

# Womenswear AW21 - The Edit

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## So, What's New?

September signals the launch of a new era for M&S... welcome to THE EDIT. A modern and inspirational approach to key items; blending capsules, outfitting and item-led destination product in one easy-to-shop layout. Relaxed tailoring and beautiful, versatile dresses sit alongside easy layering pieces and elevated essentials. Altogether a new Customer Experience...

*The Edit is primarily coordinated with outfits and selected product blocks. A 'Trousers Studio' features at the end of the journey for our essential best sellers.*



## Trend Info

*3 clear trends and colour palettes are seen in The Edit, one in each of the coordinated zones.*

M&S  
Womenswear AW 2021  
ZONE ONE A  
THE EDIT

Sept '21 Edited

Colour Palette

The Green zone will be the lead in priority for The Edit and should sit in the primary position. The green zone is all about grown up silhouettes, giving a modern, trend-led twist through clashing bright, acid greens with earthy khaki tones which brings a modern newness to the colour palette. Using brushed, woolen look fabrics mixed with PU or denim brings the same youthful edge to outfit building. Stone, off-white and black all act as neutrals, layered throughout the area to create a lush, tonal feeling throughout rails, walls and mannequins.

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## ZONE TWO

THE EDIT

Split into two coherent looks, our red zone is the second priority in The Edit. The back wall and table area see the introduction of more luxurious, 90s inspired fabrications. Candy pink satins, bright pops of red and crocodile embossed PU, bringing a more polished feel, played back to blacks and blown out graphic florals. Our floor-based rails and mannequin moment focus on dustier pinks and micro florals, with the introduction of chocolate PU and putty. The styling feels younger, with oversized outerwear layered over mini dresses, and split front trousers mixed with longer coats. It's street-style inspired, where outfits clash, but also feel totally joined up.




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## ZONE TWO B

THE EDIT

By splitting our red zone into two separate areas, we are able to pull out the warm tones and develop a clearer styling aesthetic for both. Within the beige zone, we focus in on an updated 70s feeling, using rich praline tones as the neutral base, highlighted with flame and cream to create a warmly textured look that maintains a retro edge whilst feeling modern and relevant. Mannequins in knitted polos played back to PU and layered shirting elevates the department and brings a softer look and feel compared to the other side of the Red Zone.





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## ZONE THREE

THE EDIT



Sept '21 Edited...

Colour Palette



The blue zone will be the smaller, tertiary pack and should sit further back within The Edit. Soft greys, blues and turquoise give a relaxed, tonal colour palette. Prioritise the teal tones in the wall and the brighter blues on the floor equipment at the front of the grid. For styling we focus in on androgynous but relaxed shapes, layering up tonal greys, navy's and periwinkle to give a softer look than the other zones.

Product & Design VT



(<https://mands.storiq.net/v/wedit>)

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# THE EDIT

## THE EDIT INFLUENCER

# The Edit Influencer

## What is 'The Edit Influencer'?

As part of this exciting launch the UK are investing additional resource to ensure there is someone on hand to serve, sell and style their customers in 'The Edit'.

We wanted to share their approach and resources with you, so you can consider if a similar role would be suitable in your markets.

Like your Denim, Suit Fit and Bra Fit advisors, 'The Edit Influencer' will be the expert in their area.

The role is suitable for someone who has a genuine love for fashion, the confidence to actively approach customers browsing 'The Edit' and the ability to wear, style and upsell our fantastic product.

We understand that additional resource adds additional cost, however this is the biggest launch of the year for Womenswear, so we're encouraging you to think about the service investment you give to 'The Edit', particularly over your busiest trading hours to give it the best chance of success!



# The Edit Influencer

## When assigning your Edit Influencer, they should be able to;

- ✓ Confidently recommend and style customers from their passion and knowledge of the product to inspire customers to buy.
- ✓ Actively approach customers in The Edit, offering assistance – they will always put 'customer before task'
- ✓ Support customers in putting together outfits, championing our product through expert trend, product and fit advice
- ✓ Maintain inspirational outfit building across the department, rotating and refreshing fixtures when required and ensuring presentation principles are delivered to a high standard at all times. Work closely with in-store VM stylists to maintain 'See it Like it Buy it' across visuals
- ✓ Where available confidently use digital tools to place orders for customers and to ensure maximum availability across the department, to replenish missing sizes from backstage
- ✓ Upsell additional items and recommend complimentary services in store, such as Bra Fit, Suit Fit and Denim

