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ERMANNO SCERVINO

S/S 2024 WOMENSWEAR COLLECTIONS

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MILANO+NEW YORK+ACCESSORIES WOMEN COLLECTIONS SPRING SUMMER 2024

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NOTICE TO READERS
The images published here are the result of our selection on the complete collections aimed at highlighting what we consider the most interesting trends and details. For further information, please find the full collections (all those published here and many more) on **www.showdetails.it** and on **showdetails app**.

AVVISO AI LETTORI
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MILANO+NEW YORK+ACCESSORIES
WOMEN COLLECTIONS S/S 2024

Once upon a time there were minis and hot-pants. The former burst onto the scene in London in '63 thanks to Mary Quant who, in the wake of the women's emancipation struggles of the period, wanted to liberate women's bodies by shortening the hemline of their skirts. Hot-pants arrived a decade later, causing a scandal driven by Oliviero Toscani's Jesus jeans campaign starring Donna Jordan's behind. Decades on, they are both making a comeback, but it seems that the already minimal hemlines are no longer sufficient to express the level of freedom that women have actually been able to attain. In other words, women's true ambitions and desire for emancipation go even further. So we have seen hemlines virtually disappear altogether, leaving only briefs or panties, paired with a blazer, knit or shirt. The trend has been going for a while and was certainly back in the latest shows, flagging up yet another trend: fashion for girls, for young bodies, legs and bums on show, leaving almost nothing to the imagination. This is what **Girls' Vibes** is all about, a glance at underwear of these young women who are still hoping to achieve everything whilst taking (almost) everything off, offering the onlooker a detailed overview of their body. The challenge now is to dress up, but only using shorts, minis or (transparent) slip dresses. The response from older women is **Quiet Luxury** – a form of relaxed luxury banning all maximalism and excess in favour of simple pieces with impeccable cut and style. Men's coats, blazers and suits, turtlenecks and midi-length skirts, slip dresses worn with rigorous overcoats or cosy coats. Then there is the 'other place' – the imagination – which pushes us to look elsewhere, to another time and place that can be anywhere and nowhere. Fashion makes it possible, indeed, it is in some way the creator of this utopia, this **Nowhere**, where everything is permitted. Where you can imagine a coming together of cultures and worlds, where angels can descend to earth and dress as today's teenagers, complete with wings, where colours and prints have no limits and live side by side without clashing.



COACH

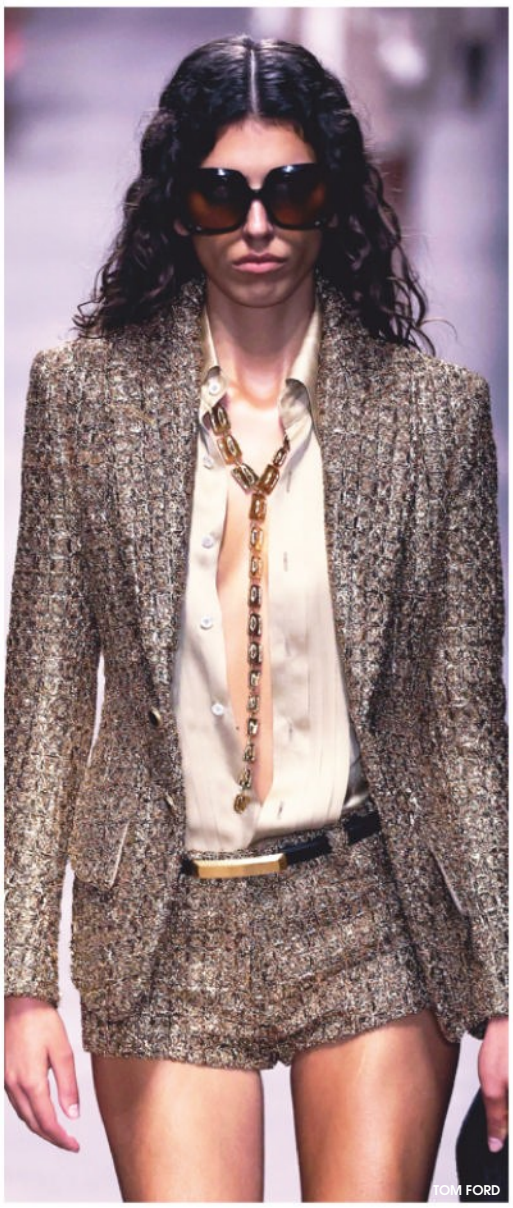


TOD'S



BLUMARINE


DOLCE & GABBANA


TOM FORD

MUST-HAVES

Garments: micro-suits (with mini-skirts, shorts or panties), blazers, extra-long coats, boxy jackets, trenches, slip-dresses, skirts of various types, shirt-dresses, men's shirts, vests, knitwear, corsets, visible lingerie.

Materials: denim, leather, lace, silk, organza, chiffon, tulle, jersey.

Details: workwear elements, overlapping, layering, asymmetry, statement shoulders, embellished sleeves, cuts, V necklines, holes, transparencies, belted waist, knots, bows, pockets, draping, frills, fringes, feathers, sequins, beads, embroidery, pleats, floral motifs, graphic details, colour blocking, metallic effects.

Accessories: ballet flats, slip on mules, strap sandals, loafers with heel or platform, pointed court shoes, peep-toe boots, micro-bags carried by hand or close to the body, rectangular clutches, cross body bags, shoppers.

Colours: shades of white, nude, ecru, camel, mud, terracotta, lemon, grapefruit, shades of green (including acid, mint and forest), shades of blue (Royal, Capri, Chambray, Marlin), orange red, gold.

11-0601 TCX

12-0811 TCX

14-0837 TCX

13-0647 TCX

14-0340 TCX

17-1562 TCX

19-1757 TCX

18-3949 TCX


N°21

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GIRLS' VIBES

'90s
workwear
elements
body-con
joie de vivre
college style
minimal
hemlines
oversize
outerwear
micro-suits
little Sixties tunics
cargo trousers
statement
shoulders
hot-pants
mini-skirts
panties
bare legs
slip dresses
nude look
visible
underwear
bra tops
crop tops
transparencies
layering
tears
holes
pockets
beads
metallic effects
bows
draping
frills
jewelled
details
gingham
checks
geometry
logoed belts
gloss



MISSONI

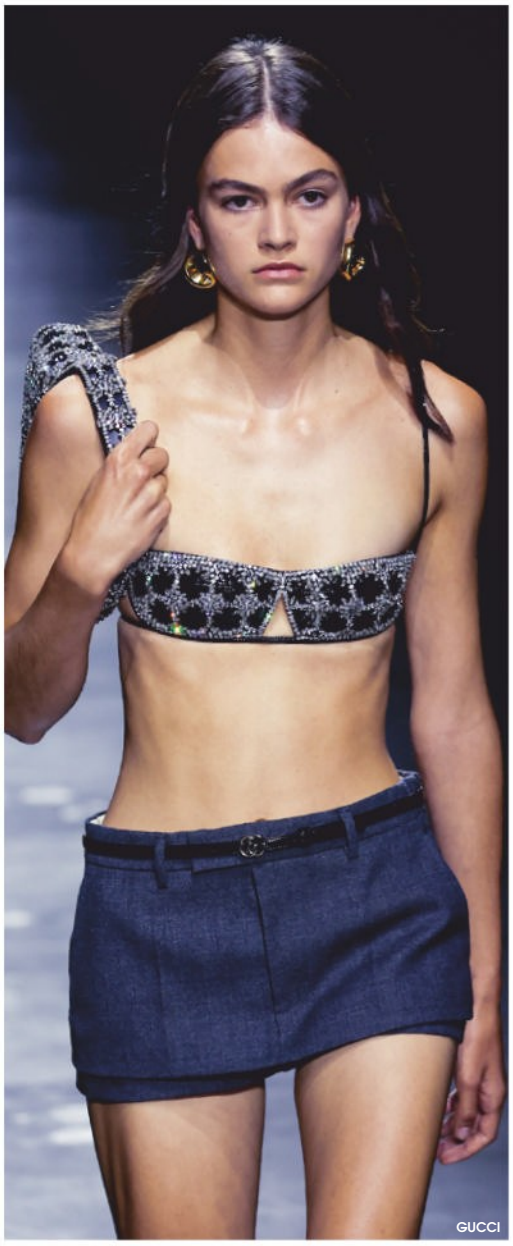
Stuart Vevers' latest collection for **Coach** will likely be a big hit with today's girls, who are already dressing as if it were the '90s/early 2000s, perhaps without knowing it. His work for next summer pays tribute to that decade, especially the New York of that time and the slip dresses women wore from day to evening, paired with biker boots. Here, leather versions are long or short or totally transparent over lingerie, which is also in leather. Outerwear is big while hand-held bags are small.

Staying true to its heritage, **Gucci**'s new course offers a youthful style for girls who can wear ultra-short mini-skirts and microscopic shorts complete with a logoed belt, and often teamed with a matching blazer, a boxy jacket or an equally tiny jewelled bra. The alternative are ultra-short slip-dresses and tunics with metallic sheen, paired with flat or platform loafers and sneakers.

The 'young and sexy' mantra is also repeated on the **Missoni** runway, which was dominated by long, sheer tubular dresses in stretch tulle and tops and tunics of various lengths (un)veiling the body. For creative director Filippo Grazioli, the transparency was not about cheekiness but rather a symbol of lightness and joie de vivre, as represented not only by the fabrics but also by the bold colours.

Youth is given a British, slightly punk edge by **MSGM**, with bubble or wraparound dresses and mini-skirts, college style polo shirts and matching panties, broad-shouldered blazers, such as a black one with beads and metallic threads that is already proving to be a must-have piece. Everything comes in tartan, check and gingham patterns and is embellished with knots, bows, wrinkles, draping, asymmetry and fringes for added movement and three-dimensionality.

At **Versace** the first sign of a 'girlish' touch came in the form of hair slides and hair bands. Then followed jaunty, short or geometric outfits, little Sixties tunics with sparkling surfaces and bold candy colours. This is a "free and vibrant" woman – sorry, girl – who wants to experience a free and easy summer.


GUCCI


COACH


VERSACE


MSGM


MSGM

>>

QUIET LUXURY

minimalism
sobriety
comfort
ladylike
basic
wardrobe
simple lines
clean cuts
trenches
double-breasted
long coats
masculine
suits
shirts
boxy jackets
long dresses
sets
slip dresses
turtlenecks
pleated skirts
knitwear
handbags
graphic details
belted waist
gloves
panels
colour
blocking
cut-outs
splits
asymmetry
embroidery
veiling
floral motifs
extra-long
sleeves
V necklines
vests


PRADA

Whispered glamour, measured elegance, minimalism in form and colour. The mood of the good old bourgeoisie has stayed strong over the years despite momentous changes in society, and the women that have embodied it have stayed true to it whilst keeping up with those changes.

In short, bourgeois has withstood any number of mood changes in fashion, which is why **Altuzarra**, more often attracted by escapism and exoticism, has decided to give it its due credit. Clutching her handbag close to her body in an almost backward manner, the brand's bourgeoisie draws inspiration from Nouvelle Vague cinema and Polanski's 'Rosemary's Baby', featuring long single and double-breasted coats over slip dresses, boxy jackets or crew neck sweaters over midi-length skirts – all in a limited range of muted shades.

Fendi offers a graphic form of elegance, with Kim Jones looking to Roman colours and images. Simple, elongated lines make for long silhouettes, wrapped in minimal outerwear over equally long column dresses or turtlenecks worn with soft shorts. Sinuous tops and sheaths feature colour blocking, knots and crossovers, while knitted gloves confirm the sophistication of this trend.

Arte povera provided the inspiration for Maximilian Davis for **Ferragamo** which juxtaposes natural materials against industrial elements for an understated, edgy collection that celebrates tailoring, inserting dynamic openings to soften the severity of the lines, as seen in the coats and jackets with slashed sleeves. A graphic design enlivening the long jersey dresses is inserted into the rigor of the garments.

Where else to find the haute bourgeoisie if not at **Prada**? Certainly designed for a younger audience, the brand's latest collection alternates chunky garments – such as mini-suits with belted waist under a floaty silk cape and oversize blouson – with ethereal organza dresses and embroidered shirts with extra-long sleeves tucked into high-waist shorts from which hung sashaying fringes.


ALTUZARRA


PRADA

If she isn't clutching her bag close to her body, the **Tod's** woman goes for a bumbag with leather gloves hanging from it. Hers is a practical yet refined wardrobe, comprising fluid masculine suits, vests worn with pleated skirts, relaxed trenches and soft cassocks over loose trousers. The palette is basic and limited, in line with the minimal trend.


FERRAGAMO


FENDI


TOD'S

>>

NOWHERE

imagination
freedom
fantasy
future
exoticism
lightness vs structure
natural elements
layering
destructured style
elongated silhouettes
folk elements
cocoon shapes
mix & match
sinuosity
corsets
tunics
iridescence
mid-calf length
bustiers
saris
peplums
chokers
total white
knots
trains
mesh
metallic sheen
opaque tights
appliqués
fringes
one-shoulder
sculptural tops
iridescent effects
tank tops



DEL CORE

An imaginary land of West meets East, a place belonging to no-one to be colonised with a collage of ideas, genders and continents. **Prabal Gurung**'s collection fuses elements of the eastern tradition (such as the dresses worn by Indian folk dancers) with contemporary western ready to wear. Linen stands out amongst the pleats and draping. Treated as though it were taffeta, it is sculpted into long, flared tops resembling baskets, while some of the prints and embroideries are inspired by the upholstery created by the designer's grandmother, who lives in India, and the mix of saris and blazers worn by his aunts.

Nicola Brognano brought angels to the **Blumarine** runway, complete with full sets of wings. Pale colours, lean silhouettes and goddess peplums, but also corsets, low rise trousers, dresses full of knots and draping. In short, a mixture of celestial and terrestrial to celebrate the brightness and lightness of summer. An absence of romanticism and more than a nod to the '90s/early 2000s.

Del Core's collection celebrates the harmonious fusion of nature and architecture, with garments combining lightness and structure. In lilac, sea blue, pastel yellow and grey, long dresses and suits featured stylised floral shapes, which later appeared (as prints) on cosy dresses and coats, as well as on maxi-chokers and corset-belts.

Etro showcases a mix and match of prints and colours, alongside myriad shapes and lots of experimentation with skirts, which come in all lengths and types: pencil, wraparound, mermaid, culottes with big utilitarian pockets. It's a playful whirlwind of hand-embroidered details, floral motifs, stripes and above all the brand's signature paisley, shown here in a maximalist version.

At **Sportmax**, a tall, ice-cool figure dressed in a thousand shades of white, spearheads a future suspended between natural and artificial, poetry and science. This translates into tapered long dresses, tops and skirts, alternating between structured and padded materials and


ETRO


BLUMARINE

glossy satin and transparencies. The rigour of the lines clashes with asymmetry and other details embodying a sense of imperfection and transitoriness, in an never-ending search for balance between control and abstraction.

