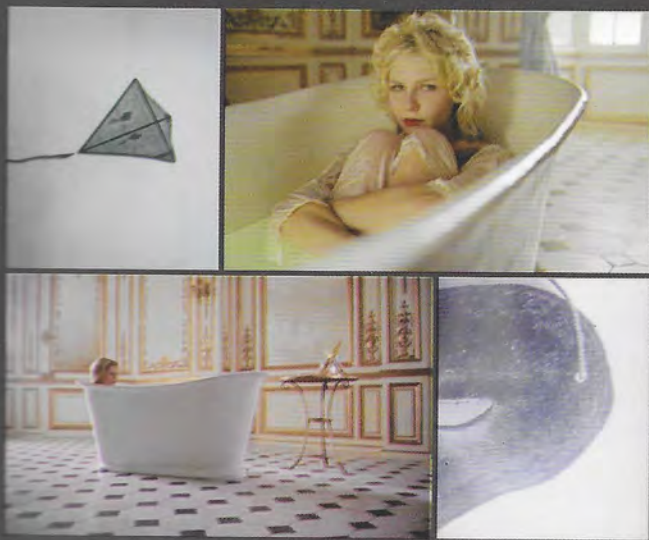


spring
summer
08



THAI TEX TREND
STYLED IN ITALY



ephemeral

Keywords: lightness, fragility, fleeting, introvert, shy, poetic, undecided, transparent

Concept: the character of the theme is delineated by a light and airy spirit with the sensation of utter freedom. Pictures floating through time and its synthetic rhythms. A fragile sentimental equilibrium, at the limit of the desired superficiality, the moment just captured. Softness and sweetness is clear love, fragile, the emotion is the innocence of an ephemeral young maiden. An imagined halt of the failings and caprices of the young 'lady'.

Fabrics: the weaves become thin to obtain artificial effects, the silks are light, the polyesters are ultra-fine and the cotton voiles are delicate. Micro weaves lightly sketched imperceptible crepe surfaces, gliding and twisting coatings, small waves for the hang of the jacket and trousers. Silky, rustling fabrics with very natural look lightly striped. The cottons are smooth and mercerised, the organdies are transparent and the threads are airy and mixed with other fibres to make them more fluid and sensual.

Patterns: monochrome stripes, ultra-feminine chalk-striped jacquards and tiny damasks realised on the base of gauze or silk. The polyesters are worked with fine titrations and weaves with micro-designs on the surface. The coatings and finishes enhance the airiness and delicacy of the surfaces.

Jerseys: ultra-light substances for volume whether cotton or linen viscose.

Prints: microfincisions in a chiselled effect, delicate and minimal jacquard tone in tone, floral damasks, imperceptible and almost vanishing. Clear monochrome prints which only cover part of the surface and make it opaque.

Embroidery: the lightest of the light, evoking Venetian engraved glass designs, ultra-fine with insertion of lamex threads to give light and movement, overlaid by false units of weaving and netting.

Accessories: minimal with small, transparent details, glass, hidden hooks, the tiniest of buckles. They include concealed press-studs, micro-buttons of mother-of-pearl or hooks covered in fabric. Fabric bags are by contrast very large or those of silk-pliss are tiny with buttons and jewellery accessories.

Lines: fluid and soft or with overlaying of pieces, kimono or 'martello' (hammer) sleeves. For men the figure is loose and unstructured, fluid and bold.

Colours: ivories, clear sentimental extremely fragile, whites which are timid and fearful. Blues are dark and introverted and approaching fleeting shades of violet and mint.

Reference Culture and Film: Marie Antoniette by Sofia Coppola.



concrete

Keywords: real, clear, honest, lasting, determined, earthly, rustic, natural, basic

Concept: the spontaneity of rural lives and simple things, forgotten atmospheres, regained in the spirit and surfaces of the fabrics. Finishes and coatings as a sign of the times. Simple structures without pretensions, but admitting their imperfections. A reworking of rural cultures, the fascination of old values and simple materials. Fabrics with a high affective content which underlines the merit of unity and dexterity. The neutrality of the colours and the hazy atmosphere create a familiar intimate effect, 'honest', but with a strong character.