# The Edit Influencer Outfit Guidelines

**Outfit Suggestions**

1

**One Crown Make Dress**  
T69 1020

**Chelsea Boot**  
T02 6385w

**PA Tracker Jacket**  
T59 0553

**Coloured Pop Over**  
T43 431 2

**Magic Slim Flare Jean**  
T57 611 4

**Ballerina Pump**  
T02 4601F

2

**Outfit Suggestions**

3

**The First Makeup Dress**  
T69 1015

**Four-Leather Blazer**  
T59 0145

**Love Up Trouser**  
T02 8910T

4

**Four-Leather Shirt**  
T43 4506

**The Crisp Wide Leg**  
T59 7857

**The Heir Boot**  
T02 5211

## Amazing Selling Tips

**The Edit Influencer:** Consider this a brand-new selling role! Set your influencers up with the knowledge they need, targets to hit, a stylish outfit to wear and the digital tools (where available) to sell.

**Championing our Products:** We've updated our Knowledge to Sell with lots of new product information for The Edit, under the principles of 'Would I Wear It?' (WIWI!)

**Maximise Every Sale:** Review daily performance and the return/location of store & business Best Sellers. Track performance of front feature displays, visual plinths, and outfits to make the most commercial refresh decisions!

**Selling through every Channel:** Set your team up to sell through all channels, keeping up to date with online availability, ensuring when we sell out in store we react with 'I'm sure we can get that for you' online.

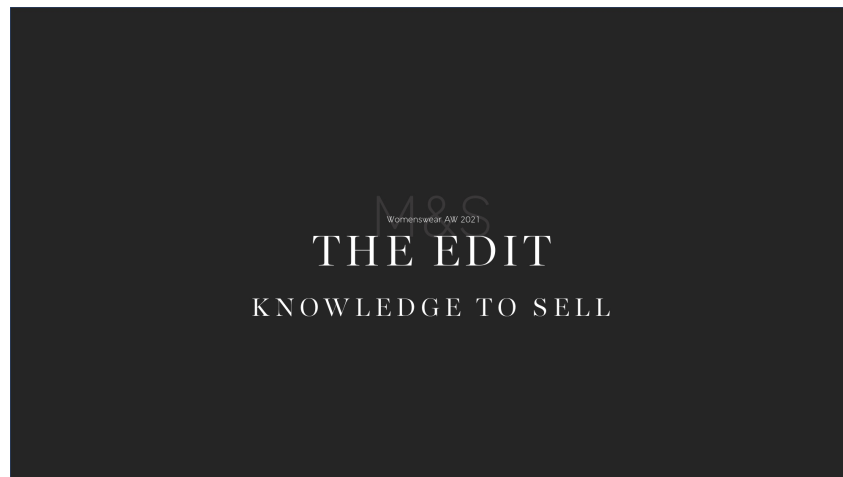


## Other Tools & Resources

The Edit Toolkit ([https://mands.storiq.net/files/api?path=Merchandising/Clothing%20%26%20Home/WOMENSWEAR/2021/AUTUMN%2021/STRATEGY%20%26%20DPS/WW%20%20AW21%20The%20Edit%20Toolkit.pdf&bucket\\_key=local&mode=download](https://mands.storiq.net/files/api?path=Merchandising/Clothing%20%26%20Home/WOMENSWEAR/2021/AUTUMN%2021/STRATEGY%20%26%20DPS/WW%20%20AW21%20The%20Edit%20Toolkit.pdf&bucket_key=local&mode=download))

Overview Video (<https://mands.storiq.net/videos/8c422a01-b2e1-405b-b7b3-45b9aa3e74bb>)

Body Shapes Learning Card ([https://mands.storiq.net/files?expandedFolder=%2FHR%2Flearning%20%26%20Development%2FPRODUCTS%2C%20SERVICE%20%26%20SELLING%2FFitting%20Room%2FMaking%20Every%20Moment%20Special%202019%2F&bucket\\_key=local](https://mands.storiq.net/files?expandedFolder=%2FHR%2Flearning%20%26%20Development%2FPRODUCTS%2C%20SERVICE%20%26%20SELLING%2FFitting%20Room%2FMaking%20Every%20Moment%20Special%202019%2F&bucket_key=local))



### HI/LO DRESSING



### THE NEW SMART/CASUAL

High Low dressing doesn't have to be as extreme as a tuxedo with a pair of flip-flops, but it can be a little more divisive than a blazer with jeans.

High-low dressing is the more **fun** approach of splitting it half and half!