Barbara Chiodi


SPORTMAX


DEL CORE


PRABAL GURUNG

MILANO+NEW YORK+ACCESSORIES
COLLEZIONI DONNA P/E 2024

C'erano una volta la mini e gli hot-pants; la prima fa la sua comparsa a Londra nel '63 grazie a Mary Quant che, sulla scia delle lotte di emancipazione femminile del periodo, vuole liberare il corpo delle donne, accorciando a dismisura l'orlo delle gonne. Gli hot-pants arrivano un decennio dopo, primo scandalo con la pubblicità dei jeans Jesus firmata da Oliviero Toscani, che riproduce il lato b della modella Donna Jordan. Tra alti e bassi, sono arrivati entrambi a noi in rigoglioso recupero ma pare che gli orli, già minimi, non siano più sufficienti a esprimere una libertà che alle donne, in realtà, non è mai bastata o, meglio, che non ha mai veramente coinciso con le loro vere ambizioni o desiderio di emancipazione. Allora ecco far sparire anche quei pochi centimetri di tessuto, lasciando solo slip o culotte, abbinati a blazer, maglie o camicie. La tendenza è già forte da un po' e si riconferma su queste ultime passerelle, convalidando anche un altro trend: quello di una moda fatta per ragazze, per corpi giovani, gambe e sedere in vista finché non resta quasi nulla all'immaginazione. E **Girls' Vibes** è proprio questo, uno specchio sull'intimo di queste giovani donne che ancora sperano di arrivare ovunque togliendosi (quasi) tutto, offrendo allo sguardo altrui una panoramica dettagliata sul proprio corpo. L'azzardo ora è rivestirsi ma, al massimo, con shorts, mini o sottovesti (trasparenti), appunto. Le signore rispondono col cosiddetto **Quiet Luxury**, quel lusso rilassato che bandisce ogni massimalismo ed eccesso a favore di capi sobri, anche nei toni ma impeccabili nel taglio e nello stile. Coat, blazer e completi maschili, dolcevita e gonne midi, slip dress sì ma portati con soprabiti rigorosi o cappotti avvolgenti. E poi c'è sempre un 'territorio' a parte, quello dell'immaginazione, che spinge lo sguardo altrove, in un altro tempo, in un altro luogo che può essere ovunque e da nessuna parte. La moda lo rende possibile, anzi, è in qualche modo creatrice di questa utopia, di questo **Nowhere**, in cui tutto è concesso. Dove si possono immaginare incontri tra culture, tra mondi, in cui gli angeli possono scendere in terra e vestirsi come le teenager di oggi, ali comprese, in cui colori e stampe non hanno mai fine e convivono tra loro senza stridere.


BOTTEGA VENETA

MUST-HAVES

Capi: micro-tailleur (con mini-gonne, shorts o culotte), blazer, coat extra-long, giacche boxy, trench, slip-dress, gonne di vari tipi, chemisier, camicie maschili, gilet, maglieria, corsetti, lingerie a vista.
Materiali: denim, pelle, pizzo, seta, organza, chiffon, tulle, jersey.
Dettagli: elementi workwear, sovrapposizioni, layering, asimmetrie, maxi-spalle, maniche décor, tagli, scolli a V, buchi, trasparenze, cintura in vita, nodi, fiocchi, tasche, drappeggi, ruche, frange, piume, paillette, perline, ricami, pieghe, motivi floreali, grafismi, color block, effetti metallici.
Accessori: ballerine, slip-on mule, sandali con cinturino, mocassini con tacco o platform, décolletée a punta, stivali spuntati, micro-borse portate a mano o strette al corpo, pochette rettangolari, borse a tracolla, shopper.
Colori: scala di bianchi, nude, écru, cammello, fango, terracotta, limone, pompelmo, toni di verde (tra cui acido, menta e bosco), sfumature di blu (Royal, Capri, Chambray, Marlin), rosso aranciato, oro.

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GIRLS' VIBES

L'ultima collezione di Stuart Vevers per **Coach** andrebbe probabilmente a genio alle ragazze di oggi, che vestono tanto anni '90/primi 2000, forse senza saperlo. Il suo lavoro per la prossima estate è un tributo a quella decade lì, soprattutto alla New York del periodo e a quegli abiti sottoveste che si portavano ormai come daywear, senza aspettare la sera, abbinati ai biker boot. Qui si presentano in pelle, lunghi o corti oppure totalmente trasparenti sulla lingerie, anch'essa in pelle. Maxi i capospalla, mini le borsette portate a mano.

Pur fedele al proprio heritage, il nuovo corso di **Gucci** s'impone con uno stile giovane, per ragazze che possono permettersi di portare mini-gonne ultra corte e shorts microscopici, con tanto di cintura logata, spesso insieme a blazer a tono, giacche boxy o altrettanto microscopici reggiseni gioiello. L'alternativa sono cortissimi, ça va sans dire, slip-dress e tunichette dai bagliori metallici, abbinati a mocassini bassi o platform e sneakers.

Il mantra 'giovane e sexy' si ripete anche sulla passerella di **Missoni**, in cui dominano le trasparenze di long dress tubolari in tulle stretch e di top e tuniche di varia lunghezza che (ri) velano il corpo. Per il direttore creativo Filippo Grazioli, si tratta di una trasparenza senza malizia, simbolo di leggerezza e gioia di vivere, rappresentate non solo dai tessuti ma anche dai colori energici.

Giovinezza in salsa british e anche un po' punk da **MSGM**, con abitini e mini-gonne a palloncino o a portafoglio, polo da collegiale e culotte abbinate, blazer dalle maxi-spalle, come quello nero con perline e fili metallici che pare già diventato un must-have. Il tutto in fantasie tartan, check, Vichy ed elaborato con nodi, fiocchi, stropicciature, drappeggi, asimmetrie e frange che creano movimento e tridimensionalità.

Da **Versace** il primo segno di tocco 'girlish' lo danno le pettinature, con fermaglio o cerchietto e poi arrivano i completi sbarazzini, corti e dal taglio geometrico, le tunichette Sixties dalle superfici scintillanti e dai colori confetto energici, perché questa è una donna, pardon, una ragazza "libera e vibrante", che vuole vivere la propria estate con leggerezza e disinvoltura.



VERSACE



GUCCI

>>



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QUIET LUXURY

Glamour sussurrato, eleganza misurata, minimalismo che intacca forme e colori; il mood della buona borghesia negli anni ha mantenuto una sua matrice pur nei cambiamenti epocali e la donna che ne è rappresentante ne ha seguito le evoluzioni, restandogli comunque fedele.
Insomma, un trend che resiste alle molteplici fluttuazioni umorali della moda e anche per **Altuzarra**, solitamente attratto da fughe ed esotismi vari, è venuto il momento di tributargli il giusto merito. Borsetta a mano accostata al corpo con fare quasi ritroso, la sua borghese trae ispirazione dal cinema della Nouvelle Vague e da 'Rosemary's Baby' di Polanski, portando lunghi coat mono e doppiopetto su abiti sottoveste, giacche boxy o maglie girocollo su gonne midi, tutto in una minima variazione di tonalità pacate.
È una lady dall'eleganza grafica quella di **Fendi**, sui cui capi Kim Jones riprende i colori e le immagini di Roma. Linee semplici e allungate verticalizzano la figura, avvolta in capospalla minimali che accompagnano altrettanti lunghi abiti a tubo o dolcevita portati con morbidi pantaloncini. Color block, nodi e incroci ricorrono su top e tubini sinuosi, mentre guantini in maglia confermano la sofisticatezza del trend.
S'ispira all'Arte Povera, Maximilian Davis per **Ferragamo**, alle giustapposizioni di materiali naturali a elementi industriali per una collezione essenziale e tagliente che celebra il sartoriale, inserendo aperture dinamiche che ammorbidiscono la severità delle linee, come nei cappotti e nelle giacche tagliate sulle maniche. Nel rigore dei capi si inserisce una nota grafica che movimenta i long dress in jersey.
Se l'alta borghesia non si ritrova a casa **Prada**, allora dove? Sicuramente pensata per un pubblico giovane, l'ultima collezione alterna capi corposi, come mini-tailleur con cintura stretta in vita, su cui svolazza una mantellina in seta e blouson oversize, a eterei abiti in organza e camicie ricamate con maniche extralong dentro shorts a vita alta, da cui pendono frange ballerine.


ALTUZARRA


TOD'S

Se non porta la borsetta stretta al corpo, la donna **Tod's** opta per il marsupio in vita, cui attaccare i guanti in pelle. È un guardaroba pratico e insieme raffinato il suo, fatto di completi maschili fluidi, gilet indossati con gonne a pieghe, trench rilassati e casacche morbide su pantaloni ampi. Basica e concentrata su poche tonalità la palette, perfettamente in linea con il trend minimale.

>>

L'eleganza del colore
The colour elegance

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NOWHERE

Immaginifica come l'Ovest che incontra l'Est, proprio così e non il contrario, come fosse un territorio di nessuno da colonizzare con un collage di idee, generi, continenti. Così è la collezione di **Prabal Gurung** che fonde elementi della tradizione orientale (ad esempio gli abiti dei danzatori folk indiani) con il prêt-à-porter contemporaneo occidentale. Tra pieghe e drappeggi spicca il lino, trattato come fosse del taffettà, reso scultoreo nei top che richiamano delle ceste, lunghi e svasati, mentre certe stampe e ricami sono ispirati alla tappezzeria della nonna del designer che vive in India e ai look delle zie che mixano sari e blazer.

Dal pensiero di Nicola Brognano alla passerella di **Blumarine**, ecco angeli fin troppo fisici, che in certi casi non hanno comunque voluto rinunciare alle ali. Colori chiari, silhouette sottili, pepli da dea ma anche corsetti, pantaloni a vita bassa, abitini pieni di nodi e drappeggi, insomma celestiale e terrestre che si incontrano per celebrare la luminosità e la leggerezza dell'estate. Senza romanticismo e con più di un occhio all'estetica '90/primi 2000.

La collezione di **Del Core** celebra l'armoniosa fusione tra natura e architettura, con capi che uniscono leggerezza e struttura. Tra lilla, azzurri, gialli e grigi pastellati si susseguono long dress e completi rivelatori di forme floreali stilizzate, che poi si ritrovano stampate su altri abiti e coat avvolgenti, ma anche nei maxi-choker e nelle cinture-corsetto.

Da **Etro** va in scena un mix and match di stampe e colori e, in mezzo, svariate forme e soprattutto una molteplice sperimentazione sulle gonne che sono di tutti i tipi e lunghezze: a matita, a portafoglio, a sirena, a pantalone con maxi-tasche in stile utilitarian. È un tripudio gioioso di dettagli ricamati a mano, motivi floreali, righe e soprattutto Paisley, tanto cari alla maison, qui in versione massimalista.

Sulla passerella di **Sportmax** una creatura lunga e algida, in mille sfumature di bianco, si fa portavoce di un futuro sospeso tra naturale e artificiale, tra poesia e scienza. Tradotto: long dress, top e gonne affusolate alternano materiali strutturati e imbottiti a raso lucido



SPORTMAX



ETRO

e trasparenze e il rigore delle linee si scontra con asimmetrie e altri dettagli simbolo di imperfezione e transitorietà, in una ricerca incessante di equilibrio tra controllo e astrazione.

(b.c.)

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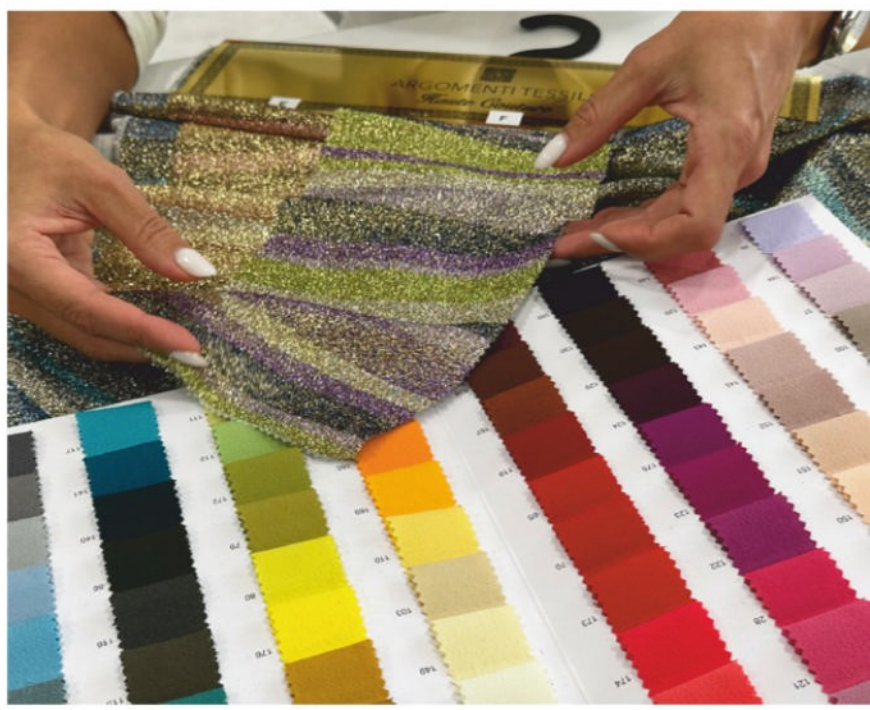
MODENA

JULIA SAUSHINA AND ARGOMENTI TESSILI
THE DIGITAL TRANSITION IN THE FASHION LIFECYCLE
JULIA SAUSHINA E ARGOMENTI TESSILI
LA TRANSIZIONE DIGITALE NEL CICLO DI VITA DELLA MODA

The international contexts that characterize today's fashion industry demand increasingly innovative solutions to support designers worldwide in creating collections. These solutions aim to eliminate logistical and financial barriers, allowing designers to focus on their talent and the realization of their unique vision. The new frontiers of communication should serve brands worldwide, optimizing creative and production processes and sparing designers from demanding travels or unsustainable expenses in search of the most suitable materials. Instead, they can rely entirely on a remote expert to support them in strategic decisions for their brands. Today's textile companies must operate with a time to market perspective, ensuring a constant presence and consultation in every part of the world, guaranteeing priority and interference-free communication channels. With a constant desire to be at the forefront, **Argomenti Tessili**, a leader in the industry for over 30 years, announces its partnership with **Julia Saushina,** a highly experienced fashion designer with over a decade of collaborations with international brands and labels, to manage its new Global Style Service. Styling, material trend research and a 360° control over emerging collections are the cornerstones of Julia's work. Support in selecting and sourcing the most suitable materials, creating exclusive prints and choosing the best Made in Italy manufacturing facilities, as well as dyeing and finishing services, make the **Global Style Service** an essential partner to ensure minimal time loss in managing the lifecycle of collections. The aim is to provide a unique vision also thanks to Julia's constant and punctual presence at major international trade fairs such as Milano Unica, Première Vision, Mare di Moda and others. This itinerant approach has always allowed Julia to anticipate seasonal trends and exclusively identify proposals that align with brand styles. Therefore, entrusting one's collection to Julia's professional support means being guided, step by step, in the creative journey, while retaining the certainty of always reaching one's destination (julia@juliatex.com).

I contesti internazionali che caratterizzano la moda di oggi necessitano di soluzioni sempre più innovative, in grado di supportare i designer di tutto il mondo nella creazione delle collezioni, eliminando barriere logistiche e finanziarie per consentire loro di concentrarsi sul loro talento e sulla realizzazione della loro visione unica. Le nuove frontiere della comunicazione devono muoversi al servizio dei brand di tutto il mondo, ottimizzando i processi creativi e produttivi ed evitando che i designer debbano intraprendere viaggi impegnativi o affrontare spese insostenibili alla ricerca dei materiali più adatti, affidandosi completamente a un esperto delocalizzato in grado di supportarli nelle scelte strategiche. Le aziende tessili di oggi devono muoversi in un'ottica di time to market in grado di assicurare presenza e consulenza costante in ogni parte del mondo, garantendo canali di comunicazione prioritari e privi di interferenze. Con il costante desiderio di essere sempre un'azienda all'avanguardia, **Argomenti Tessili**, leader nel settore da oltre 30 anni, annuncia la partnership con **Julia Saushina**, fashion designer di grande esperienza che vanta più di un decennio di collaborazioni con brand e griffe internazionali, per gestire il suo nuovo Global Style Service. Styling, ricerca tendenze materiche e controllo a 360° sulle collezioni che stanno nascendo, sono i punti cardine dell'operato di Julia. Supporto nella scelta e nell'approvvigionamento dei materiali più adatti, creazione delle stampe più esclusive fino alla selezione dei migliori laboratori di confezione del Made in Italy, e ai servizi di tintoria e finissaggio, fanno del **Global Style Service** il partner necessario per garantire la minor perdita di tempo possibile nella gestione del ciclo di vita delle collezioni. L'obiettivo è quello di fornire una visione unica nel suo genere, grazie anche alla costante e puntuale presenza alle principali fiere internazionali del settore, come Milano Unica, Première Vision, Mare di Moda e altre. Un approccio itinerante che ha sempre consentito a Julia di conoscere in anticipo i trend di stagione e individuare in esclusiva le proposte più in linea con lo stile dei brand. Affidarsi, dunque, alla professionalità di Julia, quando ci si accinge a costruire una collezione, significa lasciarsi accompagnare, passo dopo passo, nel proprio viaggio creativo, conservando la certezza di giungere sempre a destinazione (julia@juliatex.com).





