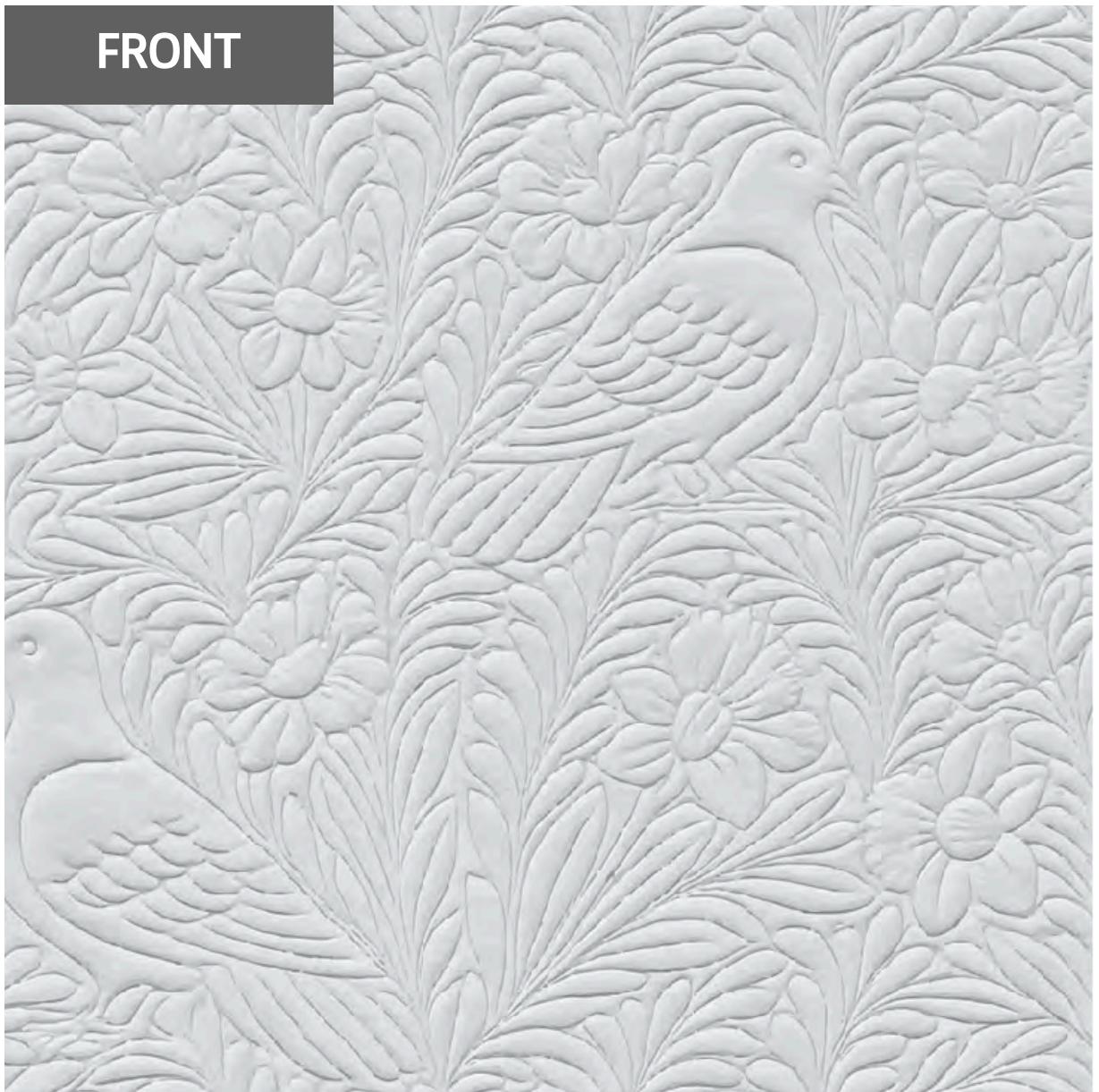
# FLOCK & FLOURISH

SUMMER 2026 DELIVERY

Trapunto Chore Coat

**OPTION A** \*close up views of the design pattern ideation

FRONT



BACK



# FLOCK & FLOURISH

SUMMER 2026 DELIVERY

Trapunto Chore Coat

**OPTION B** \*Other options designed using AI for sampling idea

FRONT



BACK



