

fashion

Il magazine di news, business e trend



GENTLE ROAD TO CONQUEST

Cover photo: Palm Angels

PITTI FILATI 85

Jumping: Into The Future

Sustainability and innovation are the keywords of the Pitti Filati world. The recent edition in Florence confirmed its megatrend marked by collections capable of combining a green outlook with high performance. The colour palette varied widely and was in-harmony with futuristic materials, special designs, weights and shapes, while new styles set the fall-winter 2020/2021 collections apart from the rest.

BY ALBERTO CORRADO

ZEGNABARUFFALANEBOGGOSESIA

The aspirational mood of this collection starts with the most authentic and recognisable fall and winter colours in the city. A universe of colours starting from grey and blue with all the nuances in between, up to yellow gold and white, with reflections of endles crystals

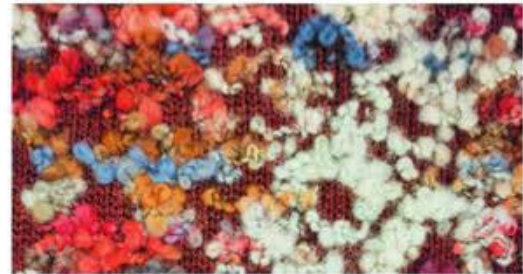


MIRGLIOTESSLE

The leitmotif of the new winter season is Mother Nature and the consequent need to become more aware and protective of our planet. A concept of humility closely linked to that of nature in its colours, raw materials and finishes. The dominant palette revolves around infinite variations of brown and pastel colours, both sophisticated and luminous.

FILPUCCI

Research, style and fashion for the internationally renowned Tuscan company, which on the occasion of Pitti Filati reveals its increasingly responsible approach, with an expansion of its product range through a whole host of new items with a strong DNA. Among the new season's products are *Re.Verso™* Baby Camel, RWS certified extrafine organic merino wool, *Re.Verso™* cashmere, organilins and FSC certified viscose.



LANIFICIO DELL'OLMO

The company is known for its Going Green programme, which takes it to the forefront of sustainability and corporate social responsibility. The new collection offers innovative and unique yarns that not only provide a great effect but are also crafted with a particular hand, focusing on multicolour patterns and soft and comfortable cloths and voiles. The materials used are the traditional noble fibres: alpaca, mohair and wool, along with cashmere and silk.



◉ MARCHI E FILDI

A virtuous combination of elements culminating in the creation of a collection of pure contemporary luxury, embodying a new level of innovation linked to production that is certified sustainable. The development of technical and performance products in natural, synthetic and artificial fibres is particularly important. This expertise is strengthening the ambitious development of the textile group at an international level.



◉ LINEAPIÙ

The Tuscan yarn maker unfurled two new innovations: Giselle Fluo and Genius. The first is a viscose treated with a fluorescent effect, available in yellow and green and was made using the "solid fluo" dyeing technique, with the use of fluorescent pigments. The second was



crafted using a new metal fibre which incorporates holographic effects, generating a kaleidoscope of colours for the eye to behold.

◉ BOTTO GIUSEPPE

Luxury is at the heart of of Botto Giuseppe, which uses the finest raw materials such as cashmere, superfine wools and fine silk blends. The brand's style research focuses on the sustainability of fibres and the production process. Innovation is a constant, but always with an eye towards low environmental impact. From a chromatic point of view, two directions were proposed: the first is inspired by shades of nature, brought to life by metallic reflections, and the second offers artificial colours, with contemporary reinterpretations of traditional combinations and processes.



◉ IAFIL

Iafil Industria Ambrosiana Filati presents Perino by Woolyarns, the innovative yarn produced in New Zealand and distributed by the company exclusively for Italy and Europe, thanks to a recently signed commercial



cooperation agreement. Perino by Woolyarns combines the high-quality fibres of brushtail possum with cashmere, silk and fine merino to create yarns with infinite possibilities.

ARMAN AVETIKAN

Monsieur Arman

True luxury is made with artisanship and uniqueness. with Arman Avetikyan, the creative mind behind Froy and the winner of the Lineapiù Talent competition

BY ALBERTO CORRADO



Arman Avetikyan won the third edition of the Lineapiù Talents competition, just over a year ago. Though it wasn't that long ago, it was enough to leave his mark.

The young Armenian designer, who graduated in dashion design from Moscow's State University of Design and Technology has also worked in the design department of with Giorgio Armani. Avetikyan has forged a path inspired by a multi-faceted and poetic style. Now the time has come for his brand Froy to embrace a new direction.

What are the building blocks of your creative approach?

Where do you start from?