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Graphic design
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Photographers
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Web Photo Press co.

Contributors
Deanna Guidetti
Alessandra Hohmann

Translations
Vanessa Round

Editorial secretary
Barbara Merighi

Advertisement executives
Maurizio Spaggiari
Gianni Torti

Editorial office
SHOWDETAILS
Via dell'Arcoveggio, 74
40129 Bologna – Italy
Tel. +39 051 6389561
Fax +39 051 4187732
info@showdetails.it
www.showdetails.it

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info@aie-mag.com

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PV PARIS

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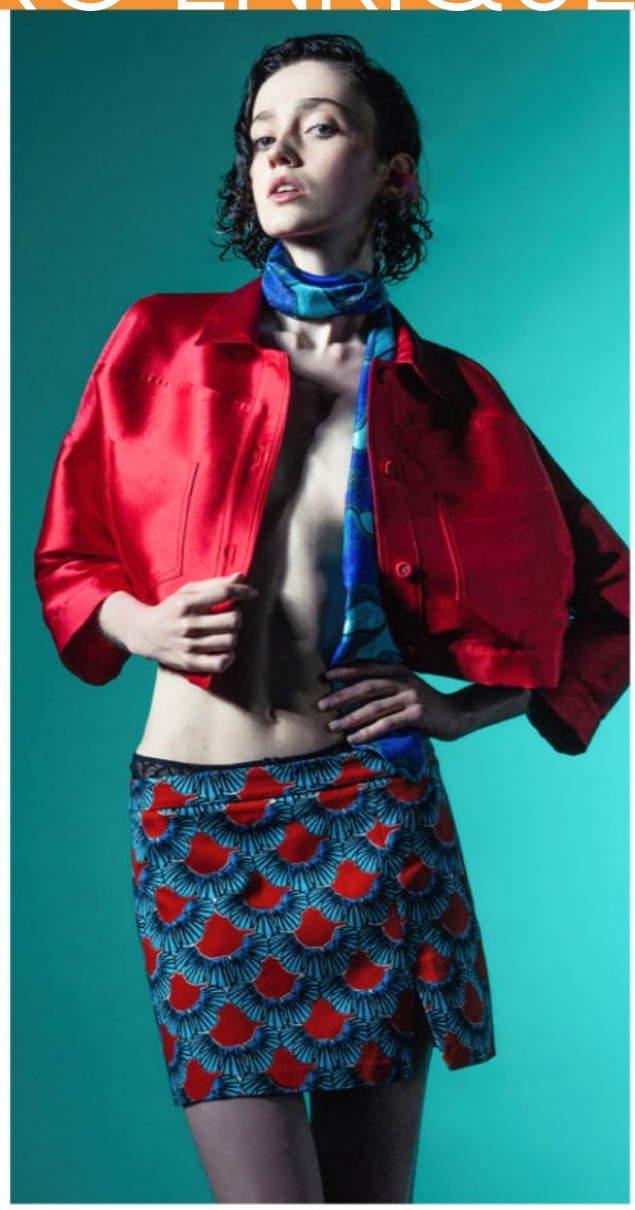








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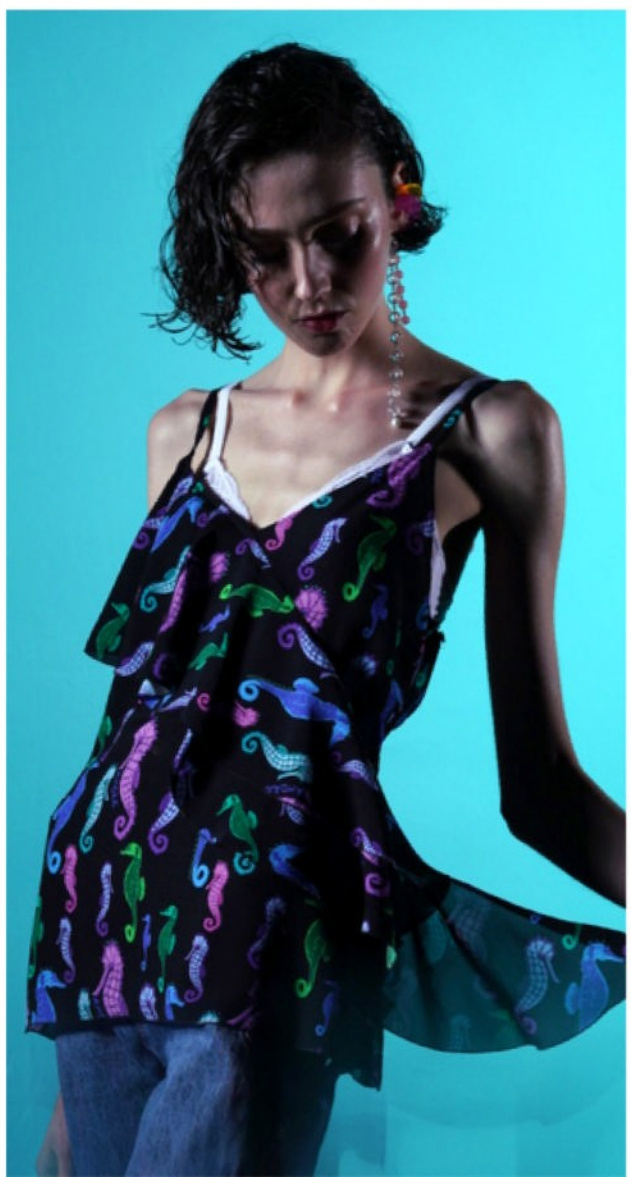

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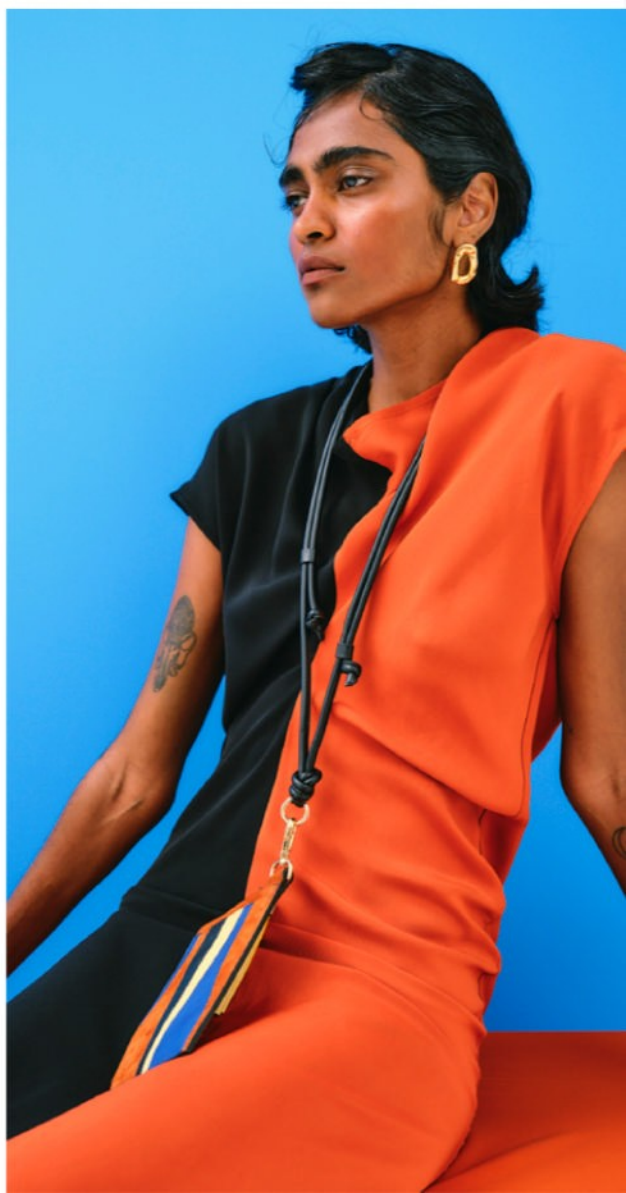



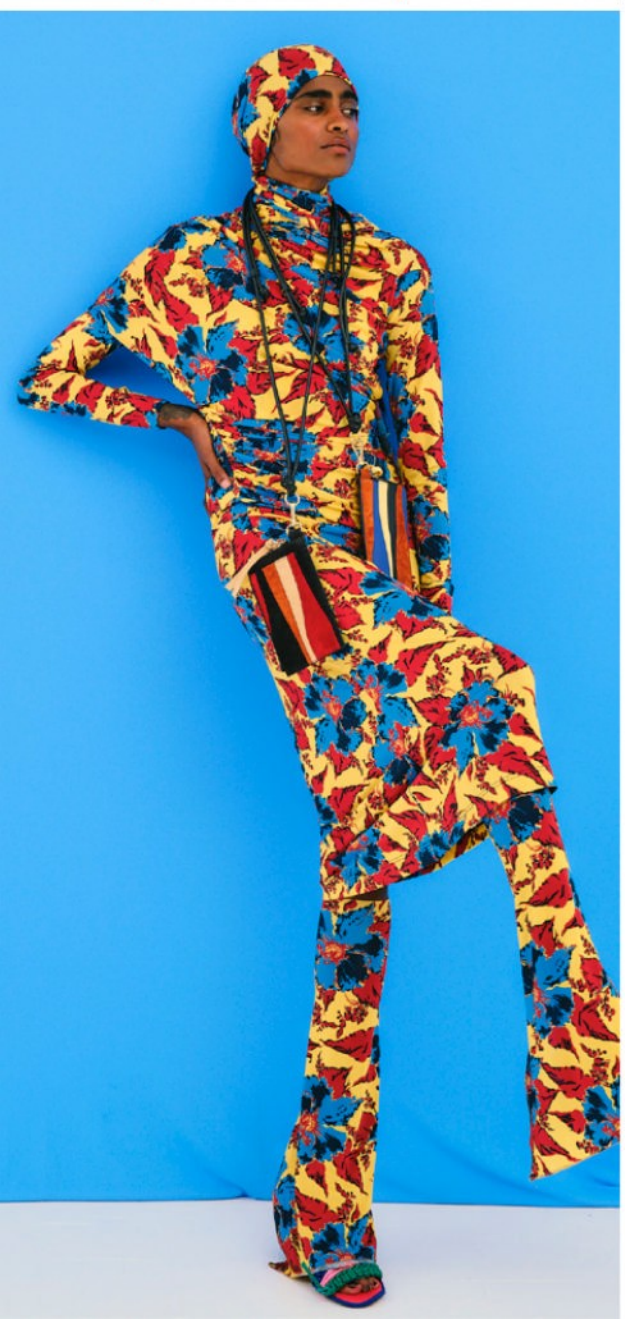







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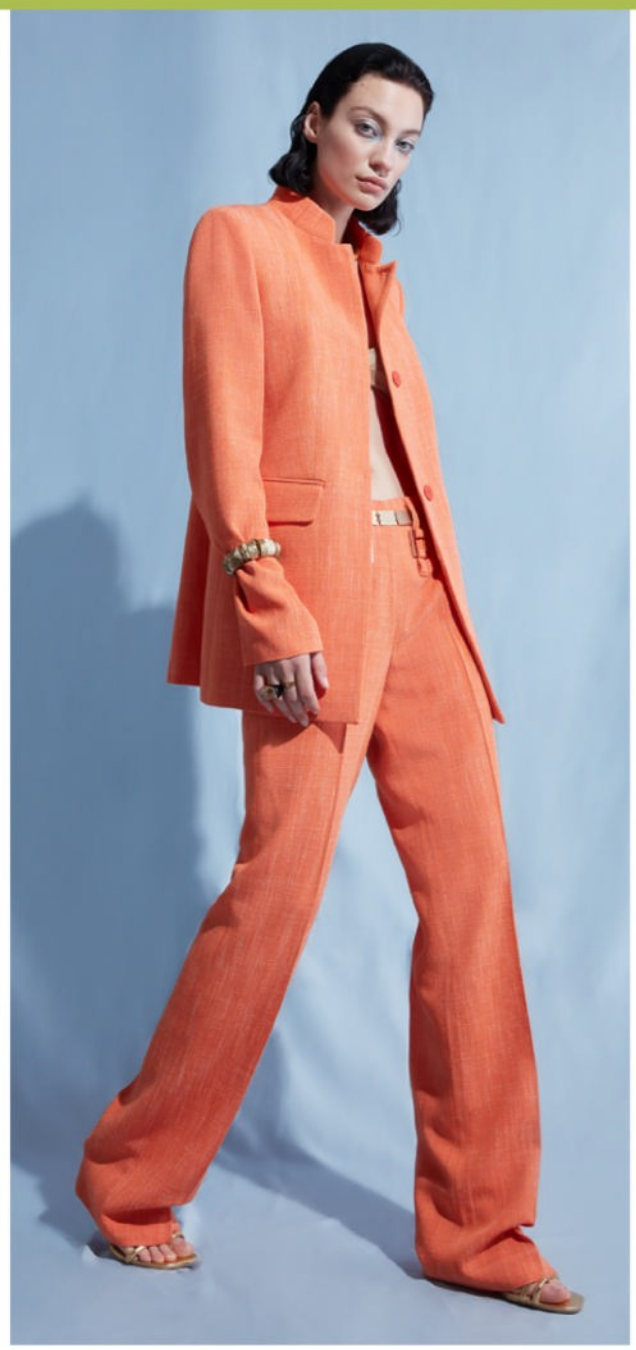





