

MILANO UNICA: SS18 TRENDS

The pleasure of travel, the dream to bring together different cultures, the game of connecting past and present and the desire to rediscover historical figures of aesthetic and cultural importance: these are the cornerstones on which **MILANO UNICA**'s new trends for next **Spring-Summer 2018** have been based.



The result are three basic themes, that are the combination between a historical character and a real but yet idealized place, both for its glorious past and its everlasting collective imagination value.

In this perfect game, we place **Nefertiti**, legendary Queen of Egypt, in **Ibiza**, the very heart of the international social scene, while the Russian artist **Kazimir Malevich** is relayed in **Sorrento**'s southern sunshine. And lastly, **Carlo Mollino**, architect from Turin, has been flown to **Tehran** following the path of Iranian culture.

Daring combinations make our eyes widen in astonishment; but these associations however are not at all light hearted. Because we are convinced that modernity is not an abstract concept but on the contrary is all that can be born from an unusual, even extreme, crossover of languages, experiences, cultures and people coming from all space and time latitudes. Convinced that only a linguistic and visual contamination can push us towards new ways of interpreting the manufacturing tradition.

NEFERTITI IN IBIZA

This theme is a paean to beauty, careless youth and the power of Nature.

Indeed Nefertiti represents the ideal of timeless beauty and the embodiment of love and her spiritual intensity have been brought to Balearic Islands, on the Isle of Ibiza, a fragrant and generous land, known as the one of the Mediterranean pearls, a world heritage site, protected by Unesco, where trends are born, rituals take place and where above all young people can free both body and mind with magnificent effect.

This theme is thus a recall to floral décor, Egyptian preciousness, kaftans, golden colours and the interior decorations of Ibizan houses.



MATERIALS

The sands of Ibiza and of the dunes, the mummies balm smelling bandages and thickly woven linens of typical Ibizan dress. As well as Egyptian papyrus and silks so fine they resemble vellum paper.

Many parallels can be drawn between the two worlds in terms of fabric, enhanced by the sophisticated nature of the decorative elements.

Overprinted fabrics in bas-relief

Pleated sketches

Pleated gauze

Vertical and horizontal double mesh

Plisse effect obtained on the loom

Pleated tulle enriched with prints

Silk with papyrus paper effect

Uneven reliefs created on the loom

Gauze overlaid on jacquard giving a cave painting type effect

Giant print

Golden 'fil coupe' printed with golden pigments

Gold veined crispy silks

Giant prints with brush strokes hand painted effects

Matt and shiny taping

Printed suede with transparent gold lacquers lined with gold

Pale gold silk lined with ornamental patterns

Silk-viscose rush matting

Precious silk with stencilling allusions

ACCESSORIES

Accessories are extremely decorated and revisited in a techno-pop version to minimize opulence and the preciousness of fabrics:

Leather techno collar, lacquered and lasered, stylised patterns enriched with iridescent materials

Patches of various polyurethane films, of fabrics and other materials

Central decorative patterns with chain and stone inserts which form geometrical drawings

Cotton and linen bases for ribbon fringes and weaves, made precious with gold application

Plisses with net golden finish effect

Egyptian inspired decorative elements

COLOURS

Godly Gold

Amethyst Purple

Amber Brown

Warm Yellow

Make-up Beige

Kiwi Green

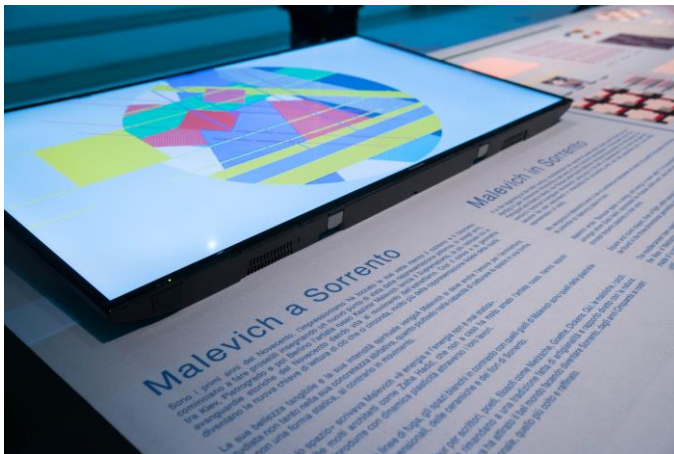
KAZIMIR MALEVICH IN SORRENTO

This is the theme in which colour and geometry prevail.

The works of the Russian artist Kazimir Malevich, who introduced the most radical of the century's historical avant-garde movement, the Suprematism, mix up with the patterns of Sorrento's tiles and ceramics.