#### GETTING THE LOOK

- ✓ Smart coat/jacket with a casual top e.g. t-shirt, sweatshirt
- ✓ Tailored trousers with a casual outerwear piece and or a jersey casual top
- ✓ Smart dress or skirt with a casual outerwear piece and or a jersey casual top
- ✓ Denim paired back to a smart shirt and tailored outerwear
- ✓ Casual footwear added to a tailored look or heels added to a casual outfit



## TAILORING EVOLVED

The icons of the wardrobe have had a re-invention. More fluid fabric, softer silhouettes, a looser and more relaxed approach chime nicely with trends in fabric and lifestyle. These key ingredients to any Hi/Lo Look have had a makeover...

## NEW NORMAL, NEW RULES

### THE FORMAL TROUSER

THIS ESSENTIAL GARMENT CONTINUES TO EVOLVE, NOW ANSWERING TO A MULTITUDE OF NEEDS, STYLE IS FUSED WITH COMFORT, PRACTICALITY WITH PERFORMANCE AND VERSATILITY WITH FUNCTIONALITY.

This season is all about volume silhouettes, such as Taper and Wide Leg.

Elastic waistbands facilitate this, and sports influences create hybrid styling for versatile work life occasions.

### THE JERSEY TAPERED ANKLE GRAZER

**T59 7751**  
• 2 Colours  
• Spice & Grey

£35.00 UKSP

- ✓ This smart-casual pair combines the formal silhouette of dress trousers with the comfort of jersey fabric.
- ✓ Flattering tapered fit that drapes through the front and narrows slightly at the ankle.
- ✓ Comfortable elasticated high waist and modern ankle-grazer cut.
- ✓ Centre-front creases, on the front leg lend a tailored touch. Complete with secure zipped pockets at the sides and two mocklet pockets at the back.



### THE BLAZER

BLAZERS NEED TO WORK HARDER IN OUR WARDROBES, HAVING MULTI FUNCTIONAL OUT FITTING OPTIONS.

This season is all about the timeless Single and Double Breast but in minimal Jersey and fluid crepes. Gaiaged waist details and relaxed fits are not only comfortable, they bridge the gap between home and work life.



### THE JERSEY SINGLE BREASTED BLAZER

**T59 5995J**

• 3 Colours  
• Oatmeal, Charcoal & Black

£35.00 UKSP

- ✓ With its sharp silhouette, our jersey blazer adds effortless smartness to any outfit.
- ✓ Stylish shape flatters the figure, while added stretch ensures a comfortable wear.
- ✓ Patch pockets to the hips, with turn back cuffs.
- ✓ Notched lapels create a crisp, finished look to this open-front style.

### THE TRAINER

TRAINERS ARE GAINING STAPLE STATUS, WHETHER SAFER STYLES OR CHUNKY SHAPES AND PLATFORMS EVERYONE HAS THEIR OWN WHITE TRAINER.

This season is all about pairing down the formal trouser with a trainer. To complete the athleisure look look for contrast stitching, wild animal prints and sporty stripes.

### THE ANIMAL PRINT TRAINER

**T02 8931T**

• 4 Colours  
• Brown Mix, Black, Black Mix & Blue

£25.00 UKSP



- ✓ These trainers are instant statement-makers
- ✓ Comfortable flat heel and a classic lace-up fastening
- ✓ Made with Insovia Flex® which makes walking in flats more comfortable by ensuring your foot is correctly placed within your shoes
- ✓ Antibacterial padding to keep your feet fresh

## COLOUR PALETTES



## COLOUR PALETTE

Deep Khaki's and earthy tones make up this wearable colour story, which features a mix of 70s inspired Geo prints, large scale plaid and dogtooth check:

- ✓ Tonal layering, textural contrast and new volume silhouettes are key; think silky dresses under mock-croc blazers, padded jackets paired with tailored wide-legs and super-soft faux fur worn over leather-look shirts
- ✓ New seasonal favorites are the tasseled shacket, the quilted jacket and the hooded faux fur bomber

## COLOUR PALETTES

### SEASONAL PICKS COLOUR PALETTE



### THE TIE FRONT MIDAXI SHIRT DRESS

**T69 1015**

• Available in x2 Colours  
• Blue / Green

- ✓ With its striking geometric print, this shirt dress makes an effortless style statement
- ✓ It's cut to a regular fit, with an on-trend midaxi length and a button-through front for plenty of styling options
- ✓ A belted tie front adds definition to your waist and the classic collared neck ensures a smart finish

