

M A N I N T O W N

ISSUE 08

THE CONTEMPORARY MEN'S DESTINATION

JANUARY 2020



COVER STORY

COMA_COSE

Music Phenomenon:
from Milan to the world

STYLE

PITTI UOMO 97 HIGHLIGHTS
MILAN: WSM FASHION REBOOT

SPECIAL

FASHION ENTREPRENEURS

ANTONY MORATO



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COVER STORY

COMA_COSE

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HAND PICKED
season of rarity

NEVER WITHOUT YOU

WISH LIST

BY STEFANO GUERRINI

IN COLLABORATION WITH MASSIMILIANO BENETAZZO

A new type of luxury. A more emotional luxury, which, rather than representing a particular social status, displays one's belonging to a tribe of style – an extended family where everyone is registered in the same fanzine.

This word helps define the retro and old school qualities celebrated by these objects of desire, admired by both the young and the old through a sense of nostalgia for a period in the past that one may have lived through, or merely just heard about. An energising and revitalising chromotherapy is complimented by excesses of colour with a focus on purple. Fashion thus acquires reassuring and thaumaturgical aspects, which open up new paths that originate from the past.



Michael J. Fox and Rob Lowe depicted by Richard Berstein in the style of Andy Warhol, for the covers of Interview. The sweatshirt and cotton tank top by **Coach 1941** are the super-cool must-have tributes to the eighties!



By **Ermenegildo Zegna**, the 'must-have' technical satin fabric **#UseTheExisting** with multicoloured spots on a light obsidian purple base, consisting of a soft-shoulders jacket with iconic couture lapels and slim-fit pants without darts.



It reminds us of certain seaside vacations in the 1970s, between Ibiza and Saint Tropez, the sandal with sand-colored suede bands by **Santoni** - so chic!



The **Marni** shopping bag from the s/s 2020 Men's collection is in PVC with leather handles. The detailed drawings of plastic bottles recall today's essential eco-friendly spirit.



The document holder from the much loved **Gucci**, designed by Alessandro Michele, in red leather with Horsebit detail. Go to work in style with this electric addition.



Bally's hiking style leather bag - definitely not just for weekends in the high mountains!

They remind us of American colleges, a touch of "Grease" or "The rules of attraction", where the main characters are the cheerleaders and the rugby players. Here are the Sneakers in cotton gabardine by **Prada**: new objects of desire.



NEW INPUTS FOR A CONSCIOUS FASHION

Highlights PITTI UOMO 97

BY MASSIMILIANO BENETAZZO

Held in Florence from 7th to 10th January 2020, Pitti Immagine Uomo brings together the most important players in menswear and contemporary lifestyle. The winter edition of the fair will comprise special projects from fashion brands distinguished by their creativity and respect for tradition, with an eye towards the future.

Among the special guest events at this edition: JIL SANDER, is the guest designer of Pitti Uomo 97, showcasing the new menswear collection, STEFANO PILATI is the Special Guest with his independent label "Random Identities." With over three decades of experience in the world of international fashion, Pilati is considered to be one of the most influential designers of his generation. The unisex brand TELFAR is the Special Project with a special event where esthetics, look, identity and functionality are blended together in a unique project. Last but not least Pitti Immagine will celebrate 75 years of BRIONI, one of the most renowned men's luxury maisons with a special event in Florence.

PAOLONI presents P Paoloni Tecno Urban

6 styles capable of mixing tradition and innovation. Technical clothing for daily use, where technical fabrics, casual and formal coexist. Suites, outerwear and trousers designed for a total comfort and elegance without limits of occasion. A minimal urban aesthetic empowered with high-tech performance.



Lumberjack

The charm of heritage blends with Thermore's experience, leading company in the development of sustainable upholstery, to give life to two high-performance footwear, flexible and light to each of your stride. And all made with the style and soft touch of Lumberjack nabuk, in these two bicolor pieces to ride the waves of the trends.



PITTI

HIGHLIGHTS



Falke

The German brand known for its high-quality legwear, socks and clothing, will celebrate its 125th anniversary with a special presentation at Pitti Uomo 97, honouring its heritage whilst looking towards the future.



Re-HasH

Re-HasH, the 'Made in Italy' brand recognized as one of the major players in jeanswear, presents the first capsule collection dedicated to eco-sustainable denim for Fall/Winter 2020-21.

Eight garments are offered in three different models – the RUBEN and HOPPER; five-pockets in slim and regular fit, and the MUCHA; the cropped chino version – each an embodiment of careful design study that combines exclusive designs with the best research of materials.

BGBL

Made in Italy with a circular economy perspective, BGBL confirms its urban calling as it returns to Pitti Uomo with a special collaboration that uses balls recovered from basketball teams for its creations.

Partner of the project is Da Move, the Italian freestyle crew known for its spectacular freestyle basketball, soccer, bike and unicycle shows. They are now involved in over a thousand shows in more than fifteen countries across Europe.



Tagliatore

The established Italian brand known for its researched and precious materials, exclusive patterns and perfect fits, will present its collection at Pitti Immagine Uomo 97.



This year Tagliatore gives a nod to the 80's and 90's – a collection that evolves and expresses itself through a celebration of fabrics, shapes and details in full balance between tradition and innovation.

PITTI
EVENTS



BLAUER | Presents Human Landscapes
FGF Industry celebrates its twentieth anniversary in collaboration with Pitti Immagine Uomo with an immersive exhibition presented by Blauer at La Dogana in Florence. The exhibition, Human Landscapes, **curated by Felice Limosani with photographs by James Mollison**, will be inaugurated on Tuesday January 7th and will be open to the public from Wednesday 8th January until Friday 10th.



**THE ICONIC K-WAY®
BRAND PROTAGONIST OF A SPECIAL EVENT**

An event dedicated to the original pac-a-mac, the one enlisted in the dictionary. A journey exploring the history of the brand through the key references of its most iconic products, aiding an understanding of the present and access to the future.



The Ultimate Woolrich Experience

In honour of the brand's 190th year, Woolrich returns to Pitti Uomo 97 with "The Ultimate Woolrich Experience", at La Dogana in Florence. Three installation rooms will provide a unique, immersive experience exploring the multifaceted Woolrich universe and premiering the Woolrich Arctic Capsule, a tribute to the evolution of the original Arctic Parka.

Talents to watch:

LUBELLO FIRENZE

Luca Lubello presents his men's shoes collection launching the brand Lubello Firenze in 2018. After have spent more than 10 years in the business, collaborating with some of the most relevant names of the footwear industry, Lubello felt the need to create his own brand taking inspiration from art and architecture, his main passions along with design. He wanted to bring in his collection the same enlightening power of the first Renaissance artworks, introducing innovative designs and rich accessories working side by side with talented Tuscan artisans.



FRANCO CATANIA
FOUNDER OF HAND PICKED AND CEO OF GIADA SPA

How was the Hand Picked project born?

As a private label of Giada SpA, Hand Picked was born in SS19, presenting itself to the public with a capsule of 15 pieces and based on a green philosophy.

Hand Picked was born from Giada's desire to optimize all the know-how acquired in over 30 years of activity that had made it a world leader in the luxury denim sector.

How is the brand evolving after the first few seasons?

After the launch at Pitti Uomo in June 2018, Hand Picked is now positioned in over 250 stores worldwide with a collection that in the AW20 / 21 season is made up of 117 items including trousers and various different tops.

What are the details that make the collection special?

The items in the collection are the result of a lot of research regarding the mainly eco-sustainable materials and the style. The production chain of each pair of trousers, characterized by tailored manufacturing, requires about 80 steps to reach completion with a processing time 3/4 times longer than any other 5 pockets.

Giada, in fact, has always been attentive to detail, epitomised by the pocket bag adorned with the logoed border - a distinctive mark of the brand, and embroidered with a comb point, hand-hammered copper buttons and rivets, a grograin sewn inside the button panel, and the label made of appleskin.

Which are the iconic items of the capsule?

Giada is famous all over the world for its 5 pockets so the garment that best represents us is the Ravello style together with the Orvieto, however other items exhibiting a comfort concept have been a success.

How important is sustainability for the brand?

Hand Picked is based on the eco-friendly concept because we believe in the importance of fashion brands contributing to the protection of the environment. In addition to the eco-friendly materials, the different stages of processing are characterized by sustainability.

In addition to recycling 60/70% of our water, we reuse waste materials such as pumice stone (used in gardening) and fabrics recycled from the automotive industry.



**SUSTAINABLE
FASHION
Hand Picked**

**A COLLECTION INSPIRED BY NATURE
AND ITS COLOURS, FOCUSING ON
EXTREME HIGH QUALITY MATERIALS,
SUSTAINABILITY AND 'MADE IN ITALY'
PRODUCTION**

BY FEDERICO POLETTI

Denim represents the core business of Giada SpA, how has the market changed in recent years?

Today, the denim fabric, which was firstly used for work uniform and therefore worn by workers, has become a must have to be worn at any time of the day and in any situation because of its versatility and ability to transform from sportswear into elegant garment.

The challenges and plans for the future?

Giada counts on a workforce made up of about 1000 employees, both direct and indirect. Amongst our specialized and passionate team, we aim for increasingly ambitious goals and a further reach towards new markets where the demand for tailored garments is becoming increasingly popular.