CATWALKS



3.1 PHILLIP LIM














Lover











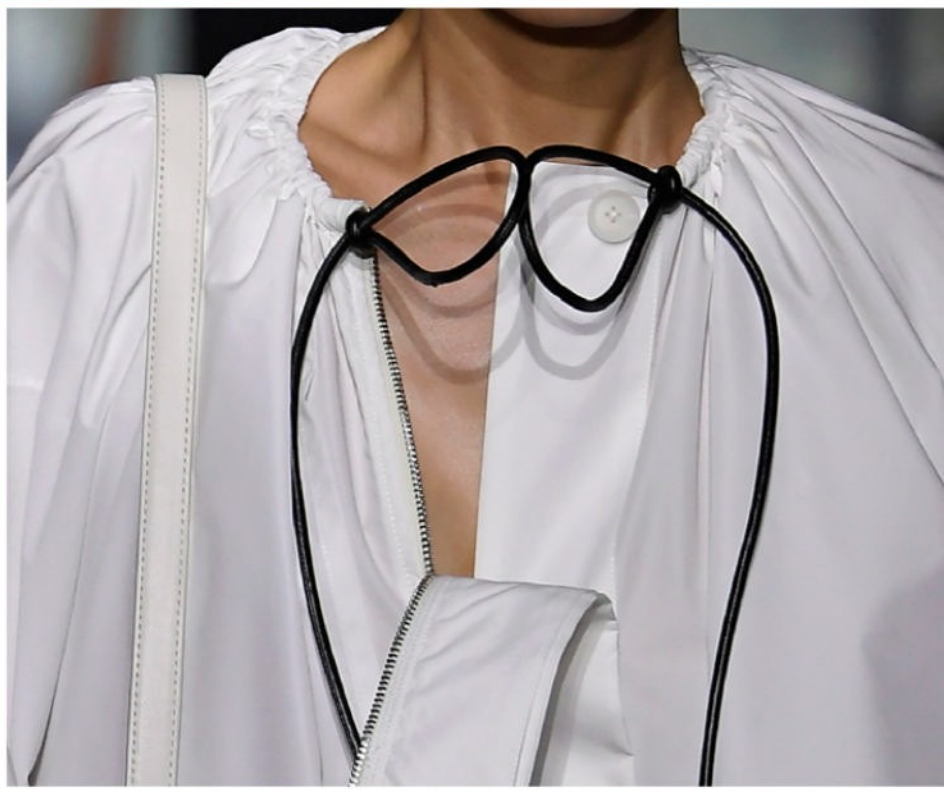















ALBERTA FERRETTI





























































ALTUZARRA













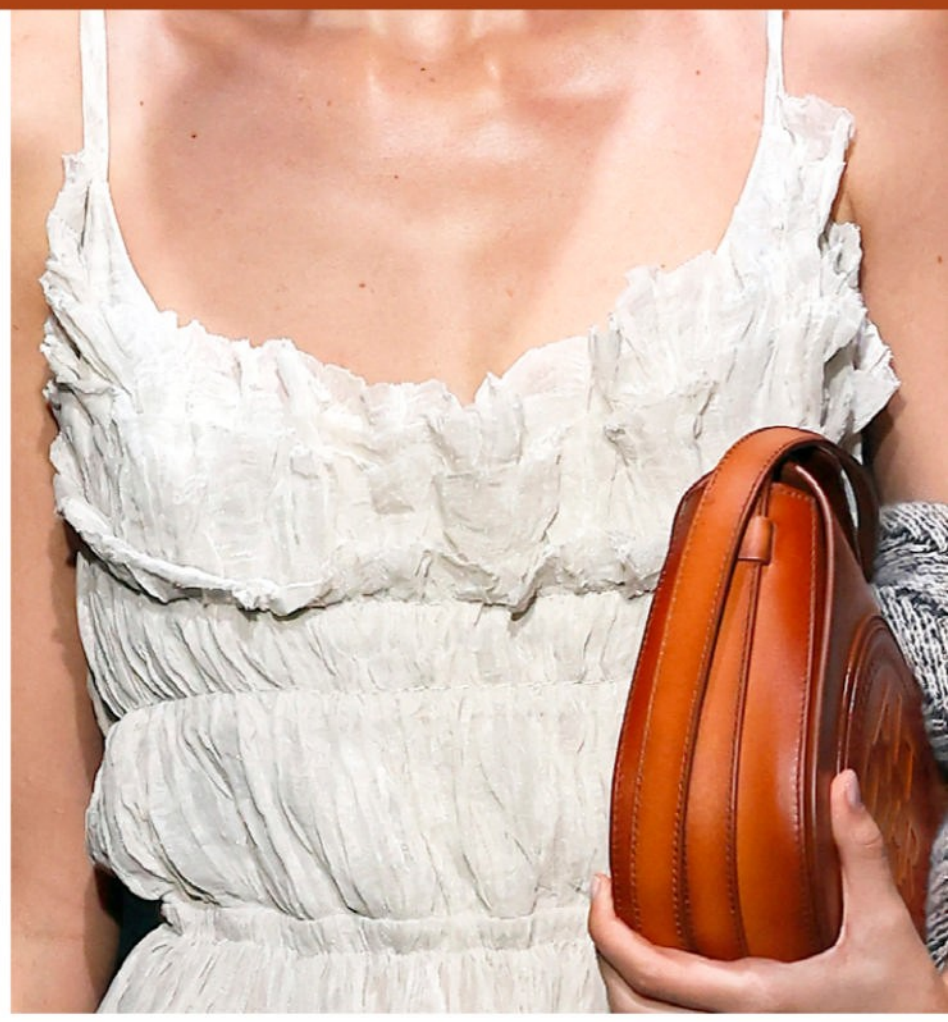



























ANTONIO MARRAS



















































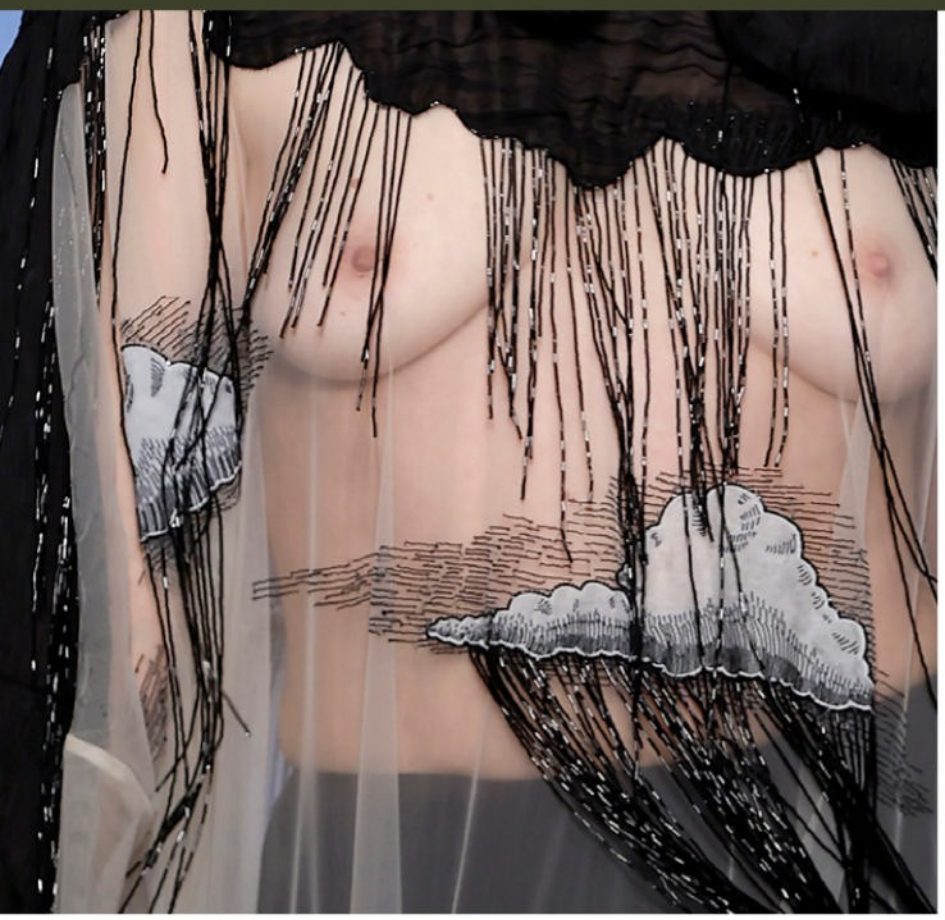




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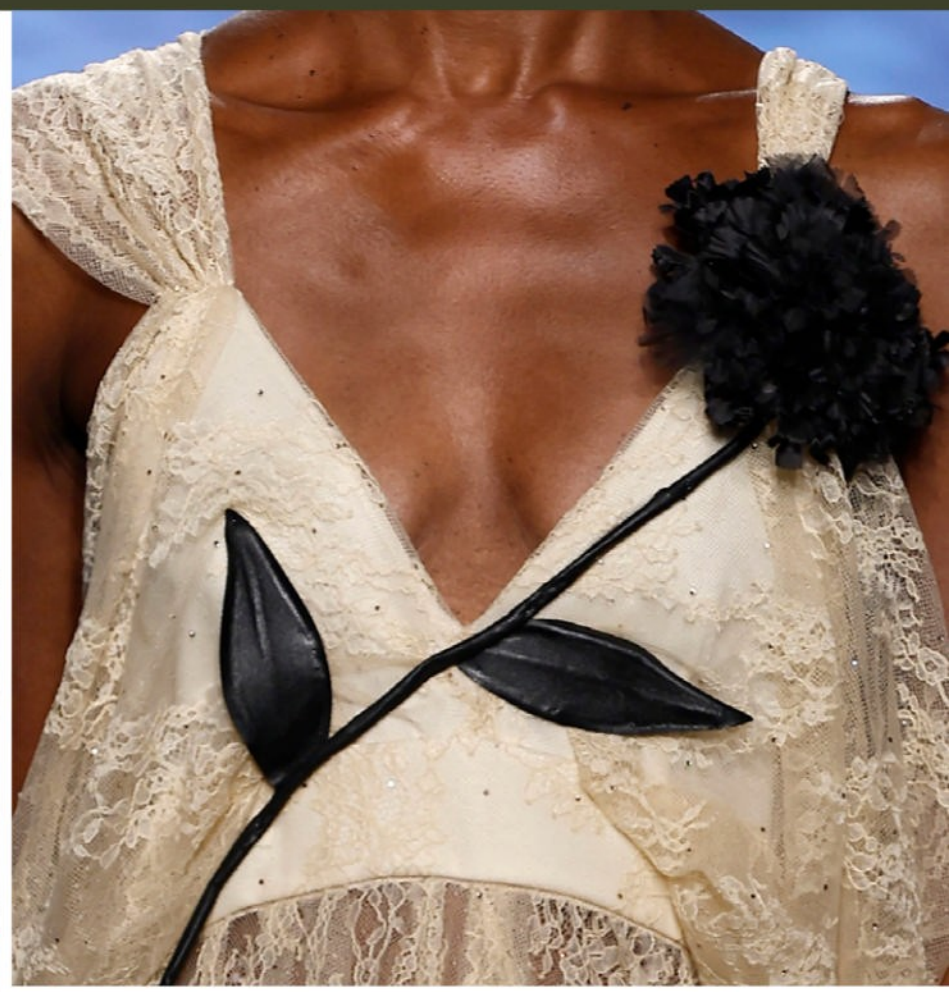



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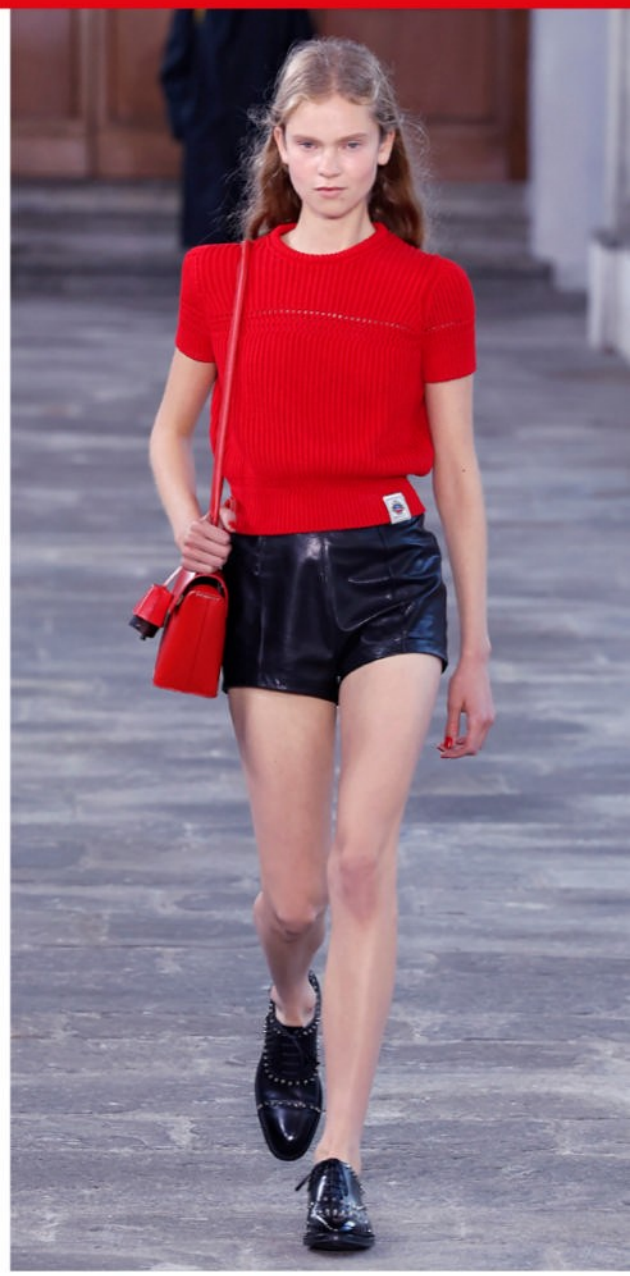