The entire collection made for Talents Lineapiù gravitated around a sort of polis, in which people of different backgrounds, origins and professions meet and interact. Classic knitwear items are revisited like a pictorial puzzle, through plays on clear colours like white, black and Persian Blue. From my architectural studies in Moscow up to today I have acquired a very clear and precise vision of creativity. When I design I think of different worlds, different cities, different cultures, I capture the connections between apparently different aesthetics.

What is the biggest challenge for you?

There are many, but perhaps the greatest has ben opening up even more to what stimulates me in everyday life. I'm 30 and art, architecture and fashion are, after all, a part of my day-to-day life. This is why I could define my vision of fashion as a mix of sophistication and urbanity.

With the collection presented at Pitti Filati you launched a new concept of knitwear. How did you work on this first capsule?

It was not easy and a lot of study was required. I wanted the capsule to be something innovative on the existing scene. This is difficult for knitwear, which seems to have done it all. This is why I thought about combining the yarn transformation process into a physical and three-dimensional object, through traditional and innovative techniques which materialise forms, finishings and details.

What plans does the future have in store?

Undoubtedly to make Froy grow and travel continuously, physically and mentally, exploring original solutions, using knit as though it were a fabric, reconciling tradition and innovation, using materials and processes to obtain hybrid and versatile surfaces which actually communicate.

Superleiter, Tech-Hemden und Digitaldruck: Die Top 10 der Milano Unica

Von Tobias Bayer und Sebastian Schwarz

Freitag, 12. Juli 2019



Rennmaschine trifft Herrenkonfektion: Guabello arbeitet mit Bianchi zusammen.

Die Zeiten für die Stoffhersteller sind nicht einfach. Sie müssen den stärksten Abschwung seit zehn Jahren verkraften. Doch die Hersteller lassen sich viel einfallen, wie sie der Krise trotzen. Mit Technik, Service und auch mächtig Werbung.

Die Textilindustrie ist eigentlich das Sinnbild für die Old Economy. Doch wer die Milano Unica ([/suche/schlagworte/milano+unica](#)) besucht hat, der fühlte sich zeitweise fast schon ins Silicon Valley versetzt. Selten wurde so viel über digitale Technologien, Künstliche Intelligenz und neue Materialien gesprochen wie in dieser Woche.

Stellvertretend für den neuen Vibe unter den italienischen Stoffherstellern steht Edoardo Zegna. Der Sohn von Gildo Zegna, der den Menswear-Konzern Ermenegildo Zegna ([/suche/schlagworte/ermenegildo+zegna](#)) leitet, kümmert sich im Unternehmen um neue Inhalte und Innovation. Seine PowerPoint-Präsentation begann Zegna Junior, der in San Francisco ein eigenes Unternehmen gegründet hat, mit einem Bild eines alten Blackberry.

08 Es geht auch ohne Gänsedaune: Daunenjacken gehören zu den Best-Sellern, wie nicht zuletzt der Erfolg von Moncler (/suche/schlagworte/moncler) beweist. Doch in Zeiten, in denen Echtpelze aus den Kollektionen verbannt werden, suchen die Modefirmen nach Wegen, wie sie ohne Gänsedaunen auskommen. „Wir suchen nach Alternativen“, sagt Paolo Zuntini, Präsident von Eleventy. Eine Anlaufstelle ist Trapuntatura Belpunto. Das Unternehmen aus Venetien ist auf Stepp-Techniken spezialisiert – und verwendet unter anderem Kaschmir und Kamelhaar. „Wir haben auch recycelte Materialien“, sagt Ivano Santi von Belpunto.

09 Tue Gutes – und rede darüber: Nachhaltigkeit ist in aller Munde. Doch für die Weber ist es nicht einfach, ihr Engagement auch dem Kunden zu vermitteln. Deshalb wird mehr und mehr in die Kommunikation investiert. Die Weberei Vitale Barberis Canonico (/suche/schlagworte/vitale+barberis+canico) hat den ersten Nachhaltigkeitsbericht der Firmengeschichte vorgelegt. Auf 47 Seiten erzählt das Unternehmen in Texten, Diagrammen und Fotos, wie es sich für Umwelt und die Mitarbeiter einsetzt. Die Weberei Botto Giuseppe, die ihre gesamte Energie aus erneuerbaren Energien bezieht und nur mit zertifizierten Wollfarmen zusammenarbeitet, hat Etiketten in verschiedenen Farben entwickelt. Die Weberei Reda (/suche/schlagworte/reda) hat den bekannten Fotografen Christoffer Relander mit einer Werbekampagne beauftragt. Relander, der schon für den Guardian und die Los Angeles Times gearbeitet hat, hat Reda-Mitarbeiter ins Bild gerückt. Der Claim: „Deine Zukunft ist unsere Gegenwart.“

Marzotto meets Hugo Boss