JUAN CASTANO
PHOTO CREDIT DAVID SARDAÑA

MANKIND SEEN BY Juan Castano

BY STEFANO GUERRINI

MANINTOWN
COVER



A highly pop and comical aesthetic with very personal humor lends an apparent lightness to Castano's unconventional and mischievous works. His strikingly bold and clear style immediately involves the viewer, but is also an invitation for deeper reading and interpretation.

Whilst his work resonates closely with the LGBT community and is extremely conscientious, an irreverent and disenchanted undercurrent suggests Juan is telling tales of his own experiences, which do not always have a dreamy and princely ending, but often remain suspended between the grotesque and the kawaii.

How was your approach to art?

When did you decide to become an illustrator?

I think that somehow art has always been present in my life. As a child I always loved drawing, and I loved painting books. I don't think I ever decided to become an illustrator, I just began spending more and more time drawing which led me to discover the world of digital illustration. Then suddenly people began commissioning me.

Tell me something about your work, how would you describe your illustrations?

Well, I think that my illustrations are a mix of many artistic influences and styles that I admire: Japanese illustration, constructivism, art deco ... and the result is work that combines eroticism and naivety with simple lines and colors.

In my opinion there is a certain Japanese inspiration behind them and obviously they are very pop.

Which are your main artistic influences?

This influence is certainly more obvious in my first works yet it has never been lost as I have evolved as an artist. As for influential artists I always name Junko Mizuno; her work is fascinating, Rodchenko and Popova, whom I discovered in an exhibition in London, Malika Favre, Sanna Annuka... and many more.

Which are your main references when it comes to illustrations?

In the case of illustration, Maria Picassó i Piquer; her works hypnotize me and convey a total mastery of proportion and characterization. Jarom Vogel; his palette and work are amazing, and Roda's work is absolutely brilliant with a use of color I envy.



"WAITING"
IN EXCLUSIVE FOR MANINTOWN
WEARING A COAT BY NEIL BARRETT F/W 2019-20



"URBAN COWBOY"
IN EXCLUSIVE FOR MANINTOWN
WEARING DSQUARED2 F/W 2019-20

Talking about style, what is elegant for you?

For me, elegance is something timeless. I don't think it is merely about simplicity or dressing in basic clothes, I think it's a step further; it's a talent, something you are born with or without - in the same garment, one can exude elegance and another cannot.

What is fashion for you? And which are the essentials in your personal wardrobe and style?

Fashion has always been present in my life. When I was younger and going out at night, I could spend an hour trying on clothes, choosing what to wear that night to ensure I was not to go unnoticed. I have always liked to see what is going to take and what is not, and I usually read a lot of fashion magazines.

I'm not a fashion victim and if there is something that does not fit, I do not wear it. Let's say I like fashion but I do not obsess over it. I'm going to say something very obvious; in my closet there are always jeans - I can't live without them. I find them very comfortable and I can use them for practically any event.

One of the focus as MANINTOWN is travelling. Can you tell us something about your country /

your hometown. Like a place to see, a place where to eat, something to do...

I am lucky to have been born in the best country in the world he he he... I am from Spain and was born in Cartagena; a city in the southeast, but currently I spend most of the week in Alicante, a coastal city near the south of Valencia.

It is a very touristy city that has many visitors all year round. Throughout the area there are beautiful beaches and wonderful places like Altea or La Granaella. It is very typical to eat rice (not the same as paella), cooked in a variety of different ways amongst many other tasty gastronomic delights. More over, the people of Alicante and Spain "in general" are very friendly.

Projects for the future?

Right now, I am working on an illustrated book for adults, a kind of sea story, with tritons and sailors of course. I am also waiting for a children's book that I have illustrated to be published. As for future projects, I hope to finish a book dedicated to mythology by mid-2020 and my dream is to be able to devote myself full-time to illustration.

Let it rain

PHOTOGRAPHY **ALESSANDRO AMICO**
STYLE & PRODUCTION **MIRIAM DE NICOLÒ**
MODEL **ALBERTO PERAZZOLO** | AGENCY **IMG MODELS WORLDWIDE**
MAKE UP/HAIR **ORIANA CURTI**

LOCATION **ARONA, LAGO MAGGIORE**



SUIT
ANTONY MORATO

SHIRT
ANTONY MORATO

BELT
GAVAZZENI

UMBRELLA
LOUIS VUITTON

SUIT
ANTONY MORATO

SHIRT
ANTONY MORATO

BOOTS
JF LONDON





SWEATER
CANALI
GLASSES
PUGNALE



CARDIGAN
IN THE BOX

SHIRT
TAGLIATORE

TROUSERS
BERWICH



T-SHIRT
MARINA MILITARE

SHIRT
ACNE STUDIOS

JACKET
TAGLIATORE

TROUSERS
TELA GENOVA

SOCKS
BORGHI UOMO

MOCCASIN
SEBAGO

BELT
GAVAZZENI

GLASSES
PUGNALE



TROUSERS
SARTORIA LA TORRE

T-SHIRT
BOOHOO

WAISTCOAT
TAGLIATORE

TRENCH
TAGLIATORE



SUIT
BRETT JOHNSON

T-SHIRT
BRETT JOHNSON

TRENCH
L'IMPERMEABILE



Sileno Cheloni

THE ARTIST OF FRAGRANCE

BY MIRIAM DE NICOLÒ



SILENO CHELONI

He is the internationally renowned Tuscan master perfumer: Sileno Cheloni, known for his “nose of truth”. He is the creator of “tailor-made” perfumes famously desired by the likes of Oscar-winner Hellen Mirren and the politician Matteo Renzi, and praised for his collaborations with Gucci, Lamborghini, Richard Ginori amongst a collection of soaps and cosmetics.

Sileno Cheloni makes perfume an art that he believes “elevates to the divine”, which puts us in touch with our spiritual side. The perfume gives man an ancient magnetism, a position of power, because he is able to attract and seduce. Perfume can also induce a wake of memories, gestures, fantasies, or can be a criterion of elective affinities. For the first time at Pitti Uomo, Sileno Cheloni presents “Il Profumoir”, a real perfumery bespoke experience, from 7th to 10th January on the lower floor of the central pavilion. For the occasion there will be the opening of the new OL’Factory in Via San Niccolò ‘95R, a space where everything is special, a living room where everything is magnificent, and rooms that are full of a thousand rarities. Atmospheric essences will circulate the air in a place so well-conceived that it will feel as if it is under a spell. Because perfume can define one’s identity, even before the dress, it has the ability to tell a story, to express amiability, refinement, rarity, kindness, energy, seduction and pride. Precise qualities can be materialized through essences that on this night be a gift to audiences who understand the importance of personalised perfumes over the commercialised scents chosen and shared by millions of other people. Sileno Cheloni opens his magical world to us in this exclusive interview.

In which part of the world is research more interesting?

The east, where the path of incense, and therefore of perfumes, begins.

What are the secrets of the trade?

Passion and creativity, then a little training, but nothing too obsessive. I did my training in the best places possible: when traveling around the East and in France.

Why did you choose Florence?

Because if the East is the origin of perfumes, Florence has been the cradle of it for a long time.



INTERIOR OF THE NEW OL’FACTORY
VIA SAN NICCOLÒ ‘95R, FLORENCE



What does perfume represent for you?

Based on which characteristic of the person do you combine a perfume?

A mood to be achieved. The perfume is a characteristic of the soul, so very deep and not perceivable at a first glance, it must be discovered over time.

Where do you wear perfume to make it more persistent?

Where the pulsations of our blood are felt.

Why did you choose to take up this job?

I didn’t choose, I jumped on it! My job is pure energy.

What is PERFUME absolutely? What you might have wanted to create.

The incense that the Three Wise Men brought as a gift to Jesus Christ.

Is there a living character you would like to create a perfume for? And a historic one?

Claudio Baglioni wrote the song of the century, I would like to make the perfume that the protagonist wore on those clear summer evenings. I wanted to do it for the lawyer Gianni Agnelli, I was a fan of his.

How important is it to have a “tailor-made” perfume and why?

The important thing is to be aware that perfume is

our invisible dress. The nose is the organ with which we make the most unquestionable decisions: yes or no! In many professional fields, in love, in the choice of a partner or a collaborator. You should then get the importance of having one made to measure.

The smell that conveys happiness and one that instead reminds you of grey moments.

Each perfume makes me happy, just because I can smell it. For me, grey moments are the cold moments that keep me away from the truth.

How persistent is a perfume in memory?

A perfume is forever, but the magic lies in the fact that we don’t know. Until the day we smell it again, the moments are confused within the years.

How important is packaging?

As fundamental as a tunic for a monk.

The notes of Queen Elizabeth and those of Marilyn Manson.

Violetta and Carnation.

What is your perfume?

An absolute Rose.