Fabrics: The versatility and facility of the use of the cotton makes it the protagonist of all the themes in all of their declinations from raw, stiff canvas to fluid and cascading washed poplin, from pleated padama to print and proper drill. Washed out finishes complete the line, and fibres dyed in natural colours.

Jerseys: striped, stretch cottons and comfortable double-elastics.

Prints and patterns: the motifs are simple and floral, masculine fantasies, fantasies in dyed threads, checks or large-printed stripes or stripes in an old-fashioned shirt style whether on cotton poplins or on silks. Prints imitating chromatic foliage, prints of hyper-realistic animal designs, or pastoral scenes of historical countryside.

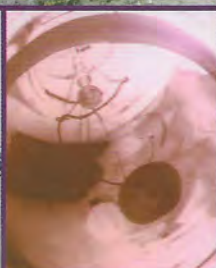
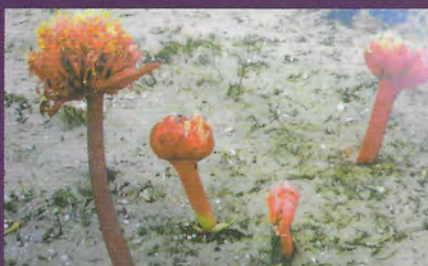
Embroidery: the embroidery recalls the weaving of painters and the simple and filigree geometry is on extremely fine and subtle bases. The contrast of rustic and natural fabrics used is underlined by the linen and raffia and washed silks. The Cornell technique using natural and decisive threads is perfectly adapted to the theme and underlines the strength.

Accessories: the accessories are of matting, straw, wood, in combination with fabric and leather. The buttons and fastenings are designed exclusively using natural materials, horn, wood, mother-of-pearl with very descriptive silk-screen printing, historical scenes or natural countryside environments, with small insertions of metal, and always with treated surfaces, either oxidised or coloured and which do not spoil the lightness of the industrial aspect.

Lines: the figure slightly ovoid and straight volumes 'over-stitching' for the knitwear and jerseys. Men take on a simple, clear, unstructured, casual line with slightly sloping shoulders and straight trousers with a 'sports cut'.

Colours: shades of green which describe a solid and determined character, decisive chromatic spots of orange and yellow, on a background of beige and neutral colours.

Reference Culture and Film: Amist by John L. Smith, Novesanto 1976 by Bernardo Bertolucci.



extrovert

Keywords: abstract, contrary, incomparable, open, fierce, dynamic, active, sporty

Concept: provoking the contrast, stimulating the reworking, forcing and underlining the lack of coordination. The audacity and the disproportion. Savouring the disequilibrium and the diverse, launching oneself into a dynamic dimension of contrast and contraries, overlaying the styles and the intersections of antithetic culture and arts, intervening in the already existent to give it a new connotation and new images. Musical dynamism mixing style peripheral to the periphery of the metropolitan.

Fabrics: ultra-luminous fluorescence, two-coloured with strong contrasts, ultra-light cottons and mercerised linens. The traditional silks become fleet and sleek, with a base for rolling, moving effects. The stripes are decisive and incisive, together with natural yarns for both matt and shiny effects. The fabrics are over-dyed with saturated colours.

Jerseys: silks and linens blended with very fine, very polished cottons. Prints with persistent and monochromatic, symbolic subjects.

Prints: visible taunts with new techniques applied to traditional tie-dyed metalised to silk bases; ultra-modern designs with bases normally considered traditional or classic. Old elements and historical figures on polished and emerging modern foundations. Contemporary digital prints blended with Shantung silk bases. Batik and extroverted tribal prints apparently insane without saying. Sacred elements fused with contemporary subjects and places. Manga Japanese, homemade videos, digital graphics, and modern art.

Accessories: gadgets and elements that go beyond the lines of classic fashion; inserting elements that belong to other areas and environments.

Lines: over-sized and maxi trapeze-lines together with arid and thin volumes for the trousers and skirts. Men's line image is decisive, direct, understated, straightforward. Mixtures of styles and pieces.

Colours: decisive peacock-colour is combined with that of screaming acidic orange, describing an extroverted and nifty individual. Completing the range of colours are the dominant rose-coloured and provocative shades of purple.

Reference Culture and Film: Be Cool (2005) starring John Travolta and Uma Thurman.