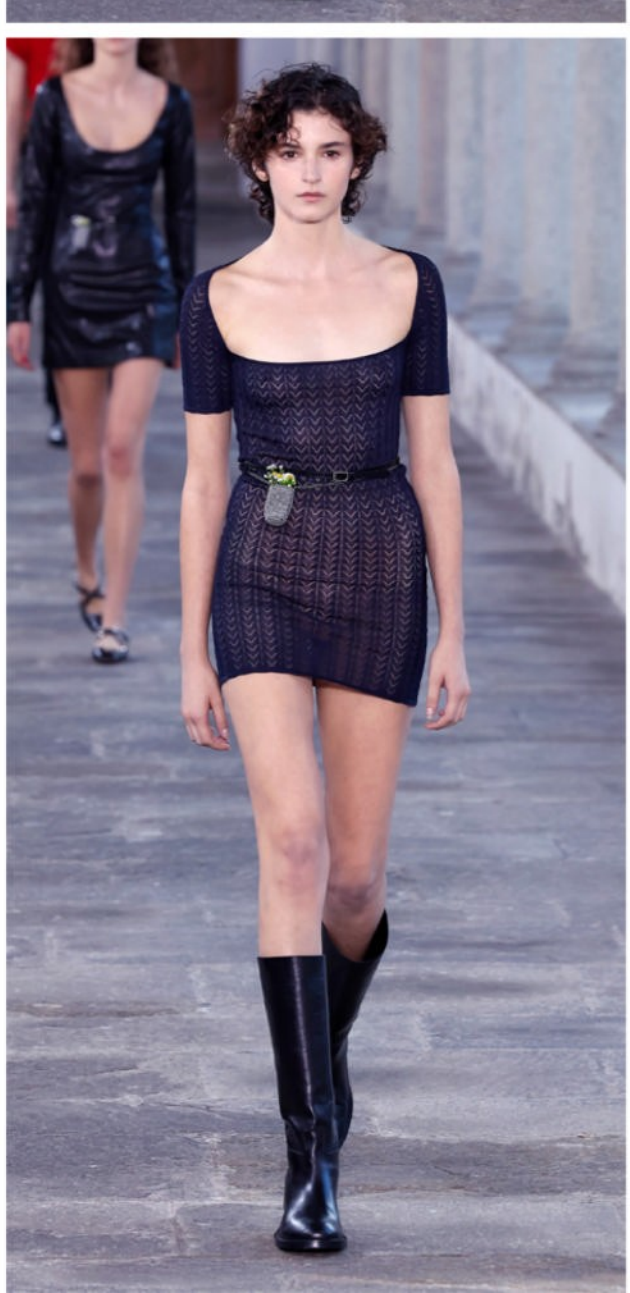





















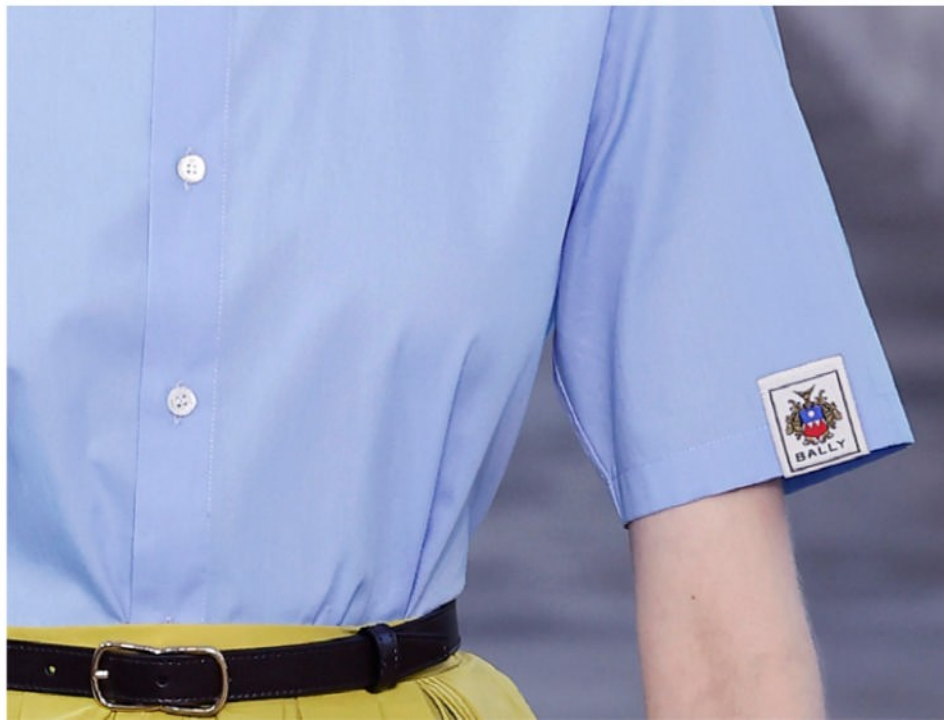
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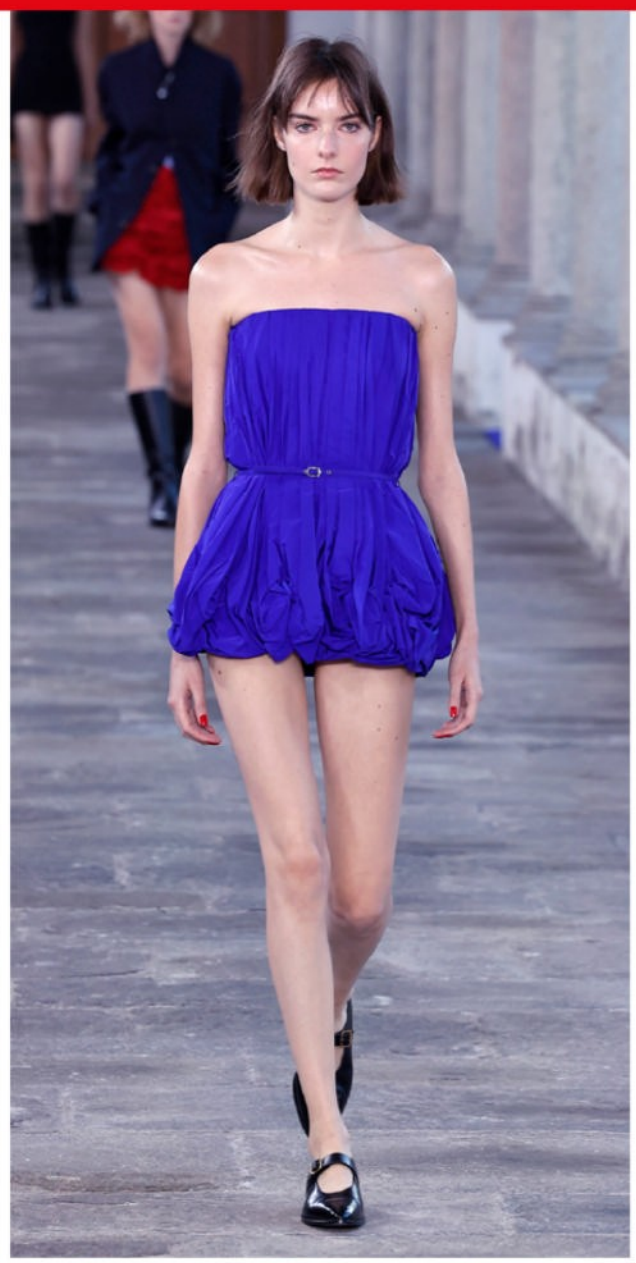







BLUMARINE

























































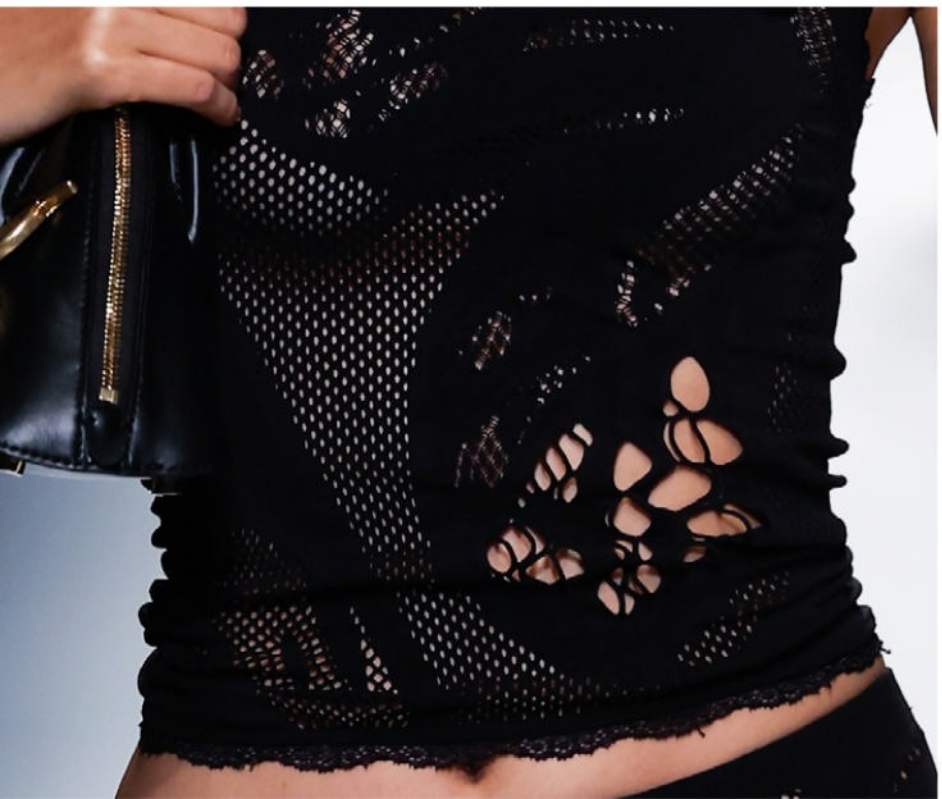

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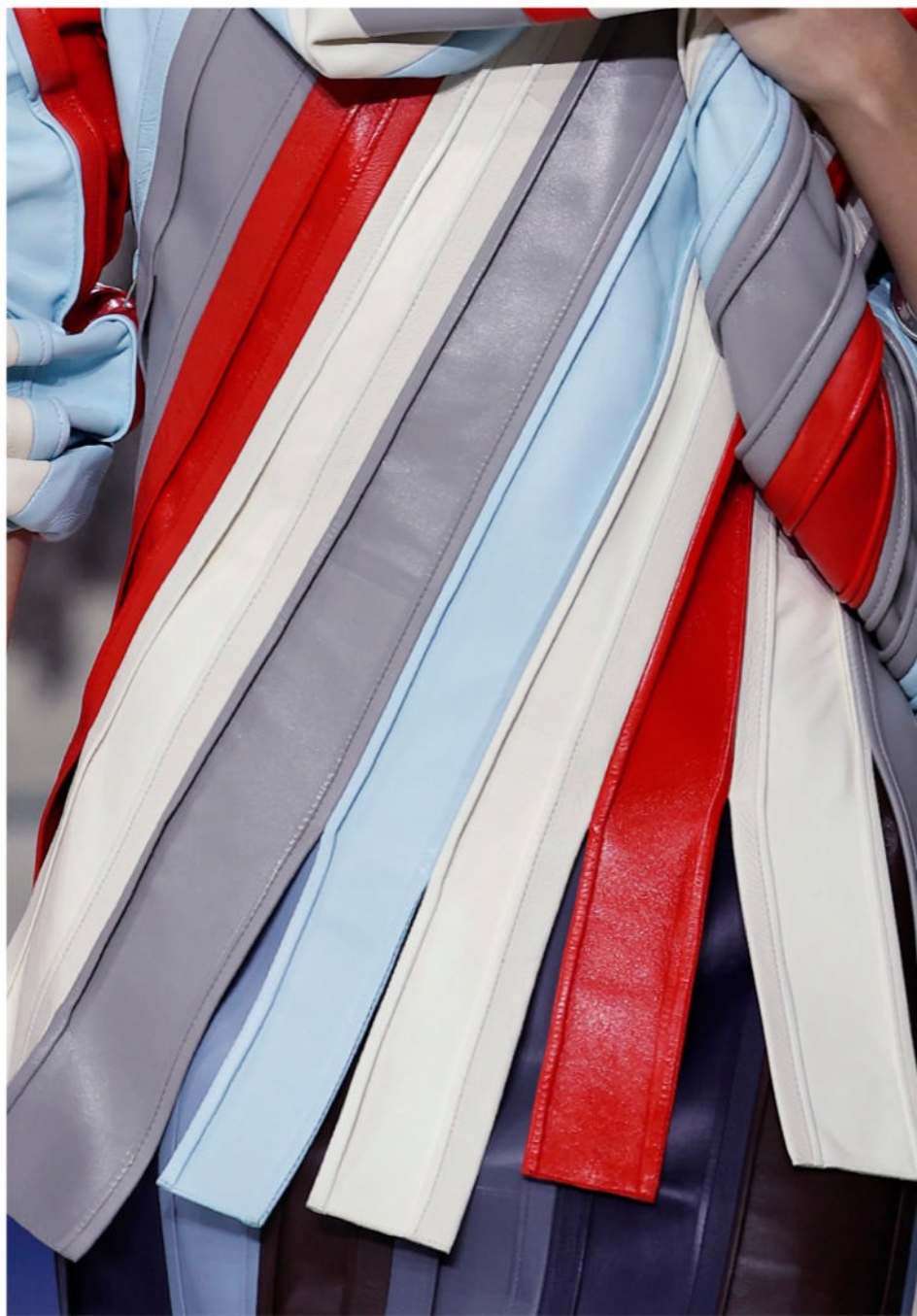