All around FLORENCE

BY ALLUMEUSE COMMUNICATION

ESSENZIALE

Change the face of haute cuisine. A complicated mission that chef Simone Cipriani, who opened his essential three years ago to understand if it was possible to offer a top-level proposal, cured with quality ingredients that at the same time can guarantee larger portions, lower prices and an environment more informal than what we are used to. The cuisine is Italian but that “has fun”, as the chef himself says, to be contaminated by kitchens all over the world. The essential feature is the informality in all the components of a restaurant: the dishes are chosen on the blackboard which is different every day, the cutlery is taken alone, there is only one waiter who takes care of orders and wines and for all the rest there are the chefs who make, serve and explain the dishes to the diners.



For info and reservations see www.essenziale.me

GURDULÙ

Gurdulù is a wine and cocktail bar but also in the heart of Santo Spirito, is the result of the passion of Marco, Marino, Michele, Pietro and Stefano, lovers of life and food who, not surprisingly, have called their place as the character Italo Calvino’s novel “The nonexistent knight”, which represents life lived in a carefree, instinctive way, in constant movement and change.

And it is with this spirit that the owners wanted to create a unique but commonplace, familiar but unusual, real and at the same time fantastic. Although the spaces are reminiscent of a London gentlemen’s club, the place is perfectly integrated with the Florentine atmosphere. The kitchen is in the safe hands of Chef Stefano Cavallini who has few dishes but very tied to the raw material and seasonality.

The cocktail bar is an essential stop for anyone who loves mixology, now in the hands of Edoardo Lazzari who manages to combine cocktails also with dishes from the à la carte menu.

For info and reservations visit www.gurdulu.com



OUTSIDE FLORENCE WE RECOMMEND

For those who love food and the countryside, there is a place just over an hour from Florence in the heart of Chianti that shows unexpected excellence. In Colle Val d’Elsa, a small city of just 25,000 inhabitants, there are two very different realities but which tell of an important territory and place where the link with the products and the land is celebrated every day.

Arnolfo is a two Michelin star restaurant (the first one was taken in 1986 and the second 20 years ago) that has been able to combine compositional art, high technique and a lot of research on the territory, when this was not yet a “fashion”. Affiliated to Relais & Chateaux for years now, Arnolfo has, in the same period building in the center of Colle Val D’Elsa, 4 rooms of great design for those who want to try a complete experience as a two Michelin star would require.



Next to the master, there has been **The Frantoio** for 5 years, a restaurant of two young local boys who are appearing in the gourmet kitchen trying to combine passion and dreams with the excellence of the area. In the rooms of the old oil mill, also in the heart of Colle Val D’Elsa, Jacopo Pereira the Chef and Pietro Sammicheli il Maître offer local cuisine enriched with international suggestions, with an eye to the Rising Sun country that hosted them in their training. A young but very interesting and highly recommended trip.

www.arnolfo.com
www.ilfrantoiorestaurant.com

IL SANTO BEVITORE

It doesn’t matter if you already know it. Il Santo Bevitore always surprises. Located between the Santo Spirito and San Frediano neighborhood, elected in 2018 the coolest neighborhood in the world, this is a fun place where you can enjoy a cuisine that brings tradition with it but with a modern and original cut thanks to the creativity of chef Luca Marin.

The menu offers an accurate selection of wines that can be enjoyed either with friends in the large and always lively room or in a more intimate atmosphere in one of the side rooms where you can dine by candlelight with attentive but informal service.

All the best youth, and not only, of Florence finds itself here, a place not to be missed. On the side, Il Santino, the small wine shop where you can have lunch quickly or simply drink a glass of wine at aperitif time.

For info and reservations
visit www.ilsantobevitore.com



NH COLLECTION FIRENZE PORTA ROSSA

Hospitality in Florence has a red heart. This is the door of the 5-star NH Collection hotel, a stone's throw from the Ponte Vecchio.

There are places that manage to combine history and modernity, comfort and design and the NH Collection Porta Rossa in Florence is one of these places. The historic building, dating back to the thirteenth century, which houses nineteenth-century frescoes as well as wonderful stained glass windows has been enriched with design elements and touches of color that make it young and pleasant to spend a holiday in the holiday both for those in to move to Florence for work either for those who decide to visit it for a long or short pleasure period.

For lovers of good living there are two tips for an unforgettable stay: staying in the Torre Monalda Suite, the only part of the hotel that has remained intact since the 13th century, and try the Truffle Experience Restaurant a true excellence thanks to the collaboration with Savini Tartufi, historic Florentine family.

For info and reservations see www.nh-hotels.com



OSTERIA ARMANDA 1926

A young all-female reality on the Florentine restaurant scene. Eva and Cristina Sinosini, mother and daughter, created this tavern where for more than 40 years there has been the historic pharmacy of the Sant'Ambrogio district, famous for its quality market. Armanda 1926 presents good Tuscan cuisine rediscovered in its ancient origins and combined with excellent wines from small Italian producers, in a familiar but fresh and modern taste.

Who is "Armanda 1926"? It is one of the mysterious names found on the vaults of the cellar, closed for more than 100 years, and today a real tourist site in the heart of the Osteria, where it is possible to even taste a good wine. Brunch, lunch and dinner, from Tuesday to Sunday. The Osteria Armanda 1926, has just turned one year old and is a place to be discovered.

The unmistakable plaques and signs that bear the name on the corners of the two streets that cross Via dei Macci 74r and Via dell'Agnolo 15r.

Info and reservations call 055 073 6469



The Tuscan cuisine with a touch of innovation

At **Il Frantoio Restaurant** we realize the dream to match the tradition, the quality, the taste and the Tuscan typical food to the last culinary innovations. We offer a **handicraft production** to our guests where cultural traditions of the place are matching with **culinary experimentation** with a good balance with the price.

Our kitchen offers products for all the tastes, from menu for celiac guests and vegetarian to tasting menù, to let our clients facing a real "travel" to discover the match between fresh ingredients with an innovation touch and a good wine selection. The proposals of menù necessarily follow the seasonalities of our earth to guarantee only fresh, good and healthy products. You can also enjoy events in our restaurant, from work meeting to marriage dinner.

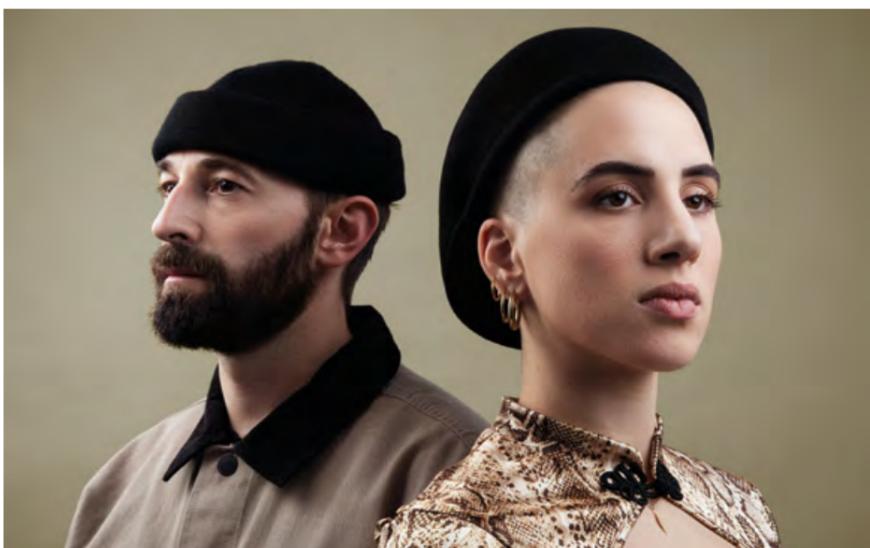


FROM THE WINTER TALES OF NAVIGLI TO THE
SUCCESS WITH MUSIC

COMA_COSE

BY GIORGIA CANTARINI

Different but inseparable, complementary to one another, there is no Coma without Cose nor Fausto without California. But who is this magic duo? One half of the musical duo is Fausto Zanardelli, aka Fausto Lama (a name that came from a rhyme about the actor Lorenzo Lamas). Bearded with a sailor's hat on his head, he appears composed (quite the opposite to when he is on stage), intellectual and at the same time acute and goliardic. The other is Francesca Mesiano, aka California: shaved hair, tattoos, contagious laughter and a sense of freedom that radiates energy. Against the background of a romantic Milan, the duo Coma_Cose tells stories of feelings and loneliness wrapped in the existential cold of their adopted city. Starting from the first EP "Inverno Ticinese/ Winter in Ticinese, on the Navigli" they often cite key places in Milan, such as rotisseries and nightlife spots, but also public transport such as the subway or the iconic trams. Their music was born within the urban contexts of the city, from the secret courtyards to the noises of nights and to the tinted atmospheres à la Twin Peaks. Their adrenaline fuelled live sessions are a must-see around Italy, with a look that is gender fluid and an interesting motto such as 'Milamo'. We sat down with them to discover more about this one of a kind genre that embraces both trap and deep song writing.

PHOTO MARIO ZANETTA
STYLING GIORGIA CANTARINI

How did the idea of the name come about and what does it mean?

Three years ago this project was born out of a respective "awakening" from a creative coma in which we ended up. We both felt the need for an outlet that ended up materializing into a music band. The name was born to exorcise that period and all the things (cose) that had to do with it.

If you hadn't become a successful band what would you have done when you were grown up?