£31.50 UKSP

### How would I wear it...?



**THE FAUX-LEATHER BLAZER**  
T59 0145 £59.00 UKSP  
Available in Black

- ✓ Add some extra attitude to your going-out look with this faux leather blazer, featuring a croc-effect texture
- ✓ Cut in a contemporary straight fit with a classic single button fastening
- ✓ Sleek tailored touches include a smart lapel collar and two welt pockets
- ✓ Lined for comfort



### Complete the look

**THE LACE UP LEATHER TRAINER**  
T02 8910T £45 UKSP

Bring a sleek twist to off-duty looks with these leather trainers. Lace-up style, with clever Insovia Flex® technology to keep your feet in the correct position for all-day comfort. Contrast back tab for extra style points.

COLOUR PALETTES

SEASONAL PICKS  
COLOUR PALETTE



THE CREPE  
WIDE LEG

T59 7857 (Multiple Strokes)

- Available in x4 Colours
- Dark Navy / Dark Khaki / Red / Black

- ✓ Crisp style meets supreme comfort with these crepe trousers
- ✓ They're cut in a striking wide leg silhouette, with an elasticated high waist and easy drawstring fastening
- ✓ Concealed side pockets are perfect for stashing essentials, while front creases make for a smart finish.

£150 UKSP

Did You Know?

We have a wide range of petrie available in one place at [marksandspencer.com](http://marksandspencer.com), including in this trouser!



Scan Me

How would I wear it...?



THE FAUX LEATHER OVERSIZE SHIRT

T43 4505 £35.00 UKSP  
Khaki / Black

- ✓ Bring a fierce edge to any outfit with this statement faux leather shirt
- ✓ Cut in an on-trend oversized fit
- ✓ Finished with easy popper fastenings



THE FAUX FUR HOODED BOMBER

T59 4429 £59  
Dark Khaki / Fawn

Complete the look

THE HIKER BOOT

T02 5971 £45 UKSP Khaki / Grey

Tap into the hiker-style trend with these chunky ankle boots. Lace-up, with a thick cleated sole. **Insola Flex™** technology makes walking more comfortable by keeping your feet correctly aligned within the shoes. Sturdy metal hooked eyelets and contrast laces. Antibacterial padding for freshness.

COLOUR PALETTES

SEASONAL PICKS  
COLOUR PALETTE



THE BELTED  
PUFFER COAT

T49 4419

- Available in x2 Colours
- Dark Khaki / Black

- ✓ When the temperature drops, this feather and down puffer coat keeps you toasty. Designed in a regular fit, it has a detachable tie belt for a flattering silhouette. Diamond quilting creates a smart look, and the concealed zip and snap fastenings ensure a neat finish
- ✓ The attached hood and our water-repellent Stormwear™ technology keep you dry in a shower, while elasticated cuffs shut out chilly draughts, plus there are handy pockets at the hips

£160 UKSP

How would I wear it...?



THE JERSEY WIDE LEG TROUSER

T59 0413 £35.00 UKSP  
Dark Khaki

Printed with a striking dogtooth design, these jersey trousers are an elevated take on a classic. They feature wide legs and an elasticated high waist to flatter your figure. This pull-on design features no pockets or belt loops for a seamless look



THE RELAXED JUMPER

T38 0907A £25.00 UKSP  
Black / Grey

This cosy jumper is knitted from a flecked yarn for a touch of texture and colour. Easy relaxed fit, with a feminine v-neckline to finish.

Complete the look

THE LACE UP PLATFORM LOAFER

T02 4600F £49.50 UKSP

COLOUR PALETTES



**A bold clash of dusky pink and flame red are an unexpected pairing, yet when grounded with warm neutrals, a new modern palette for Autumn is introduced:**

- ✓ Hoodies layered under oversized coats and boxy trucker jackets styled with flared denim turn familiar silhouettes into head-turning outfits.
- ✓ The carefully considered combination of heritage check, large scale floral and playful geometric prints ensure there is a print for every customer.
- ✓ Must-have wardrobe updates include the chunky hooded cardigan, the double-breasted teddy coat and the hero geo print midi dress.