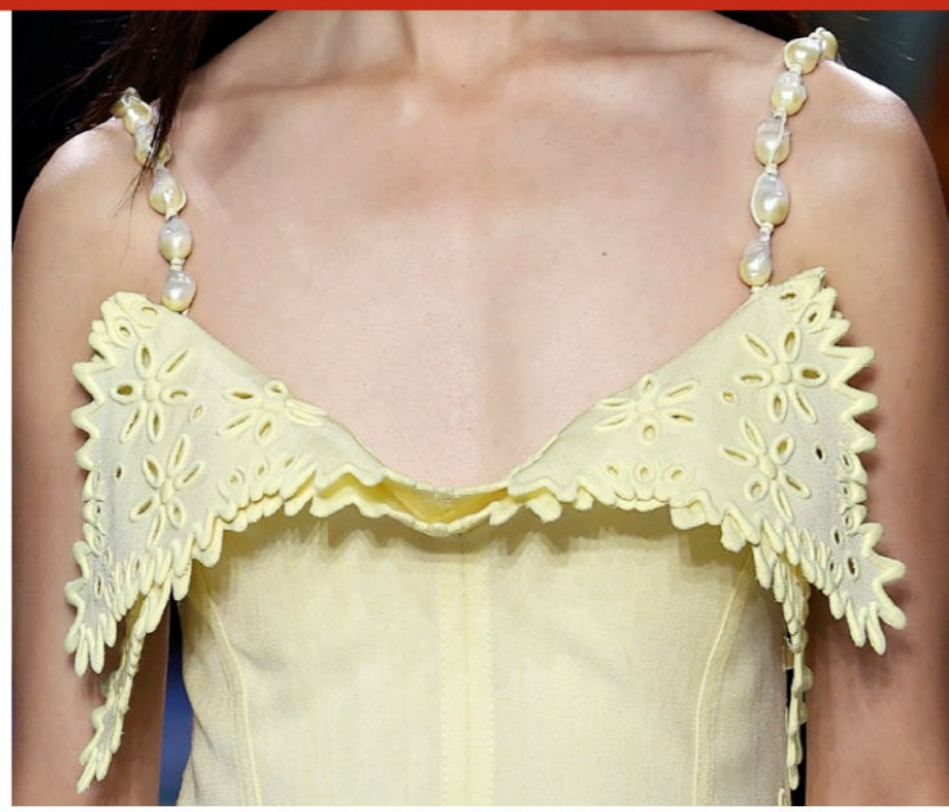















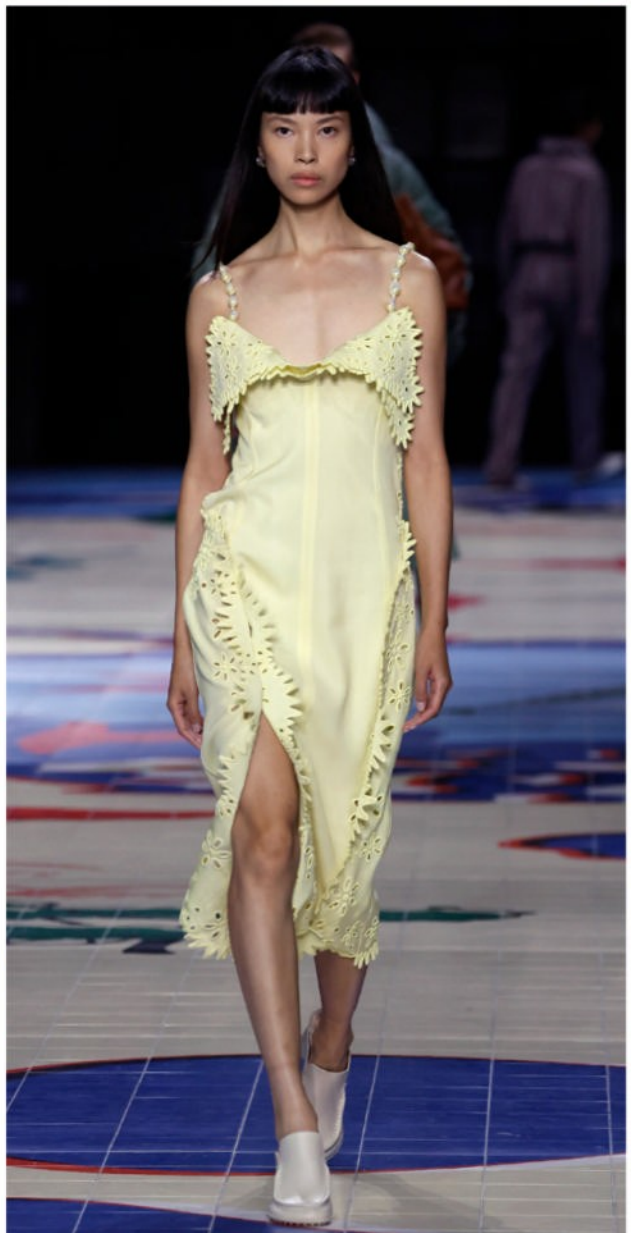













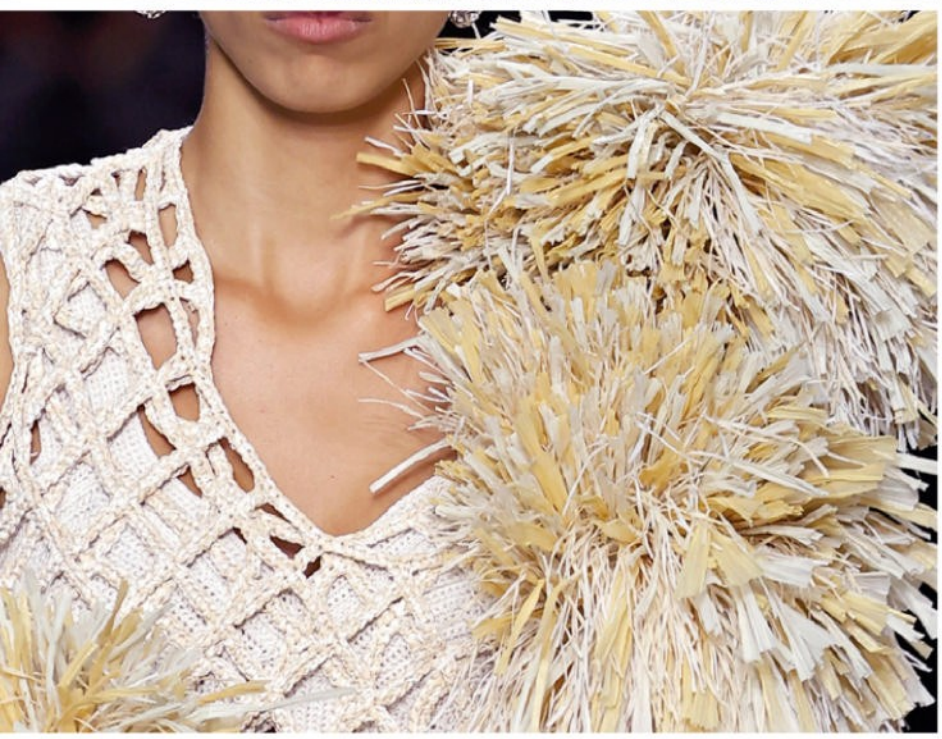







CAROLINA HERRERA





































COACH





























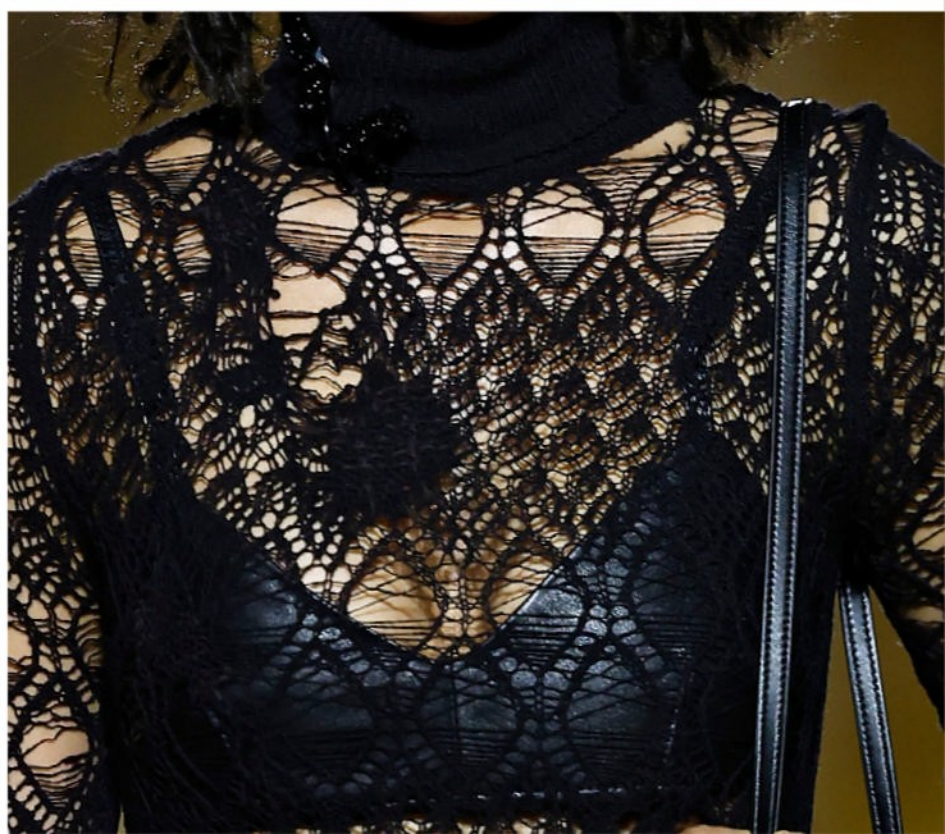











COLLINA STRADA









































DEL CORE









































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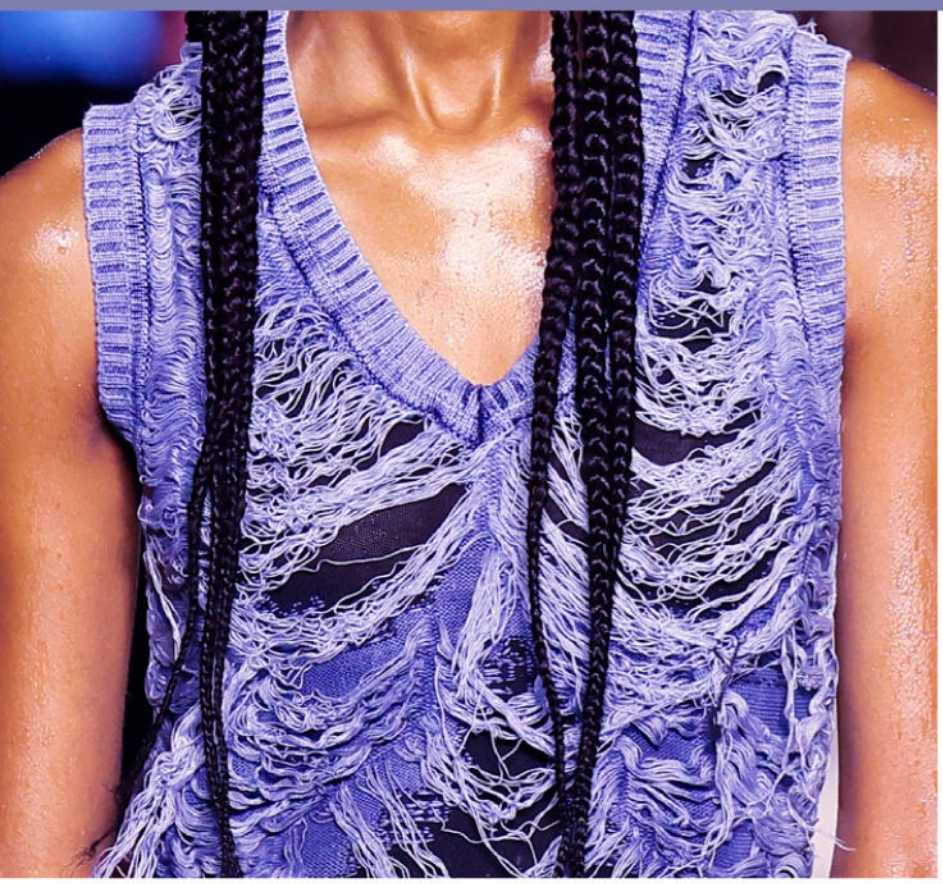





























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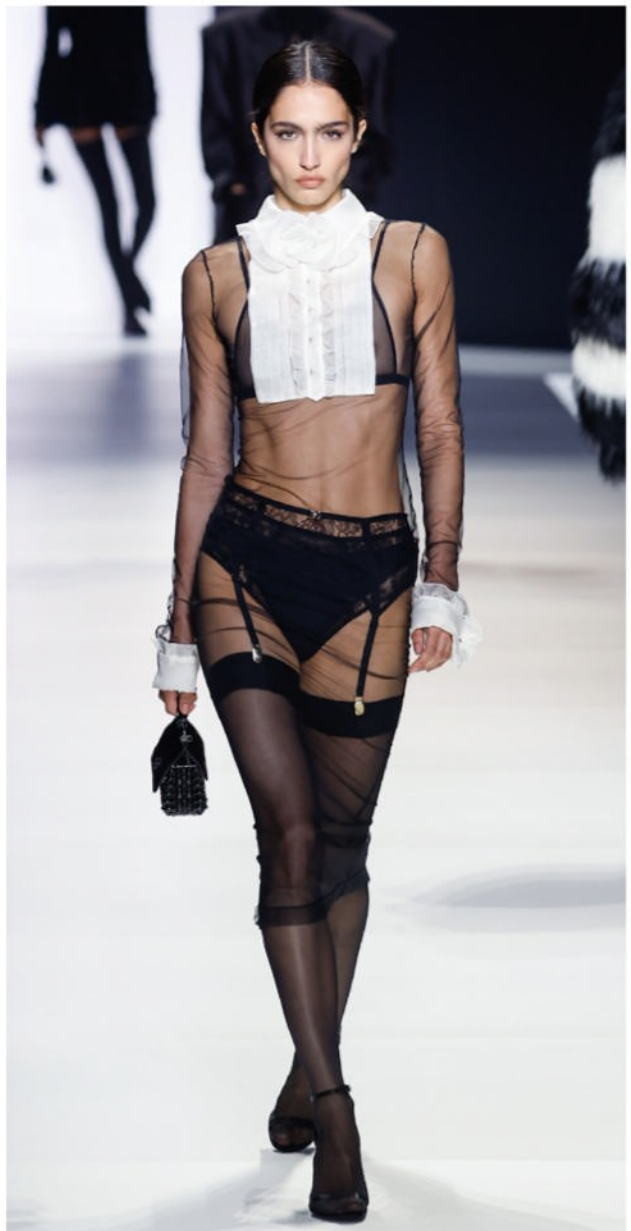