Fausto - I would have probably travelled more. I did many jobs including bricklaying, waiting and bartending, shop assisting ... in short, any job that provided enough to allow me to travel as much as possible.

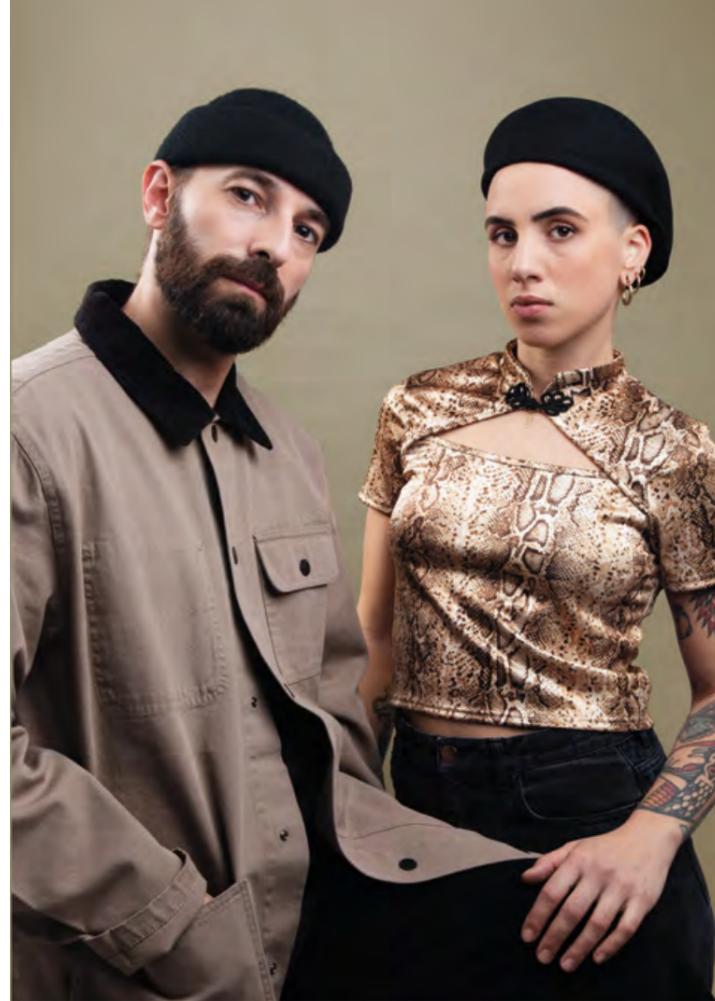
California - Probably something that has to do with com-

munication and construction on an artisan level. From furniture to objects, to children's toys. I like the idea of giving shape and colour to thoughts and desires, and being able to make them tangible. The idea that an object can make a child fantasize during his childhood has always fascinated me.

I would have also liked to do sculpture, or painting. Who knows, maybe today or tomorrow I'll start.

Can you tell us the most important goals of 2019?

It has been an incredible year; we released our first album "Hype Aura" which has had an excellent response and we have made many exceptional hosts including "Deejay Chiama Italia", RTL and a special on Lucio Battisti for Rai Uno.



We were the first Italian band to shoot a video clip for a Vevo UK format in London, we played in Paris at the opening of the Phoenix and in Budapest at the Sziget, we personally produced our shows and played throughout Italy. We had incredible dates such as the ones at Alcatraz and Fabrique in Milan that were sold out, May Day in Rome as well as New Year's Eve in Milan's Piazza Duomo. We have had many radio passages and have just been awarded two gold discs among many other recent recognitions.

Your music talks about feelings, who do you refer to in your songs?

We refer to anyone that can relate to our path through his/her own experiences. A path that starts from the bottom but shows that with hard work and determination there is a light at the end of the tunnel.

Being a couple obviously reinforces this sense of sharing, but it is the "collaborating for a common goal" that probably creates an empathic effect on what we do.

What is your relationship with fashion?

We are curious and fascinated by fashion and have personally taken care of every aspect of the project from day one including the aesthetics by trying to build a look that was as coherent as possible.

In the last year several brands have contacted us, and we hope in the future we will be able to carry on interacting with edgy brands.

Have you ever thought about collaborating with an international artist? If so, who and why?

It would be a dream to be able to work with rap artists such as Asap Rocky, Tyler the Creator, the genius that is Kanye, or more Pop-rock artists such as Tame Impala or Arcade Fire ... if we have to dream we like to do it big, and we never say never. Sometimes certain collaborations are born from being in the right place at the right time so we will not exclude anything.

Milan is your city, that's why the MILAMO project was born?

Absolutely yes, Milan is the artistic cradle where we started our journey. One of the first songs recited: "Melancholy Emo, Mi lamo". This verse / play on words became a claim that we then put on sweatshirts and T-shirts and is therefore a fundamental part of our merchandise. At the moment we are cultivating an idea to evolve the "brand" and take it to the next step, but for now it remains a work in progress.

What are your future plans?

We are working on several fronts and will release some new tracks however we want to do it by building a project around it, that for now is "top secret". We have collaborations at stake with music producers of a certain caliber, and perhaps a minitour before the release of the next album which will hopefully see the light at the end of this year / beginning of next.



MUSIC STORIES: THE ALCHEMY OF DARRN

WE CHAT WITH DARRN A NEW RISING MUSIC BAND, BORN IN ROME IN 2015, WHO RECENTLY LAUNCHED THE NEW EP "CHIMICA"

BY FEDERICO POLETTI

How did you meet?

We met in two different moments. The first to know each other were the two producers [Cristian and Dennis], through a mutual friendship, at the age of 18. We both wanted to throw ourselves into creating something together, in order to escape from that teenage trap of doing covers of Green Day or Evanescence in horrible rehearsal rooms (we still went through that phase, there is no escape). At first, we did some sort of strange progressive rock. We almost immediately took a break from that period. After a year, however, we were back together in the room looking for more electronic sounds and a more intimate dimension, to create a type of music that would satisfy us. It was 2014/2015 and the trap transition was taking place in Italy. We wanted to follow that wave a little, but in a much more personal way, creating our own sound. Dennis (the producer) was enrolled in some singing lessons at the time and made his teacher listen to the music we made. At the time we were looking for someone who could talk to our musical world. Dario (the singer) was attending the same lessons with the same teacher, who acted as an intermediary. He recom-

ASIAN FAKE
DARRN + GEMITAIZ + VENERUS

mended a boy to us who he said was a strong composer who could sing our music. We met and a week later we had already finalized a song (which will never come out).

What is the origin of the name DARRN?

It has no specific meaning. Before we met, Dario published some tracks in English on YouTube with the name Darren; a nickname originating from school. When we decided to work together the difficulty was putting together three different heads to find a name. At the time we went to mix our music at Stabber (an Italian music producer ndr). He simply gave us the suggestion to continue using that name and we for copyright reasons (since there is already a Darren making music in the world) we take out the E. The same problem that The Weeknd had with his name. Then if you go to the Urban Dictionary and type Darren you can read something like: "A good looking, intelligent, straight individual who is known for partying hard and getting all the ladies" lol. So we love it and decided to keep DARRN.

Which artists are inspiring you?

James Blake, The Weeknd with his "Trilogy", Frank Ocean with "Blond" and "Endless" and also Sampha with "Process". And recently we are in love with Crush by Floating Points

How was your "Chemistry" EP is born?

By CHEMISTRY we mean something that can join - and is physically created by the release of serotonin and dopamine - but it can also divide, when these substances are missing. CHEMISTRY is the difficulty in finding a perfect balance between two people, from the balance between rational and irrational. The chemistry to which we refer to is the essence of our personalities, which continually collide and can create new matter, or choose whether to wander alone in search of an alternative solution. The EP is going well. The fact is that before numbers, we would like to see what the audience's response is when we do live concerts - that is the most important moment for us. So as soon as we start playing around we will let you know.

Your plans for the future and dreams in the drawer

For now we are working on new music and we are creating a live show that makes the most of the intimate dimension of the tracks of CHIMICA. A dream is certainly to be able to write an album around the world: go to the studio in Tokyo or Berlin, record something in Bangkok and mix everything at Jeff Ellis' in Los Angeles. In fact, it's still a dream...

GATHERING OF STRANGERS
PHOTOS BY LUKE PALMER
STYLING BY GIORGIA CANTARINI

SPECIAL THANKS TO SCOTCH & SODA



The Manchester based band were indeed five strangers who gathered in the city in September 2015 to begin their musical study. Hailing from Birmingham, Scunthorpe and Carlisle, over the next 3 years **Conor Rabone** (23 vocals) **Tom Wingate** (22 guitar) **Bruce Higgs** (23 bass/keys) **Peter Crampsey** (24 drums) and **Andre Ilkiw** (22 guitar/bass) all came from different musical and cultural backgrounds. Since moving to Manchester and meeting at 'BIMM' music college they developed their style taking in many musical influences to create a sound that is unique, far from other infamous comparisons (do the Gallagher brothers ring any bell?) and that boasts about a new course for indie rock. The name is also a homage to the work of light artist Nathan Coley, and 'Gathering of Strangers' is in fact a light work that welcomes the Gallery Entrance at Whitwork Park in Manchester.