COLOUR PALETTES

SEASONAL PICKS  
COLOUR PALETTE

THE SOFT  
TOUCH RIBBED  
CARDIGAN



**T38 4354**  
• Available in x4 Colours  
• Grey Marl / Navy / Dusky  
Rose Light Cream

- ✓ With its soft touch yarn and hooded neck, this cardigan will be the new go-to piece for casual days
- ✓ Regular fit with an all-over ribbed texture
- ✓ contrast button-through front

£24.00 UKSP

COLOUR PALETTES

SEASONAL PICKS  
COLOUR PALETTE

THE COLLARED  
POPOVER  
BLOUSE



**T63 4362**  
• Available in x1 Colour  
• Blue Mix

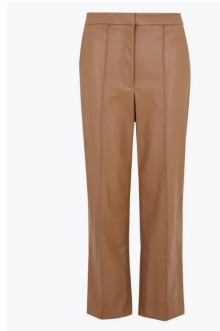
- ✓ Add impact to smart-casual looks with this lively printed popover blouse
- ✓ Regular fit, with a relaxed open collar neckline and half button placket
- ✓ Deep cuffs lend a tailored touch

£26.00 UKSP

COLOUR PALETTES

SEASONAL PICKS  
COLOUR PALETTE

THE FAUX-  
LEATHER  
TROUSERS



**T59 5976**  
• Available in x2 Colours  
• Praline / Black

- ✓ These sleek faux-leather trousers bring an extra touch of glam to your smart-casual look
- ✓ High-waisted design with modern 7/8th length
- ✓ Straight-leg style for a flattering and streamlined look
- ✓ Hook and bar fastening with handy zipped pockets on the sides. Pintuck detail adds an elegant touch.

£36.50 UKSP

How would I wear it...?



**THE DOUBLE-BREADED  
RELAXED COAT**  
T59 1962C £69.00 UKSP  
Available in 2 Colours

- ✓ Classic meets contemporary with this timeless coat
- ✓ Cut in a roomy relaxed fit with a double-breasted front
- ✓ Horn buttons give a vintage-inspired look, while front patch pockets and an internal pocket give a practical finish

**THE JERSEY TAPED ANKLE GRAZER**  
T59 7751 £35  
Available in 2 Colours  
(as seen on page 02)



Complete the look  
T02 8906T £35 UKSP

Smart meets casual with these sleek high-top trainers. Classic lace-up style, with eyelet detailing. Built-in Insole Flex® technology correctly aligns your foot for day-long comfort.



How would I wear it...?



**THE MAJIC SLIM FLARE**  
T57 6014 £39.50 UKSP  
Available in more washes

- ✓ For a flattering silhouette, look to these Magic Shaping jeans
- ✓ High-waisted style that's slim through the leg, with a subtle flare
- ✓ Sculpt & Lift™ technology lifts your bottom, while clever bi-stretch fabric and a contoured waistband comfortably hold in the waist and ensure a gap-proof finish
- ✓ We've added shaping darts to the back pocket and hidden front pocket technology for tummy holding
- ✓ Authentic 5-pocket construction for a classic look
- ✓ Made with organic cotton.
- ✓ All M&S denim is made with sustainably sourced cotton and less water

Complete the look

**THE FAUX LEATHER TRUCKER JACKET**  
T59 0553 £59 UKSP

The hard-working trucker jacket gets a sleek update with this faux leather design. Button-up style, in a modern straight fit with a full lining for comfort. Classic styling includes a collared neckline and seam detailing. Two handy front pockets to finish



How would I wear it...?



**THE LONG SLEEVE HOODY**  
T41 6211C £25.00 UKSP  
Available in multiple colours

- ✓ This cotton-rich hoodie will keep you cosy on casual days!
- ✓ Roomy relaxed fit, with snug ribbed trims
- ✓ Crafted from soft brushback fabric with a towel fleece feel.
- ✓ Complete with a classic drawstring hood and handy kangaroo pocket

**THE HOODED COAT**

- T59 1489c £69
- ✓ Made with a touch of wool, this cosy coat is sure to keep out the cold
- ✓ Cut in a regular fit with a timeless checked pattern
- ✓ Hooded design, with a classic funnel neck, raglan-style sleeves and a neat concealed zip
- ✓ Complete with two large patch pockets and a handy pocket inside



Complete the look

**THE BOLT TRAINER**  
T02 8902T £45 UKSP  
Available in x2 Colours



TROUSER TRENDS

THE TAILORED WIDE LEG



**T59 6872 (Multiple Strokes)**

- Available in x6 Colours
- Pale Apple / Praline / Air Force Blue / Fuchsia / Black / Natural Mix

- ✓ These trousers make an elegant and versatile addition to any capsule collection
- ✓ Flattering high-waisted cut with a breezy wide leg
- ✓ Added stretch for smooth, comfortable wear.
- ✓ Complete with practical belt loops, pockets and a button and zip fastening

£39.50 UKSP

Get the look...