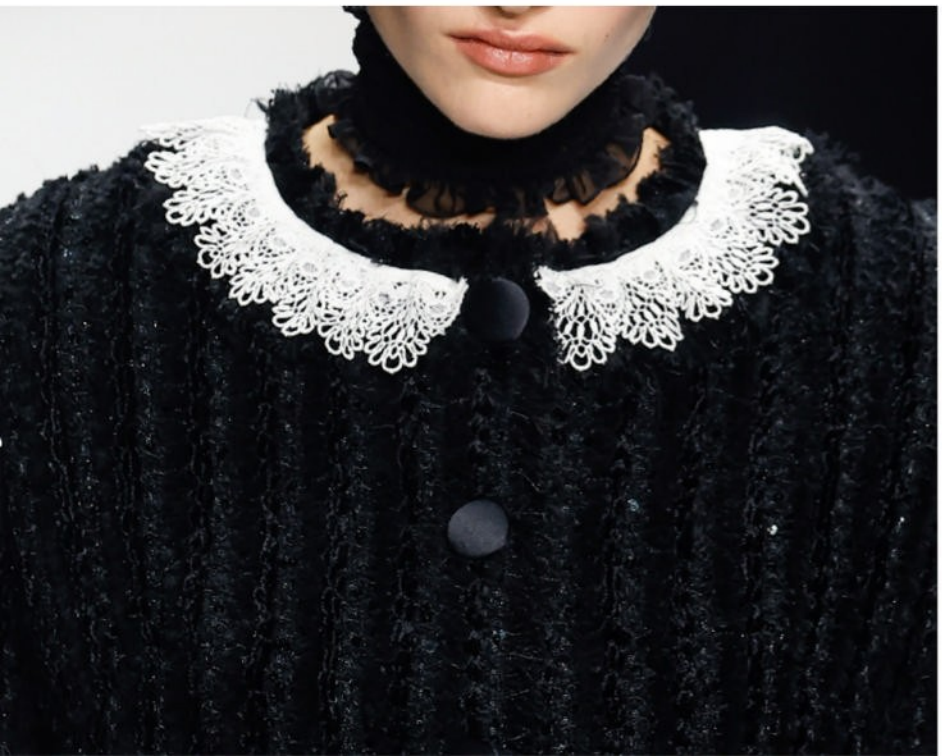

































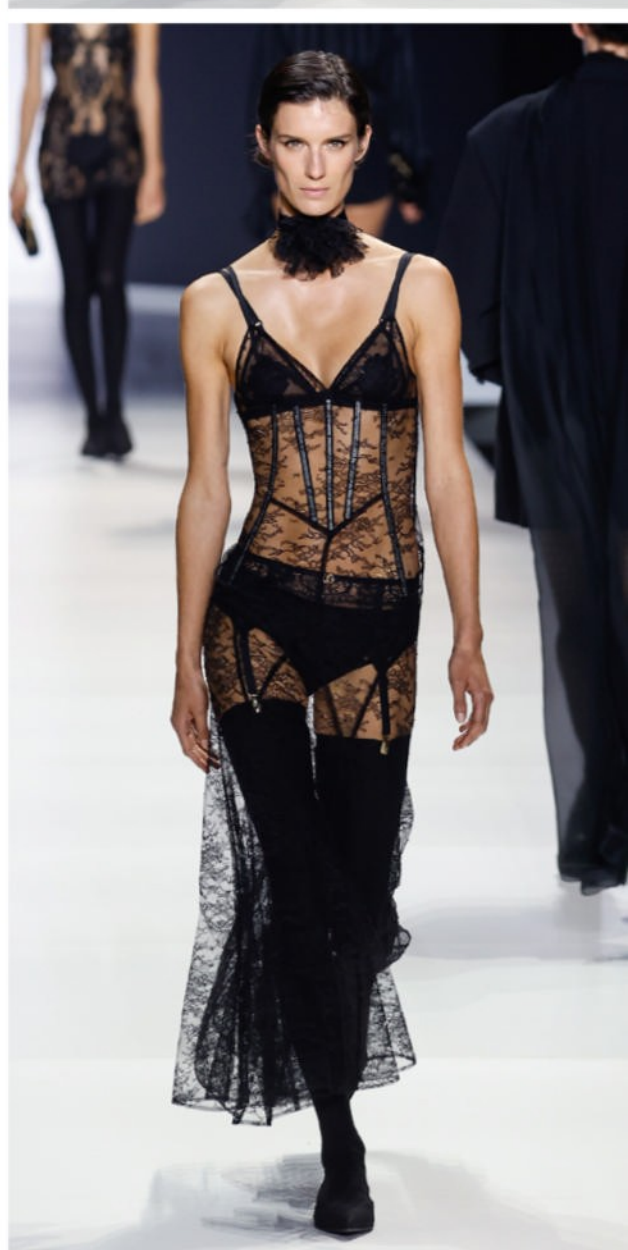

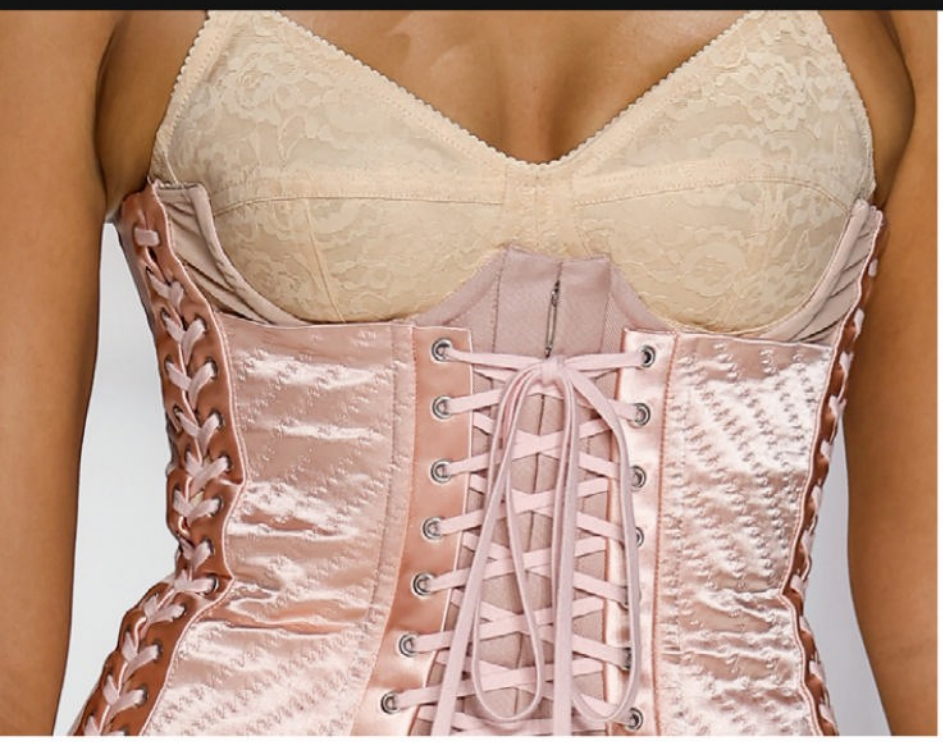

















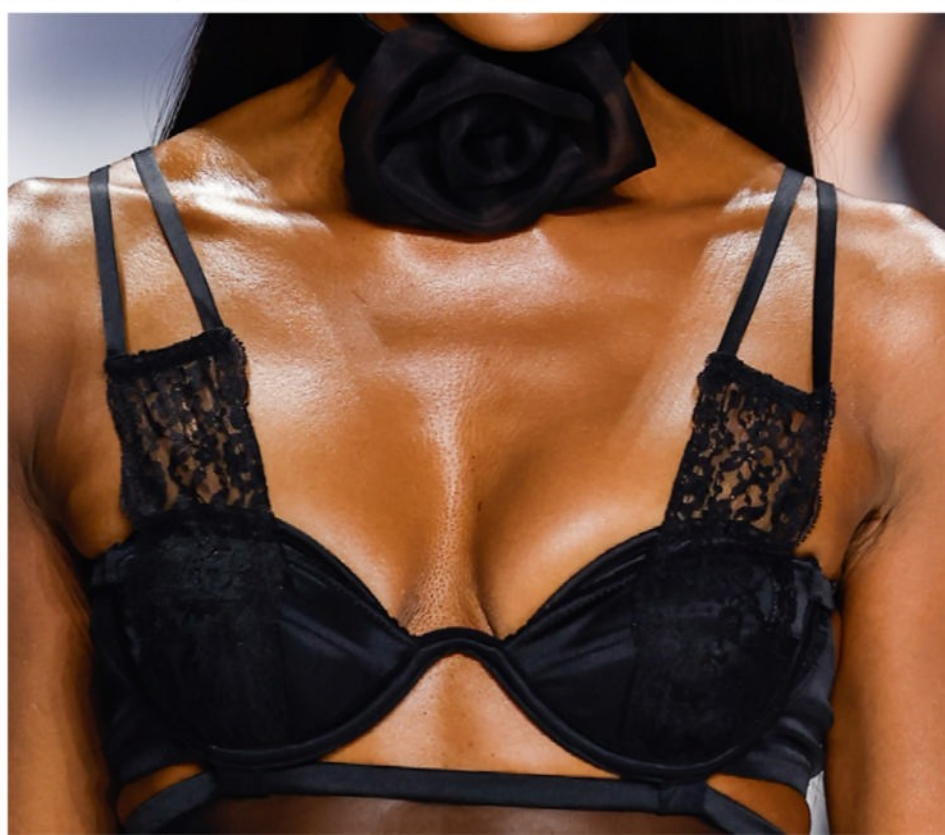











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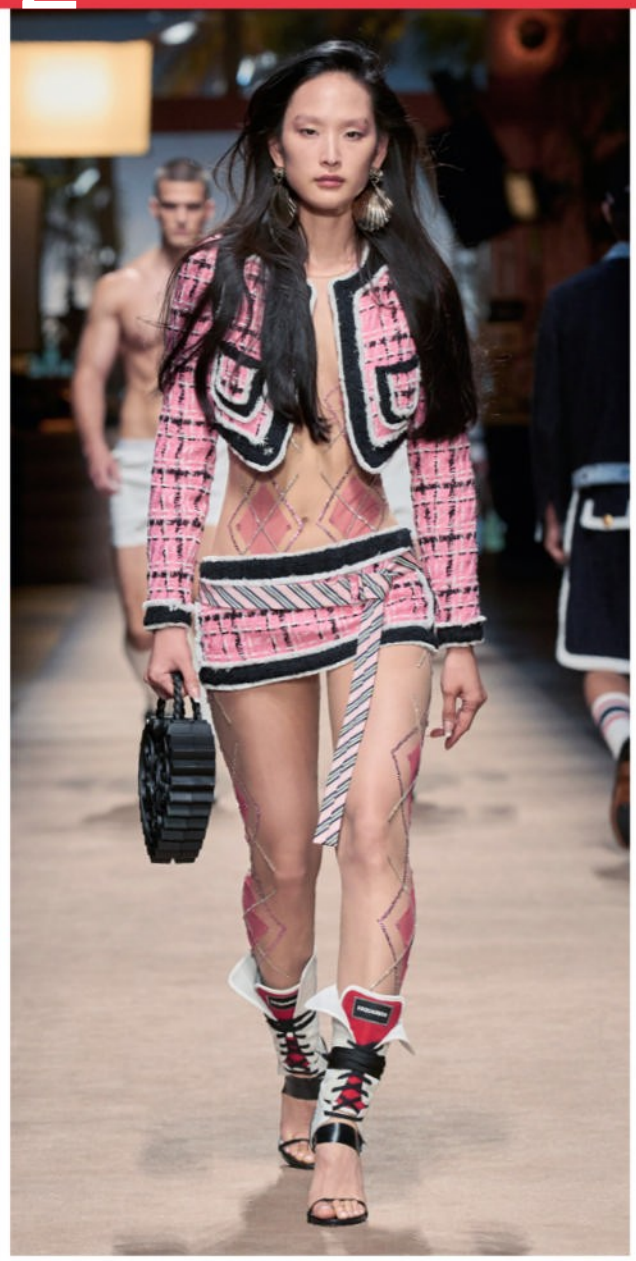



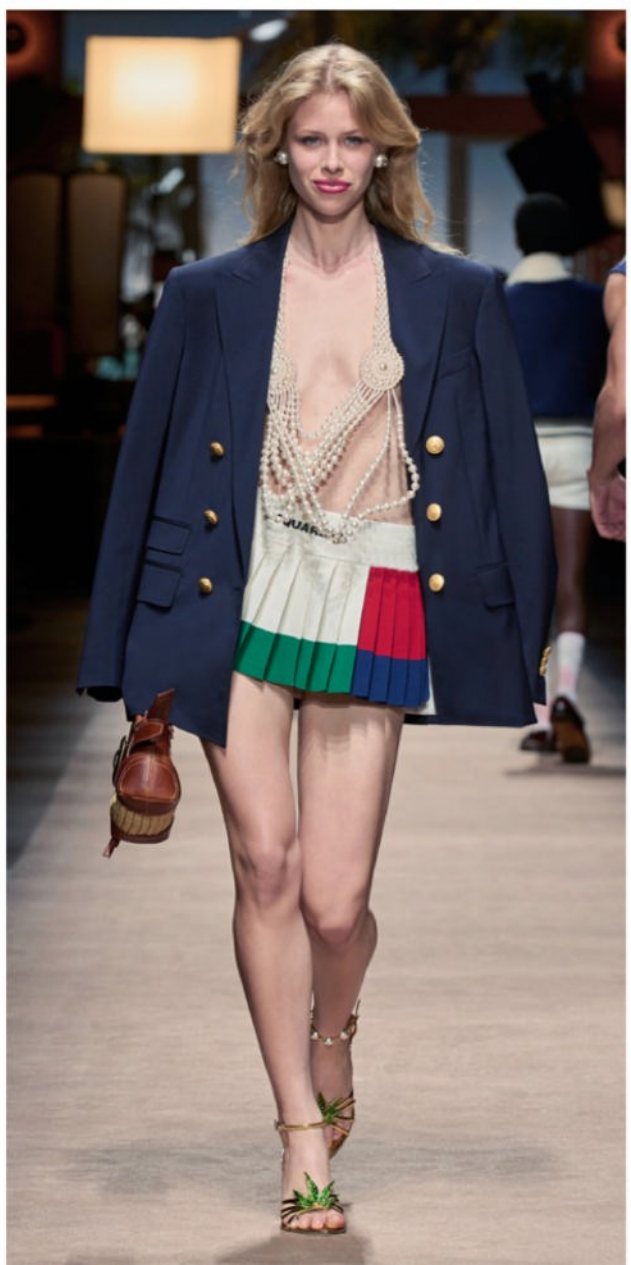




DSQUARED2








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ELISABETTA FRANCHI











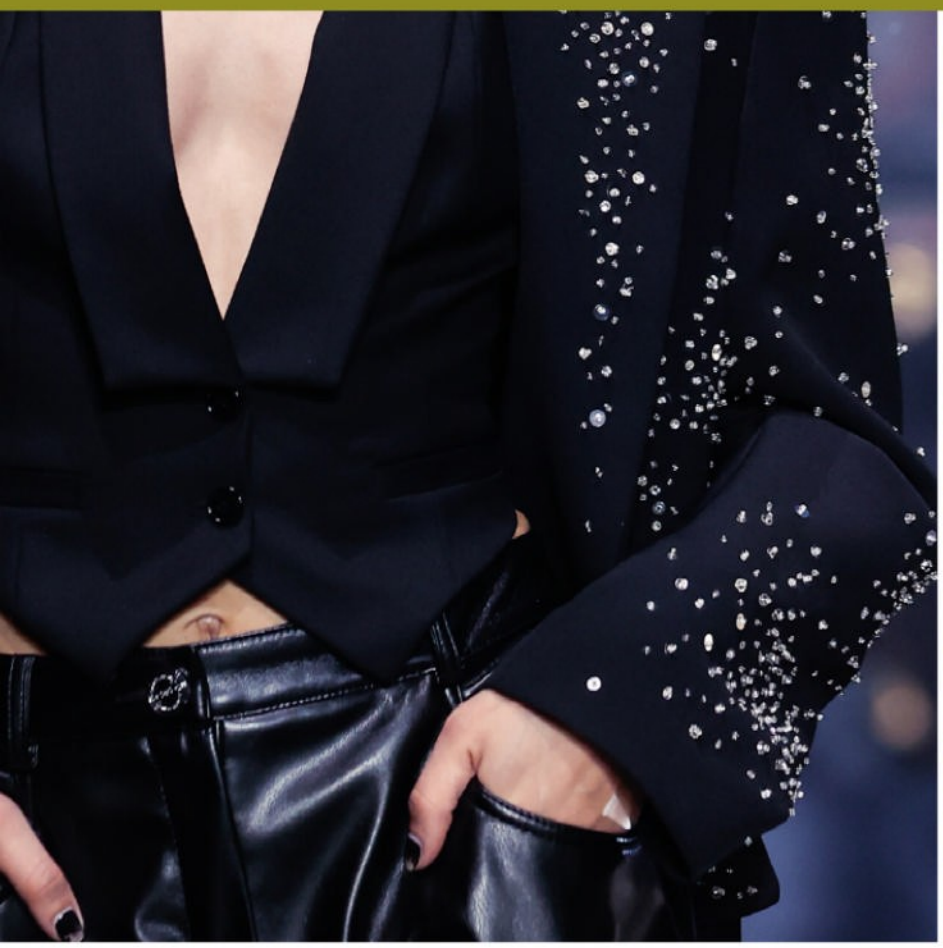










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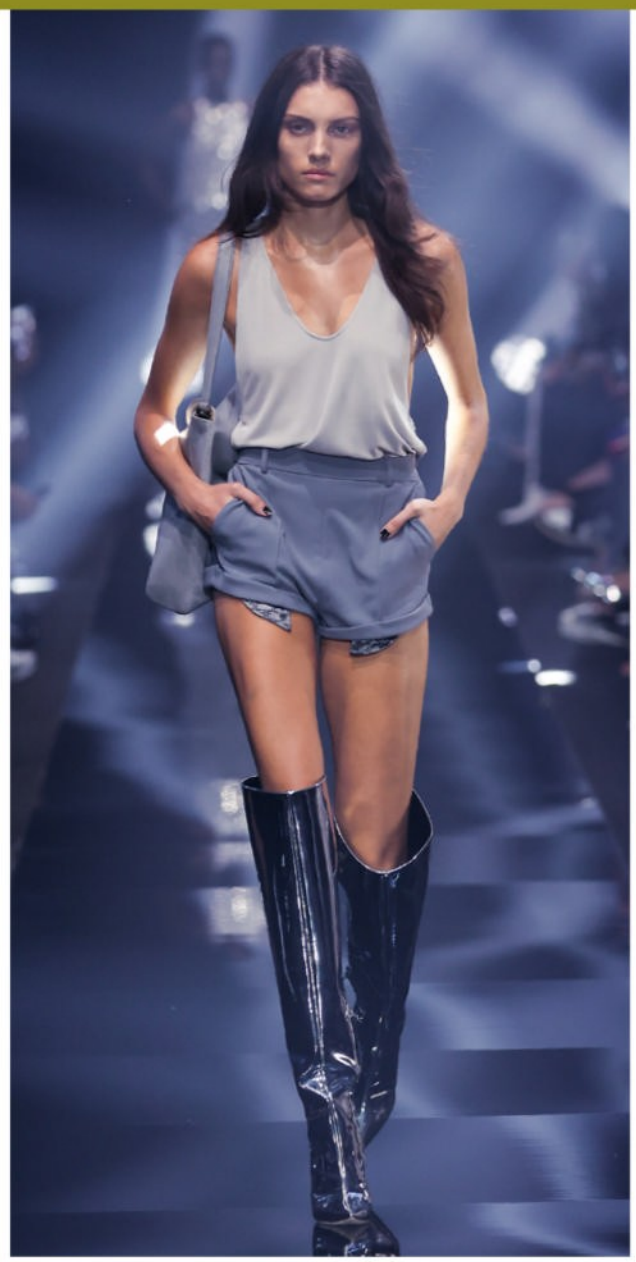




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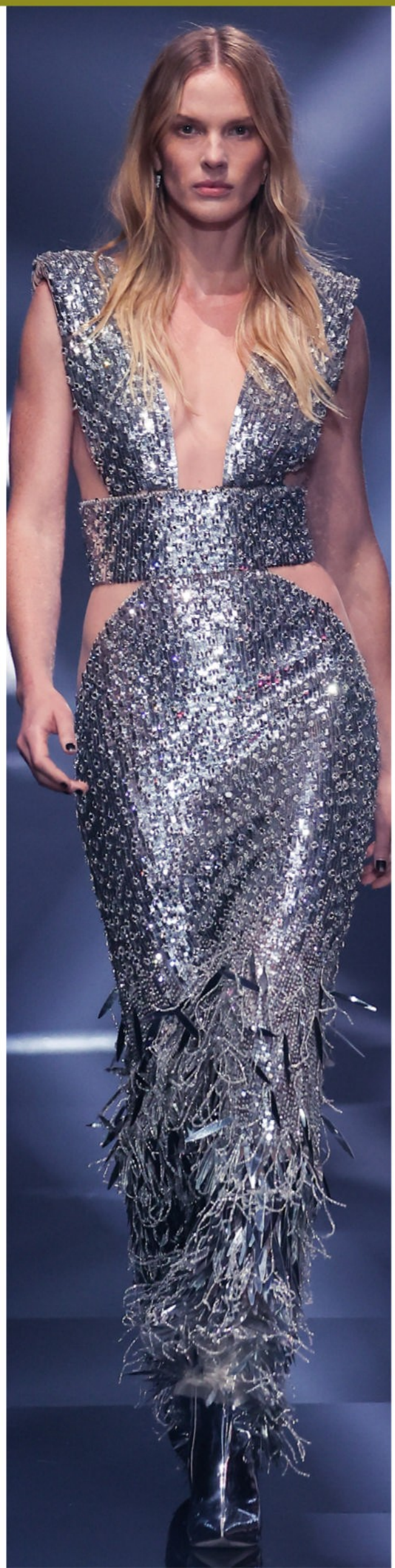

