The boys were all fans of this artwork and asked for permission to use it as the name of the band. What makes them special, besides the artistic reference and the good looks? They write anthemic songs that scream passion and a sound that feels like a velvet touch.

Over the coming years regular shows across the city and around the UK saw the five-piece build a cult following of avid fans who 'couldn't get enough' of their captivating symphonies alongside the energy and passion that exuded from their electric presence on stage. Conor's voice is deep and warm, the melody is fluid, melancholic and psychedelic at the same time. A new rhythm that is intoxicating without question. Behind this route to success (their record 'Lady' was record of the week on local radios in December 2019) they have five very different personalities and each draw from separate and personal musical influences, which in turn effects how they write music as a collective.



Gathering of Strangers

FROM MANCHESTER TO THE WORLD:
THE RISE OF INDIE ROCK

BY GIORGIA CANTARINI

Conor says: "We came together to study in Manchester and now consider it our adopted home. We are currently writing our most forward thinking and power-driven music to date and plan to express ourselves even further as we grow and move forward".

Their first release 'Nice Hair' (June 2018) set the tone and the follow-up 'Lady' (March 2019) brought them much attention having worked with Neal 'X' Whitmore (Marc Almond/Sigue Sigue Sputnik), Cenzo Townshend (Decoy studios) to mix and Frank Arkwright (Abbey Road) to master. With the power and rawness of 70's inspiration, 'Lady', their most famous hit has all the flair of the old classics yet with a deeply modern twist. Their easy-going attitude made it a pleasure to meet with them for this exclusive editorial and a lot of fun to watch on stage. They are contemporary rockstars that are humble, kind and respectful with anyone they find in their path, whether it's the press, their fans or other musicians. These extremely talented young boys have now set their sights on the rest of the world and we are confident they will conquer a wider audience. Good music, style and savoir-faire, all at once. Watch this space.



GUGLIELMO MIANI
PRESIDENT AND CEO LARUSMIANI

A journey started in 1922...with **Guglielmo Miani Senior**, a tailor specialized in hand-sewn coveralls and raincoats - waterproof like the wings of a seagull; Larus in Latin. It seemed it was destiny that this adventure was going to take flight. From the very first model, a precise target was being identified, defined by gentleman adopting a continuous evolution of style through an appreciation of contemporary influences. Boutiques arrived significantly quickly, and from 1939 until the 1960s, four spaces were opened between Via Montenapoleone, Via Manzoni, Galleria and Corso Vittorio Emanuele II. They were strategic points from which the milestone of the Milanese Fashion District will have come to life.

Meanwhile, success was visible in the entertainment world: the founder had become friend and outfitter of celebrities such as Buster Keaton, Totò and Charlie Chaplin, while in 1970 he was awarded as the largest importer of the English textile industry. Three years later his son Riccardo became CEO, starting a strong investment in the textile division with hand-made collections entirely made in Italy; at the end of the 80's the headquarter near the store was inaugurated, while the brand was beginning to position itself as one of the key suppliers of high-quality fabrics for fashion designers from all around the globe. Nowadays, 2 million meters per year are sold in natural fibers such as cashmere, vicuna, linen, cotton and silk, produced between Como, Varese and Biella.

Clothes and accessories are created in the Tailor shop in Tuscany by a special team of artisans. In 2006 the focus was turned towards Guglielmo Miani, representative of the third generation of the

family, who assumed the position of managing director, to then be elected president five years later.

Passion and determination alongside a textile and haute couture know-how ingrained in his family's DNA have insured his reign as number one in the company since 2010. Furthermore, Miani is president of the Montenapoleone District (the fashion district of Milan), which brings together 150 international luxury brands, and he is also a member of the Confcommercio Council, a representative body of more than 700 thousand businesses engaged in trade and tourism in Italy. With the generational leap, new business objectives that focus on the clothing offer have emerged. The sophisticated approach directed towards true luxury is symbolized by the seagull, embroidered inside jackets and coats as an emblem of accolade and excellence. In 2015, heritage was strengthened by the historic Aldo Lorenzi cutlery being integrated into the spaces

of the Larusmiani boutique on via Montenapoleone 7. Inaugurated in 1954 and later renovated by the London architect David Collins, it is the oldest pret-à-porter shop on Via Montenapoleone.

An area of 700 square meters spread over three floors immerses you in a universe of excellence, made up of works of art, vintage watches and old books where Larusmiani garments can be touched by hand. Expanding outside the boundaries of the company's birthplace was an inevitable and natural step.

The summer boutique in Porto Cervo, Sardinia, opened four years ago, followed by a store in the Swiss Alps in Saint Moritz. The second step towards a more international presence saw partnerships in the luxury hotel sector for the opening of stores on the Caribbean island of Saint Barth and in Paris in 2019, the year in which the maison also landed a spot in the Métropole shopping center of Monte-Carlo.

Larusmiani: A HANDMADE STORY BORN IN THE HEART OF MILAN

THE OLDEST SARTORIAL BRAND IN VIA MONTENAPOLEONE, NOW LED BY THE THIRD GENERATION, HAS POSITIONED ITSELF AS ONE POINT OF REFERENCE FOR MADE IN ITALY CRAFTSMANSHIP.

BY ALICE MERLI





BRUNELLO CUCINELLI
PH CREDIT VALENTINA SOMMARIVA

THE ETHICAL REVOLUTION OF Brunello Cucinelli

HIS HUMANISTIC CAPITALISM HAS
CHANGED THE WAY OF DOING BUSINESS
THROUGH THE SUPPORT OF CULTURE
AND FREE TIME.

BY ROSAMARIA CONIGLIO

He is the king of cashmere produced in the ancient Umbrian village of Solomeo, whose revolutionary entrepreneurial system defends and promotes the values of culture, tradition and above all human dignity. A particular cultural focus is highlighted alongside the importance of using free time constructively with a well-defined limit to working hours. It is strongly advised that from 17:00 onwards one must not to answer emails and business calls, and instead dedicate the time to everything that can deeply enrich the mind and soul. *"The tasks of the craftsman and the worker are hard and repetitive. And if I make you work after hours, I steal your soul. Besides, creativity is only where beauty is"*.

Along with achieving a well-deserved honorary degree in philosophy, **Cucinelli** is the master of credible elegance, a true advocate of 'Made in Italy' around the world, and placed third in the Gq Uk ranking for men dressed with class.

His product; a true case of excellence, combined with his entrepreneurial methods, have enabled Cucinelli to achieve incredible goals even in the most difficult period of crisis for the Italian economy, with a further 9% profit growth in 2019. A modern-day hero whose interests extend far beyond business; his Brunello Cucinelli and Federica Cucinelli Foundation are constantly engaged in the restoration of the three most symbolic monuments of Norcia: The Civic Tower, the Theatre and the Museum of Castellina.

"There is a need to have more courage to give people a signal of hope" said the entrepreneur, always working with the best interests of others at heart because, paraphrasing a quote from Kant, there is no beauty without moral good.



PIERFRANCESCO FAVINO
IN BRUNELLO CUCINELLI
EUROPEAN FILM AWARDS 2019



STEFANO ACCORSI
IN BRUNELLO CUCINELLI

CLAUDIO MARENZI
CEO HERNO



Teamwork is the key to achieve the maximum for the company's eco-sustainable projects inspired by the enchantment of Lake Maggiore. President and CEO of Herno, one of the leading companies in the Italian fashion system, boasts a history of more than seventy years, and Claudio Marenzi is a reference point for what concerns innovation and market growth in our country. It is no coincidence that he is the President of Pitti Immagine and Confindustria Moda where 66,000 'Made in Italy' companies converge, belonging to all the production chains of fashion and accessories, which together generate a turnover of 95.5 billion euros.

At Pitti Uomo 97, technological innovation confirms its focus and without a doubt is the secret to the company's success and the backbone along which their slogan "functionality beyond aesthetics" runs tirelessly. And with what, if not with the Herno Laminar ABSOLUTE, a trail running shoe but with a picturesque urban look. Made in Gore-Tex with a Vibram Megagrip sole, which, thanks to its high-performance grip, guarantees maximum stability on any terrain. An objective achieved thanks to teamwork within S.C.A.R.P.A, a leading company in the sector.

The strong point, in fact, of an entrepreneur like him is to be able to recognize the best of Italian excellence in order to create partnerships capable of producing real innovations ready to outperform the market. But a successful company can no longer disregard the environmental needs of the planet, needs that are also heavily requested by users who are revealing themselves as being increasingly aware and responsible for the planet. And here's the real revolution: 2 duvets (a bomber and a coat) completely biodegradable - it takes just 5 years to be completely disposed of, accessories and feather padding included. In addition to these exceptional projects, the company proposes 2 other green ideas that pay attention to the yarns: a parka, a coat and a blazer in ECONYL®

Claudio Marenzi's INNOVATION TECHNOLOGY FOR THE PLANET

BY ROSAMARIA CONIGLIO

100% regenerated nylon produced with used fishing nets and carpet waste destined for landfill, and even the padding is obtained from disused duvets. Furthermore, a pea-coat and a coat are elegantly woven from melange wool, also recycled from waste materials.