Wide Leg

TROUSER TRENDS

THE JERSEY WIDE LEG



**T59 4869 (Multiple Strokes)**

- Available in x4 Colours
- Camel Mix / Grey Mix / Black / Grey Marl

- ✓ A pair of effortlessly stylish jersey trousers are a must-have addition to any hi/low collection
- ✓ Pull-on design, featuring a roomy wide leg
- ✓ Made with a hint of stretch and an elasticated high waist for comfort
- ✓ Pintuck detailing for a textural finish

£35.00 UKSP

Get the look...



So on trend!

With Sports influences super on trend right now, even Lululemon have launched their 'city sleek' trouser. This is our version of this incredibly versatile style!

Wide Leg

TROUSER TRENDS

THE PINTUCK STRAIGHT LEG



**T59 6907 (Multiple Strokes)**

- Available in x5 Colours
- Neutral / Bark / Black / Dark Navy / Charcoal

- ✓ These Jersey Ponte Trousers are a versatile essential!
- ✓ The Straight-leg pintuck design creates a sharp and sophisticated look
- ✓ Pintuck detail on the front for a streamlined look.
- ✓ High-waisted style draws you in around the waist
- ✓ Full-length leg
- ✓ Added stretch for extra comfort and flexibility on the move

£22.50 UKSP

Get the look...



Straight Leg



TROUSER TRENDS

THE JERSEY SLIM FIT ANKLE GRAZER



T59 5057

- Available in x3 Colours
- Praline / Black / Navy

- ✓ For workwear, evenings out or weekend wear made extra chic, our slim leg trousers are a winning and versatile choice!
- ✓ Made from Ponte Jersey for that stylish comfort
- ✓ Neatly sitting just above the foot, these ankle grazer trousers team fabulously with heels and flats alike
- ✓ A mid rise gives a comfortable and slim fit

£35.00 UKSP

Get the look...



Slim leg

TROUSER TRENDS

THE SPLIT FRONT SKINNY



T59 5814

- Available in x2 Colours
- Mocha / Black

- ✓ Put a modern spin on your smart separates with these split-front trousers
- ✓ Figure-hugging skinny fit, with a flattering high waist
- ✓ We've added a hook and zip fastening, sleek side pockets and belt loops for a tailored finish

£35.00 UKSP

Get the look...



Slim leg

THE TROUSER STUDIO

THE TROUSER STUDIO



Our destination for those go to essentials.

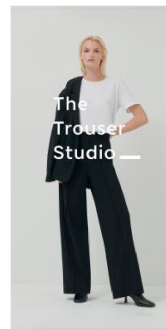
We've got her favourite fit, in 3 stylish fabrications at great opening price points.

4 KEY FITS

For a sharp fit: **SLIM LEG**  
Available in Jersey & Woven

For a contemporary look: **STRAIGHT LEG**  
Available in Jersey, Woven & Cross Hatch Style

For this season's must-have shape: **WIDE LEG**  
Available in Jersey & Woven



THE TROUSER STUDIO

**THE JERSEY TROUSER**

£15.00 UKSP

Everyone needs a pair of easy-to-wear trousers, and this jersey style ticks all the boxes

- ✓ Pull-on style and carefully crafted with an elasticated high waist
- ✓ A hint of stretch for ultimate comfort
- ✓ Front and back darts create flattering shaping

Available in

- ✓ SLIM LEG
- ✓ STRAIGHT LEG
- ✓ WIDE LEG



**THE WOVEN TROUSER**

From £14.50 UKSP

Get a classic tailoring look with these simple trousers, available in 3 fits:

**SLIM LEG £14.50**

- ✓ Modern fit, with practical side pockets and belt loop
- ✓ Flattering high-wasted design, carefully crafted with a hit of stretch - Ankle Crazer
- ✓ Mock back pocket gives bonus style points
- ✓ Crisp crease down the front

**STRAIGHT LEG £14.50**

- ✓ All of the above but in a mid-rise waist & standard length



**WIDE LEG £25.00 UKSP**

- ✓ Full Elasticated waistband
- ✓ Added extra being the concealed pockets for a sleek finish
- ✓ Front and back darts create flattering shaping



**THE CROSS HATCH TROUSER**

£22.50 UKSP

Dress for success at your next meeting with these buckle-detail black trousers.

- ✓ The straight leg cut is smart and versatile
- ✓ High-rise waist and standard leg length
- ✓ There's a decorative metallic buckle and contrast buttons on the waistband
- ✓ Fabric has a textured crosshatch weave