# FLOCK & FLOURISH

SUMMER 2026 DELIVERY

Trapunto Chore Coat

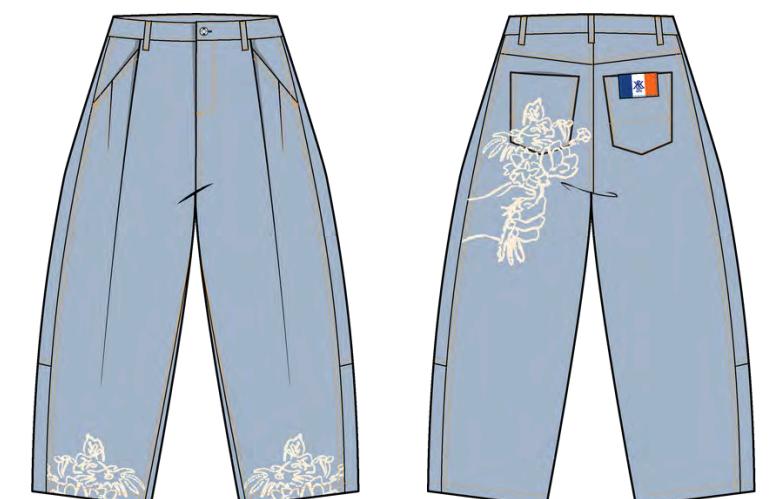
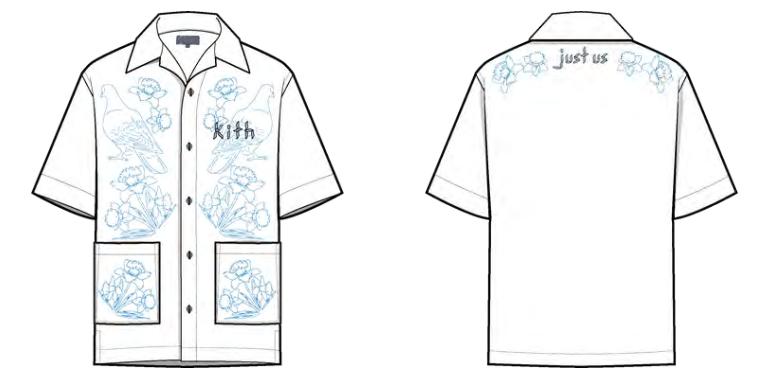
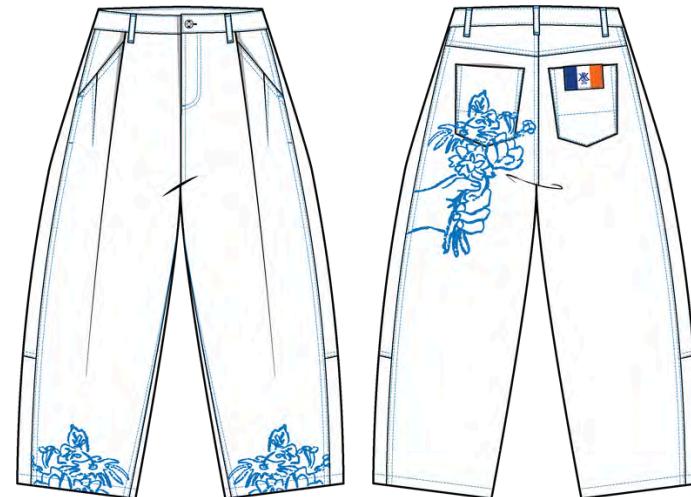
**OPTION C** \*Other options designed using AI for sampling idea



# FLOCK & FLOURISH

## SPRING/SUMMER 2026

KITH



DESIGNED FOR KITH  
BY JORDAN CAMILLE BAUTISTA



KITH