HERNO LAMINAR ASSOLUTO
PITTI IMMAGINE UOMO 97
AW 2020-2021



HERNO GLOBE
PITTI IMMAGINE UOMO 97
AW 2020-2021
ECONYL REGENERATED NYLON





Antony Morato

TOLD BY Lello Caldarelli

A TOTAL LOOK BRAND THAT IS GROWING INTERNATIONALLY.

BY FEDERICO POLETTI

RAFFAELE CALDARELLI
PRESIDENT AND CREATIVE DIRECTOR OF ANTONY MORATO

Tell us about your professional background before Antony Morato

I started working on women managing a structure that produced collections for other companies, this helped me a lot in understanding the needs of contemporary fashion and the innovations in terms of materials, combinations of fabrics and details of the finished product. When I founded Antony Morato in 2007, I felt the need to create an individual project: I transferred the knowledge acquired from the experience with the female market adapting it to the needs of contemporary male fashion by developing my personal vision of fashion.

How did you launch the brand and which philosophy best describes it?

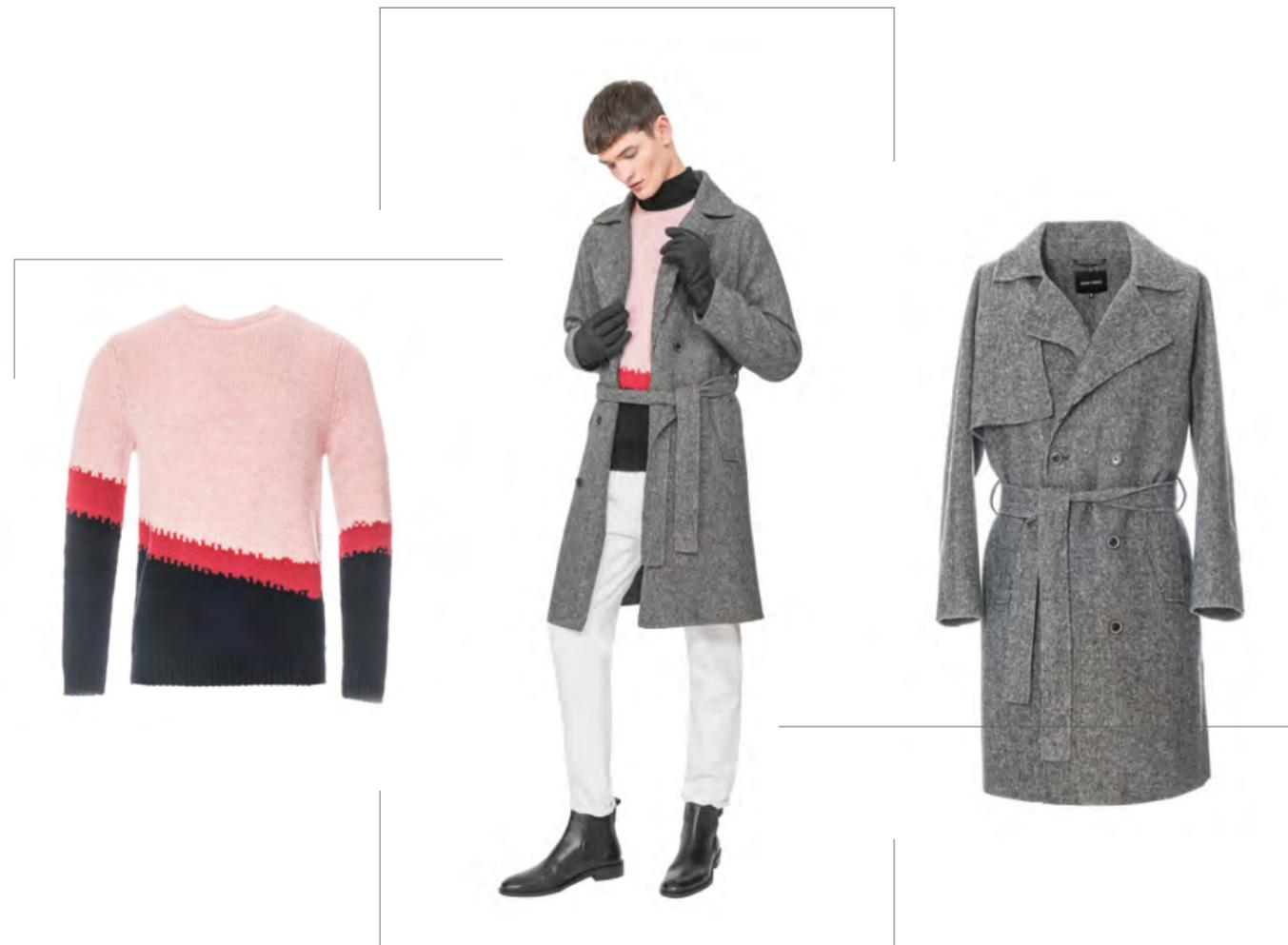
Given my previous experiences, it would have been natural and logical to start with women's clothing, but when I launched the brand, I realized by conducting a market analysis, that in men's fashion what was missing was a concept that had been already rooted in women's: the smart luxury. A 'democratic fashion' with a product rich in fashion contents, typical of the world of luxury. This is why I decided to take the opportunity that the market offered at the time by proposing a brand that could bring the most demanding male consumers closer to fashion.

Which are the most iconic and recognizable garments of your brand

More than a single garment, I would speak of an approach to the total look I like to propose in each collection and that well defines the brand's identity and aesthetics. I refer to the concept of "Soft Tailoring" which consists in combining a pair of tailored trousers with a t-shirt or a pair of sneakers. In this context, the casual garment is the ingredient that "softens" the formality of a classic look, giving a contemporary touch to the final proposal.

What is the added value of being an Italian brand?

DNA and Italian heritage, seen as consolidated traditions and cultural roots in the fashion industry, influence each Antony Morato collection in terms of respect for an elegant and unique style and a specific taste on the wearability and workmanship of the garments. Naples, in particular, is also one of the most cosmopolitan cities and our international DNA, open to new trends, originates precisely from this cultural and social melting-pot.



How is the brand evolving internationally?

After 12 years of gradual growth we now want to strengthen the markets in which we are already present - such as Italy, Spain, the Netherlands, Germany, France, China and India - in order to increase and consolidate brand awareness and sales potential.

A further goal for the next few years is to guarantee complete sustainability at any company level: we have already started with an ecological approach to industry 4.0 by creating a new logistics hub in Piacenza that is completely eco-sustainable and represents an avant-garde in the sector as it has a low environmental impact guaranteed by the production of energy through magnetism.

A small preview on the next collection

The fall winter 2020/2021 collection reinvents the metropolitan look thanks to a mix of innovation and reinterpretation of the brand's DNA. Spacing between four fashion themes, each with a precise inspiration - from punk / grunge to sartorial sport in a college key - the collection does not renounce the

brand's heritage, with the Timeless line, which offers contemporary elegance, made of minimal and references to the retro world.

What can you tell us for 2020?

Our main goal is to shorten the distance between brand and consumer more and more. Precisely for this reason we thought of giving life to a new way of presenting our collections that is innovative and that represents a moment of encounter between stakeholders and the final consumer. On January 7, 2020 we will host an evening dedicated to the combination of tradition and modernity.

At the Auditorium Santo Stefano al Ponte, we will unveil the new autumn collection in an unusual way: a videomapping representation in which the contemporary and underground mood, typical of the brand's heritage, will be reinterpreted thanks to details and inspirations that refer to the tailoring tradition of the past. A new project that we hope will have continuity for the coming seasons.



AT THE CINEMA WITH Maurizio Lombardi

BY FABRIZIO IMAS



ON SET OF THE NEW POPE



THE NEST
F.CAVALLIN, M.LOMBARDI

PHOTO CREDIT
LEONARDO BERTUCCELLI

Whilst the Italian actor, Maurizio Lombardi, was born in Florence, it is not a simple task identifying him geographically because of a very international profile and a high demand from directors of the same caliber as Paolo Sorrentino. From January 10th we will see him starring in “The New Pope”, alongside Jude Law and John Malkovich, as well as the third season of “Riviera” – all on SKY.

You are used to working with large productions, how was working on the new Pope Set?

I don't want to use too pompous terms, but there is little to do, Paolo is truly a champion in all respects. It is astonishing how much control he has on the set, and more over the trust and esteem he places towards his team who is better oiled than a Swiss watch. He speaks very little and does not impose anything upon the actors, instead, it is as if he knows that whoever orbits him can do their job adequately and therefore further instruction would be superfluous.

How did Sorrentino choose you?

It is all thanks to Annamaria Sambucco, a phenomenal Italian casting director who has great taste and above all, is extremely prepared. She had already proposed me to Paolo for “The great beauty” but for unknown reasons, I was not chosen. Maybe because on that occasion I had been more concerned with interviewing him as I was so mesmerized and curious to know about him!

What evolution of your character we must expect?

I was surprised by my ambiguous character because he is a cardinal, but at the same time in love, and as we all know love can lead to dangerous borders. We will have to see if this love will lead to something or not, but I cannot reveal any more otherwise the viewers have too much information in their hands.