The dynamism of the architectural forms, so beloved and studied by Malevich, is combined with the design of Sorrento's houses decorations.

And the high expressiveness of Russian culture meets the cosmopolitanism of Sorrento's jet set.



MATERIALS

Three dimensional geometries, colours reconstructing depth, dynamic perspectives, graphics alternating with decor, natural elements stylized in an abstract mood. Together these elements have meaning: Sorrento as seen by Malevich and vice versa.

Hand printed silk canvas

Graphic games playing in freedom

Impermeable, soft touch cotton

Textured micro open weave stretch cotton

Three-chromes originating from thermo applications and seemingly incidental techno juxtapositions and graphic effects

Giant sketches on jersey giving a three dimensional effect

Thick striped cotton jersey in alternating colours

Graphic abstractism with mixed material

Stripe and pinstripe patterns

Mix of transparencies and lacquers

Jersey patches

Outlined pinstripes alternating with polka dots

Irregular pinstripes

'Double face' organza

'Fil coupe' on organza

ACCESSORIES

Generous use of ribbon and lines of varying dimensions alternate with extremely colourful appliques for a repertoire of high impact accessories:

Gros-grain ribbon compositions heat sealed with polyurethane

Colour blocks made with labels and zippers

Buttons inspired by Sorrentine ceramics

Decorations resulting from games with etching

Overlapping laser drawings which recall both majolica and Malevich's abstract vision

COLOURS

Sky Blue

Majolica Blue

Emerald Green

Sulphuric Yellow

Fever Red

Tangerine Orange

CARLO MOLLINO IN TEHRAN

This is the theme of the osmosis between East and West, between the impudent Persian beauty and Grandeur and the Savoyan authoritativeness. Teheran and Turin. The Shah and the architect. Yet another cultural crossover, a further theme dedicated to the connection between worlds on opposite poles in tune with both osmosis in thought patterns and contemporary creativity.

On one side mosaics on the other furniture, all single pieces, with rounded forms and floral decorations. In this theme Persian church rose windows seem to be conversing with the detailed decorative preciousness of Mollino's furniture, his beloved organic forms hold vivid references to the naturalistic elements of Persian rugs, not to mention the seductive royal atmospheres of Turin and those of the Shah.

MATERIALS

Jewellery sapphire mixed with the turquoises of church windows. Warm woody colours selected by Mollino, and Pompeian reds from prayer mats. Oriental preciousness mixed with Italian taste.

Jacquard embellished by gold thread composing geometrical designs

Flakes of metallic leather offer a 3D effect to silk printed with micro floral patterns

Leather lasered rose window shapes for a three dimensional effect

Cottons printed with designs inspired by oriental majolica

Print patches on shirt cotton

Jacquards with cyclical sketching

Jacquards with lace effect

Pigmented and overprinted fabric

Sophisticated jacquard with bas-relief threading

Precious bas-relief embroidered lace

Hand knotted silk paper with mosaic prints

Delicate jacquard inspired by Hammam interiors

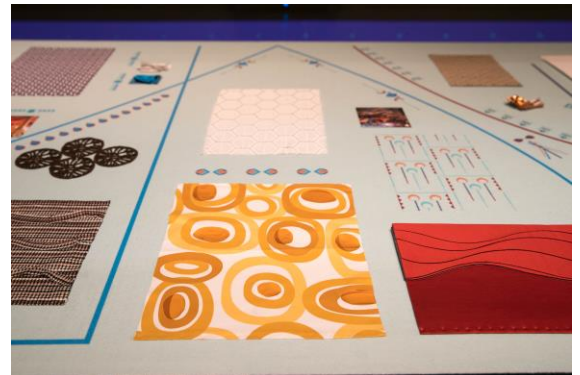
Tie silks with lace rose window shapes

Maxi cellular designs for cotton lace

Double cotton with inserts to create bas-relief patterns

Maxi rush matting cotton

Jersey with organic patterns 3D effect



ACCESSORIES

Rich and strongly decorative, the accessory becomes a modern revisitation of oriental ornaments in embroidery and appliques whilst, for issues concerning geometry and design the attention is focused on Mollino's winding curves:

Decorated lace and macramé

Embroidery and appliques

Decorative patches

Laser trims

Engraving for buttons and zippers

Embroidered ribbons and edges

Macramé and metallic appliques

COLOURS

Sapphire Blue

Arabesque Copper

Pompei Red

Malachite Green

Spiritual Turquoise

Lunar Silver

TREND AND NEUTRALS COLOURS

For **Spring-Summer 2018**, in addition to the main trend colours of reference, we have also selected a range of **neutral colours** which work well both with single themed shades or alone, as unique nuances for the creation of fabrics or accessories.

Zinc White

Graphite Black

Creamy White

Neutral Grey