The third season of “Riviera” always on sky is also arriving, tell me something about this project.

I can tell you that it was an incredible personal and emotional journey since the shooting took place in Venice in parallel with the presentation of “The new pope” at the Venice Film Festival. Going from the red carpet with Sorrentino, and then being picked up by a taxi to shoot with another international cast inside a crazy palace in Venice, to then return to the Lido for interviews, made it really hard to stay calm. The beauty of it is that I didn't know Riviera therefore it was fantastic to be amazed by the glamor and the fashion side of the series.

Re-Hash



PITTI IMMAGINE UOMO 97
07 - 10 Gennaio 2020
FIRENZE Fortezza da Basso

Padiglione Centrale
Piano Inferiore
Corridoio T 3 - 5 / U 6

MANINTOWN TALENTS: ITALIAN ACTOR

Francesco Ferdinandi

PHOTOGRAPHY **DAVIDE MUSTO**
STYLIST **STEFANO GUERRINI**
GROOMING **DOMENICO MASTRODICASA**
PHOTOGRAPHER'S ASSISTANTS **FEDERICO TADDONIO AND DARIO TUCCI**
STYLIST'S ASSISTANT **ELISA MARIA MONTANARO AND GRETA TEDESCHI**
TALENT **FRANCESCO FERDINANDI @ALEX PACIFICO**
THANKS **PALAZZO BRANCACCIO-SPAZIO FIELD**



TOTAL LOOK
MANUEL RITZ



TOTAL LOOK
CORNELIANI

NECKERCHIEF VINTAGE FROM
ARCHIVIO GUERRINI



JACKET
SKILL OFFICINE
SHIRT
KARL LAGERFELD DENIM



TOTAL LOOK
GABRIELE PASINI

JACKET
DANILO PAURA

TROUSERS
LARDINI

SCARF VINTAGE PUCCI FROM
ARCHIVIO GUERRINI



JACKET
CHRISTIAN PELLIZZARI

NECKERCHIEF
JACOB COHEN



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Ritz Paris, Paris, France (top left); Hotel Palácio Tangará, Oetker Collection, Sao Paulo, Brazil (top right); Schloss Elmau Luxury Spa Retreat & Cultural Hideaway, Elmau, Germany (bottom left); Royal Mansour Marrakech, Marrakech, Morocco (bottom right)



THE LEADING HOTELS
OF THE WORLD®

ALESSIA AURIEMMA AND TIZIANO COLASANTE
FOUNDERS OF ALEF BAGS

Alef CRAFTMANSHIP WITHOUT COMPROMISE

TALKING WITH ALESSIA ARIEMMA AND
TIZIANO COLASANTE

BY FEDERICO POLETTI

ALEF Bags are Made In Italy, which means excellence in materials, centuries long best craftsmanships and never compromising on quality. The brand is the result of the partnership between two different depths and solid entrepreneurial activities and to the meeting of Tiziano Colasante and Alessia Ariemma. We talked about it with Alessia Ariemma and Tiziano Colasante, who joined forces to launch Alef.

How did you start the project?

ALEF is a brand born thanks to the meeting between Alessia Ariemma and Tiziano Colasante. Alessia is a marketing expert and trend specialist in the fashion and beauty sector working as a consultant for several Italian and multinational companies. Tiziano has been an entrepreneur in the leather industry for over thirty years with experience in the development and production of bags for major brands, including Balenciaga, Versace, Fendi, Dolce & Gabbana, Valentino, Bottega Veneta just to name a few. Our meeting took place about 6 years ago thanks to a project developed for a common client. From our creative and professional affinity, we developed the idea of creating a brand completing each other's skills. The brand was born 4 years ago and it's expanding. Initially, the line included only women's styles which has been enriched by a new dedicated collection for men soon after the launch.

How do you develop the men's and women's collections?

Each collection is born primarily from market and extensive trends research. The search for shapes and volumes stands for that each individual item is designed for a specific target, which is very transversal. Our woman customer is a woman who still feels a little princess like and loves to play with accessories and colours. A lover of beauty and quality, who wants to give a twist to her look in a personal way. The Alef man could be called an urban classic. He loves the contamination of styles, perhaps wearing nonchalantly a typical large mountain backpack or a duffle bag in the city even if he is not traveling. The research that is carried out ranges from the type of materials, to the colours and details, such as the weaving that has been characterizing both collections lately. The creative part of designing the models and setting up the details for each model is usually done by four hands with Tiziano, who then directs the entire prototyping and production phase with his company Propel srl, which operates in the sector for 30 years and boasts excellence in Italian leather goods manufacturing.

How do you combine the tradition and value of Made in Italy with innovation?

ALEF is a brand that is totally produced in Italy using mainly materials of Italian origin. The manufacture is carried out entirely within the company which has a thirty-year artisan tradition. The brand, together with its creators and Propel srl, promotes the 'Made in Italy' with its product by defending its quality and creativity features in the world. At the same time, the company, working primarily for established brands and the needs for speeding up the processes, guaranteeing excellent quality by equipping itself with the latest generation machinery, such as laser cutting machines, for computerized embroidery and prototype development with CAD. Each activity is supervised by its department representatives who guarantee its quality, allowing to combine absolutely manual and artisan activities with activities carried out thanks to new technologies, but without losing the taste for the "handmade". The logo of the ALEF brand refers precisely to this. In fact, the elements that intersect in the graphic part of the logo are Alfa (tradition), Omega (innovation) and Tao (the constant change to achieve excellence while maintaining the values of tradition).

How is the brand evolving in the near future?

ALEF has currently seen development especially abroad, thanks to its presence in international shops and a corner shop in New York City (Wooster Street). Our communication activity has been influenced by the digital media, so we started developing many collaborations with influencers at an international level. Last year we also created a capsule collection for Chiara Ferragni's The Blond Salad, which also gave us a

lot of visibility. Our goal is to further expand our international network, but also to develop our presence in our country. That's why for 2020 we will open a flagship store in the heart of Milan's luxury street Via della Spiga. This is a great step for us that confirms our commitment to implement our local presence, but also with the aim of placing ALEF on the market as a new brand of excellence in Italian leather goods.



Alef is the beginning, symbol of Energy, force, continuity, stability. It is also the center from which the thought form radiates.

Every product is designed, developed and manufactured exclusively in Italy and transmits taste for the new and love for the tradition of craftsmanship combined with the most advanced techniques of leather processing and the use of innovative fabrics and materials.



alef-bags.com

 alef.bags

 AlefDesigns.Bags



MILAN GOES SUSTAINABLE WITH

WSM FASHIONREBOOT

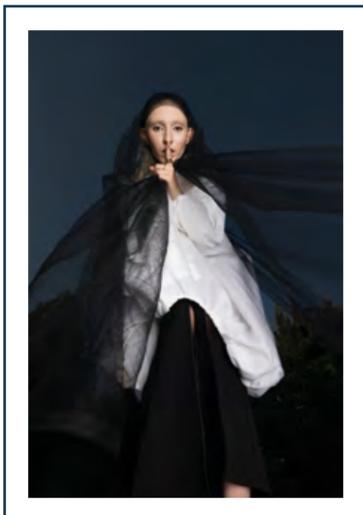
BY EDITORIAL TEAM

On occasion of the menswear fashion week, on **11th and 12th January 2020 at BASE Milano** (partner of WSM Fashion Reboot), WHITE relies on **sustainability** with **WSM Fashion Reboot**, an event organized thanks to the support offered by **MISE and ICE** – Agenzia, the partnership with **Confartigianato Imprese**, and the **aegis of the Municipality of Milan**.

The first event dedicated to **sustainable innovation and fashion design**, aiming to act as a bridge connecting the different forms and cultures of sustainability with the market as well as the end-users. The project tackles the theme in a **systemic, holistic and propositioning** way, so as to give a voice to the several stakeholders that have long been working to transform the current environmental and social crisis into our best opportunity for progress. Synergy and interaction are the keys to understanding WSM Fashion Reboot, a project including installations, displays, happenings and a rich calendar of activities and workshops to engage both the insiders and the citizenries of Milan.

The goal is to promote real change, thanks to a factual collaboration, resulting from a collective effort. The project stems from the **synergy between Camera Nazionale della Moda, WHITE, CBI Camera Buyer Italia**, which, with **Confartigianato Imprese** aim to launch a new fashion paradigm in Milan. An important initiative spearheaded by WHITE to enhance the role of Milan on the worldwide scene through a clear-cut goal: becoming the first and foremost unmissable appointment dedicated to circular and sustainable fashion. Innovation and research, aiming to sustainable development in the fashion system, are the elements connecting a variety of projects. *“The support to WSM Fashion Reboot – underlines ICE’s President, Carlo Ferro – is in keeping with Agenzia ICE’s consideration for small and medium-sized businesses, their ability*

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BLUE OF A KIND

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for innovation, their workmanship and their commitment in terms of sustainability. On these topics, with WHITE, we have drawn up a specific plan consisting of transversal initiatives to back growth and promote innovative start-ups internationally. Thanks to a targeted scouting of brands and designers, whose main objective are circularity and sustainability, innovative collections dedicated to the new technologies in the textile industry and sustainable fashion will be premiered in Milan.”

This edition of WSM Fashion Reboot has involved some of the most authoritative names in terms of sustainability: the main partners are **Fashion Revolution, Cittadellarte Fondazione Pistoletto, Milan’s Polytechnic, the Municipality of Milan**, which has always and actively supported WHITE’s projects. WSM Fashion Reboot, in partnership with Cittadellarte Fondazione Pistoletto, support the Sustainable Development Goals approved by the **United Nations’** leaders in 2015.

Among the other institutions involved, the **Ellen MacArthur Foundation**, which, for the project Make Fashion Circular, gathers the leaders of the whole sector to further circular economy in fashion. WSM Fashion Reboot is curated by **Matteo Ward**, co-founder of the brand Wråd and artistic director of

GIVE A FOKus, WHITE’s sustainable hub that goes on to develop this asset also in the womenswear edition, from 20th to 23rd February 2020.

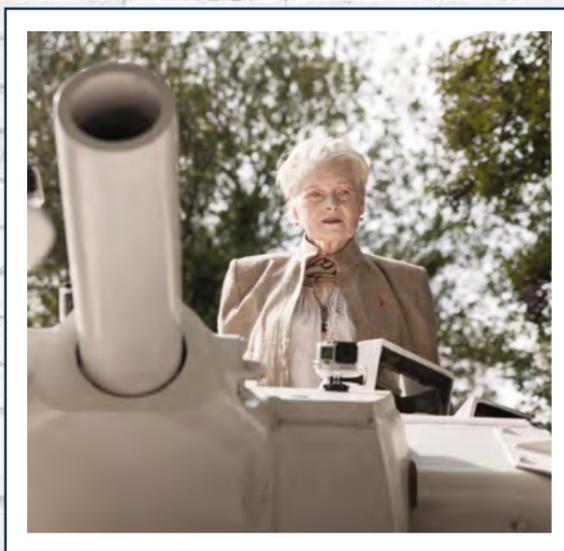
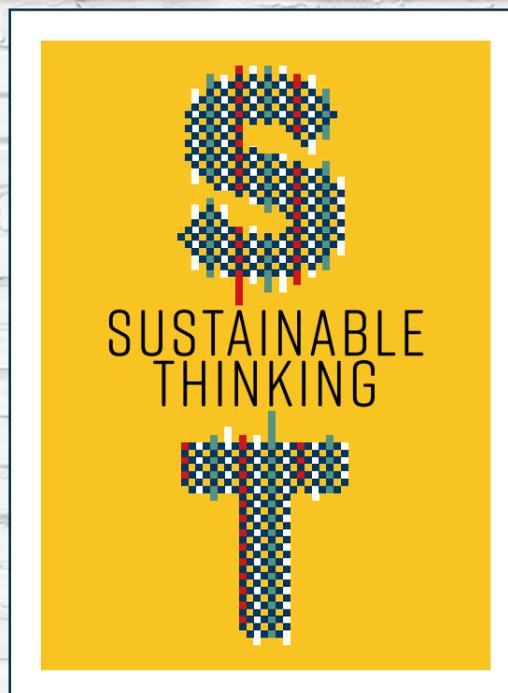
So Matteo Ward, creative director of the project: *“This edition of WSM Fashion Reboot goes to show that we are ready for the activation of multi-stakeholder partnerships, which are necessary to trigger a real process of sustainable development and systemic revolution. An event illustrating how design can and must become a tool to meet society’s real needs”.*

The format of the event is structured in such a way as to be inclusive and accessible, starting from a deep dive into the culture of sustainability.

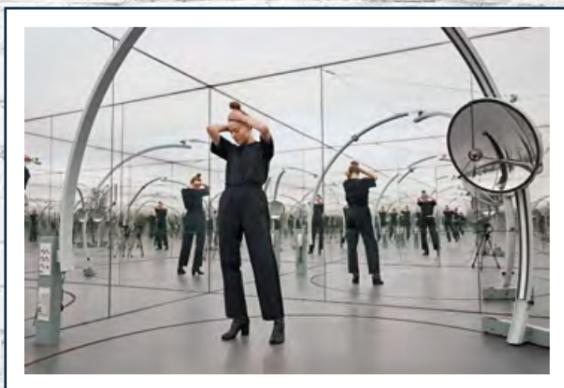
A pioneering example was **Salvatore Ferragamo**, who, when he had no access to new raw materials, came up with an innovative way to make use of the scraps from his territory (fishing nets or cork).

This should be the bedrock of circular economy. Today, also thanks to this example, we can look to the future, moving ahead with innovative start-ups, brands or small or medium-sized businesses that are radically rethinking their business model and generating functional products, so that their output is in keeping with the needs of the planet.

SALVATORE FERRAGAMO



VIVIENNE WESTWOOD



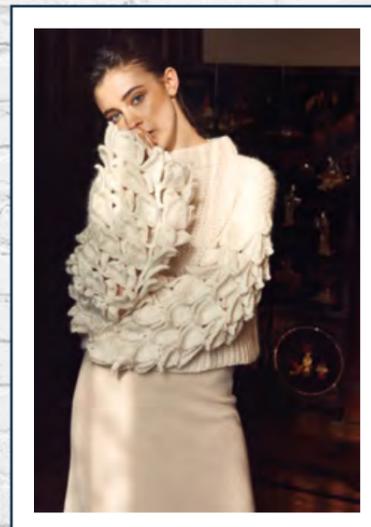
MAJA BRIX



VANTA DESIGN STUDIO



MIKOLAJ SOKOLOWSKI



AYNI



INSANE IN THE RAIN

Salvatore Ferragamo Museum and Fondazione Ferragamo are going to partake in WSM Fashion Reboot, for the first time in Milan, with a section of the show **Sustainable Thinking** currently staged in the museum Florence, with a display on the ground floor of BASE Milano (Ex Ansaldo) of a selection of exclusive models by Salvatore Ferragamo illustrating his innate passion for experimentation with the poorest materials, materials that had never been used before to make footwear: paper, the bark of the tree, raffia, fish skin, cellophane.

From the show curated by Fondazione Ferragamo on the ground floor, to the first floor of BASE Milano, where an eclectic scenario awaits the visitors: textile businesses like **Candiani Denim, Canepa, Albini Group, Orange Fiber**, to mention just a few, fashion labels and leading-edge designers like **Vivienne Westwood, Bethany Williams, Boyish Jeans, Gilberto Calzolari, Selfi, Aagè**, brands like Paul&Shark, Neubau Eyewear, Regenesi (one of the first agencies to regenerate recycled materials to give

them a second chance), down to a selection of innovative start-ups. Vivienne Westwood, one of the last independent brands worldwide, will be present at WSM to promote their cultural message for the sake of ethical and sustainable fashion.

The active involvement of different individuals, all authoritative in terms of sustainability, has allowed to gather a unique selection of designers and consolidated brands, ranging from apparel to accessories, down to beauty.

Cittadellarte Fondazione Pistoletto is furthering its collaboration with WHITE by bringing to WSM Fashion Reboot a remarkable selection of creatives: **Tiziano Guardini, Flavia La Rocca, Bav Tailor, Silvia Giovanardi, Blue of a Kind, Yekaterina Yankova, ACBC** (innovative footwear), **Officina 39, Juan Carlos Gordillo Arana and Laura Meijering**. Thanks to the presence of A New Awareness, non-profit collaboration project that involves universities, media, non-government organizations, industry and the civil society, three international talents, Helen

Kirkum, Awareness Infinitum and Corrina Goutos, will partake too.

From **Peru**, for the first time in Italy, the two excellences **AYNI** and **Sophia Lerner**, while **Fashion Revolution** promotes the open studio workshop/format with **Abitario, Larissa Von Planta and Patrick McDowell**, which are going to showcase a special embroidery technique on cloth. Among the other workshops that deserve a mention, **Corrina Goutos** will show how she creates jewels and accessories from recycled headsets. **The Royal Embassy of Denmark is glad to collaborate with WSM Fashion Reboot** for the first event fully dedicated to sustainability at the next edition of Milan's Fashion Week in January 2020, showcasing a selected collective of Danish designers, who have decided to harness their creativity to generate sustainable fashion, in line with the current priorities of the newly elected Danish Government.

WSM Fashion Reboot will also stage an **important focus on innovative start-ups**, ranging from fash-

ion to services, like Lablaco, which promotes circular fashion shopping, **ArchiLab** dedicated to beauty and 1TrueId app, which focuses on traceability. On top of that, the space dedicated to **WSM SMART Contest** "Sustainable Manufacturing and Responsible Innovation Technologies", an initiative organized by WHITE and coordinated by **Francesca Romana Rinaldi** to enhance the start-ups that offer sustainable products and services to revolutionize the fashion system by implementing responsible innovation.

WSM Fashion Reboot rather than a display of products, aims to be a **manifesto to explore projects** that will be enhanced through a bespoke setup – the white brick – a true blank page, the expression within a space of the ideas, values, creativity and goals of all the partners of WSM Fashion Reboot, sharing a common goal: triggering positive change with a focus on transparency, innovation and social design. A rich calendar of activities with talks and workshops held by key opinion leaders on the topic of global sustainability.

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