EMPORIO ARMANI



















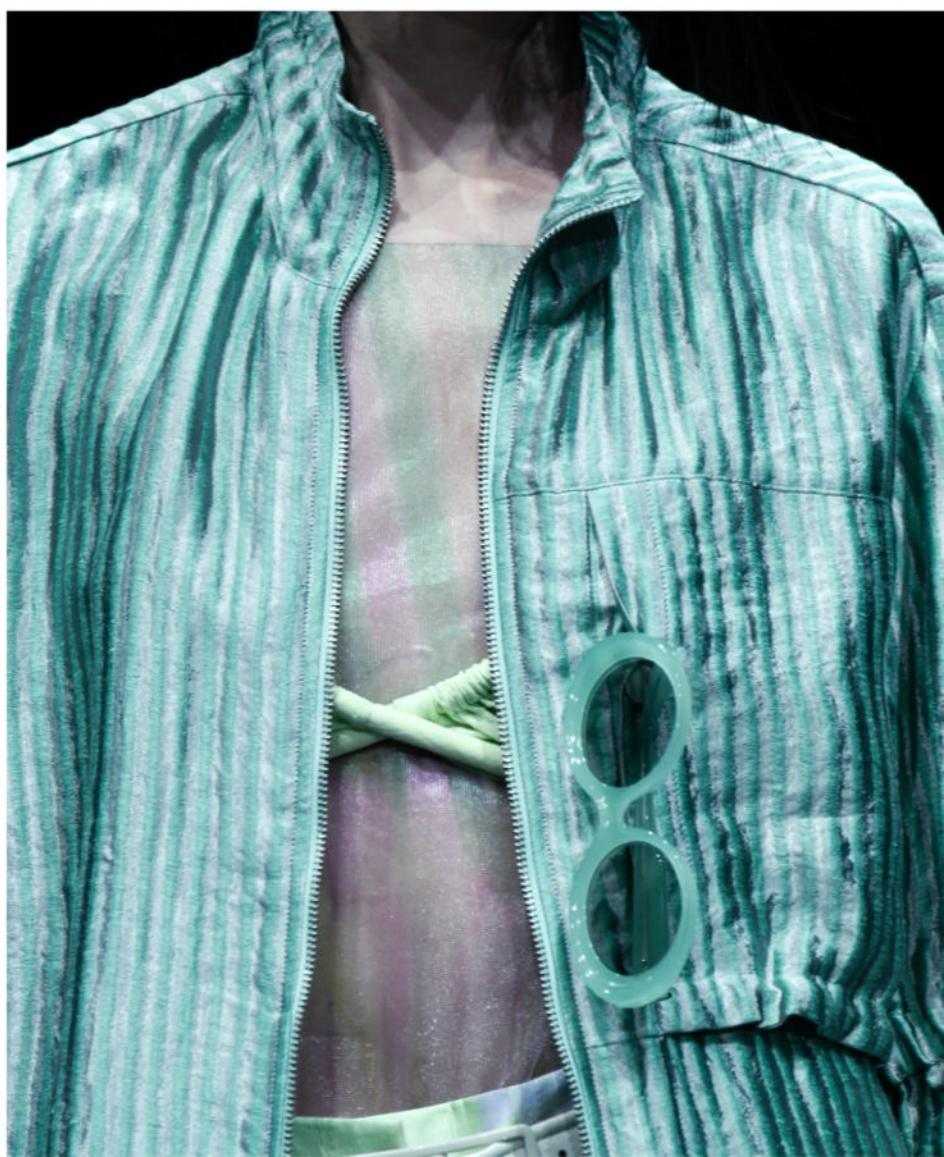

































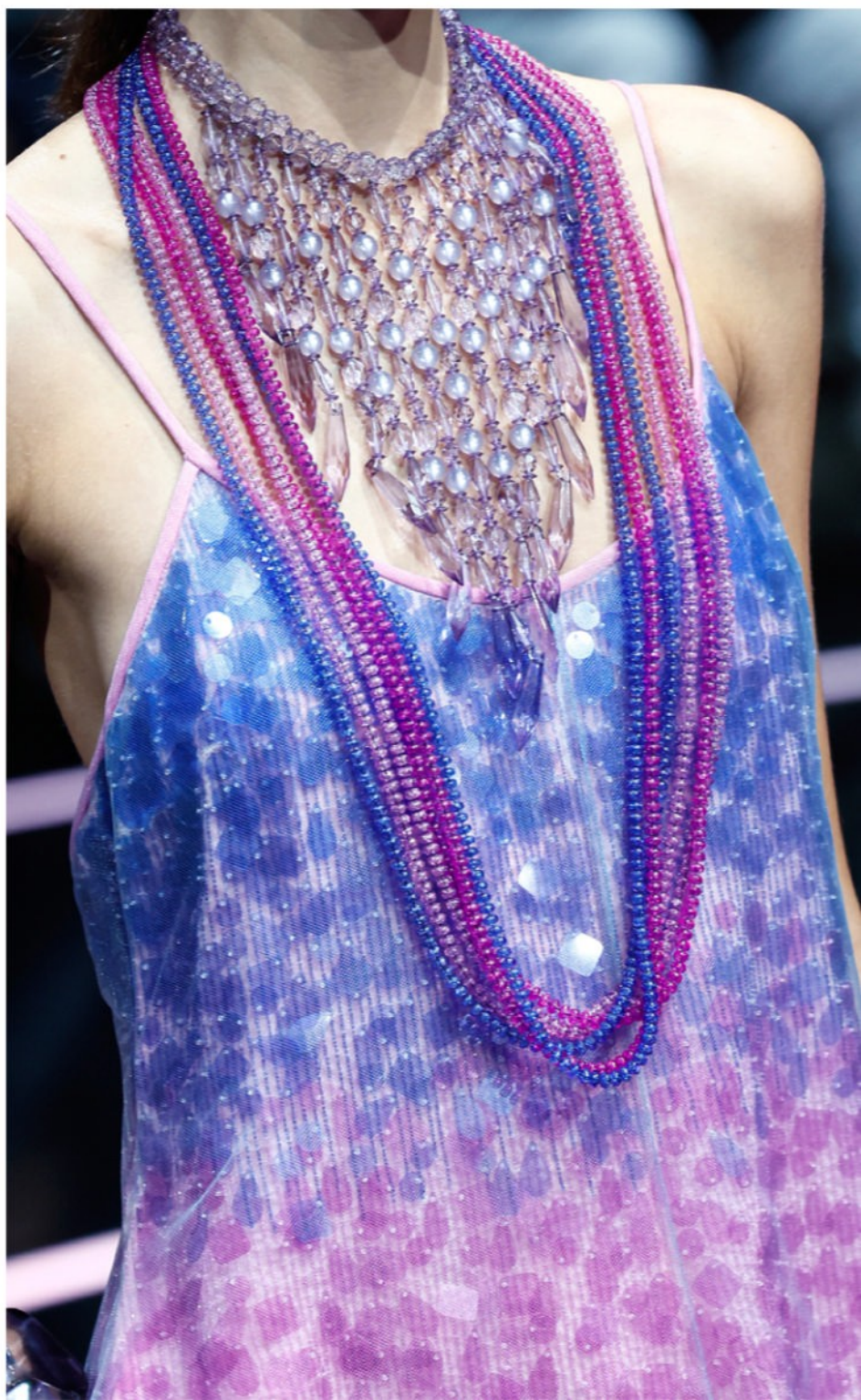



ERMANNO SCERVINO





























































ETRO











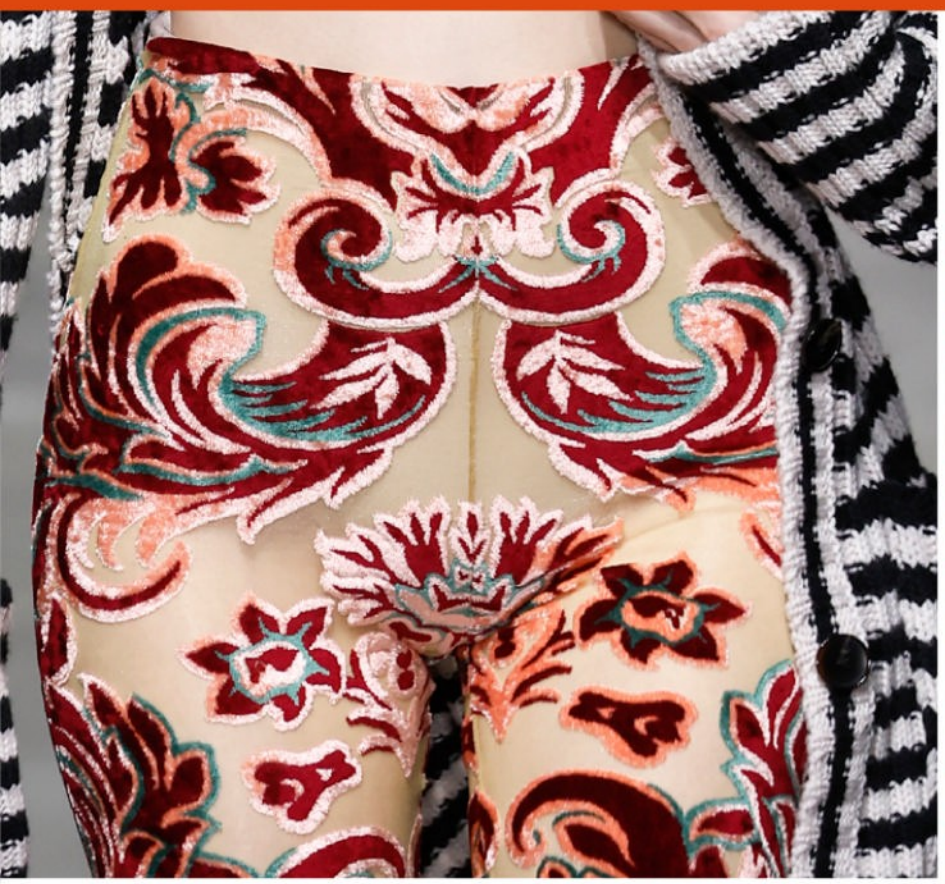







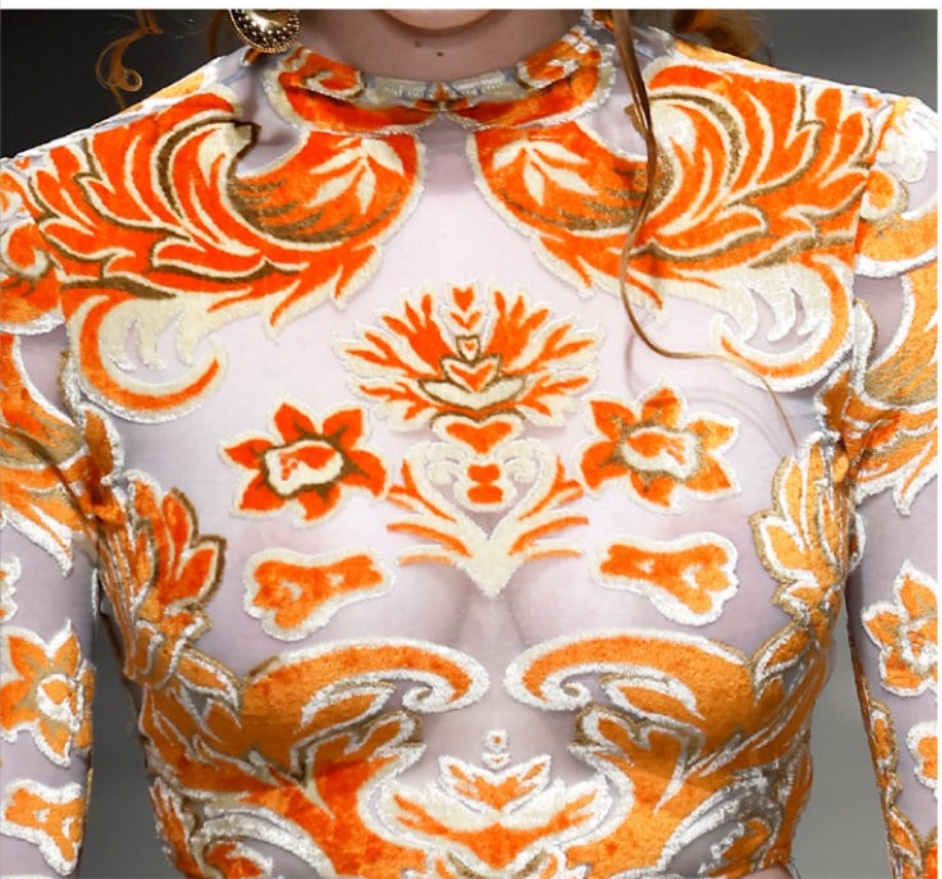































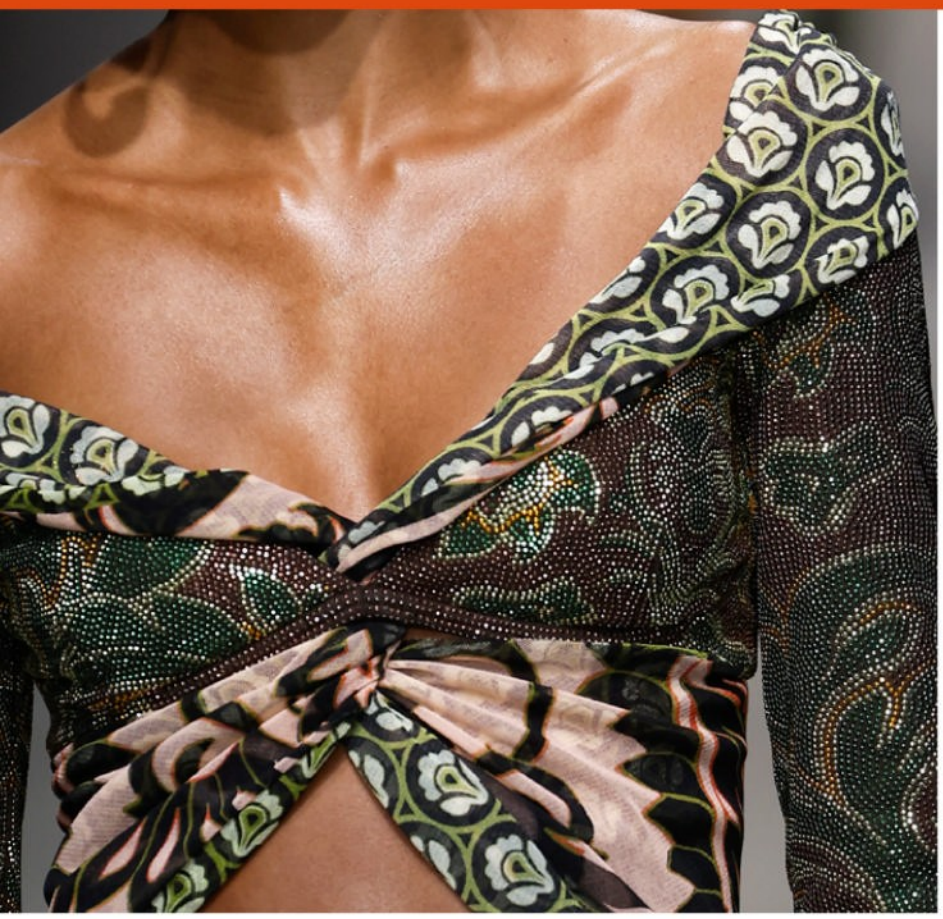

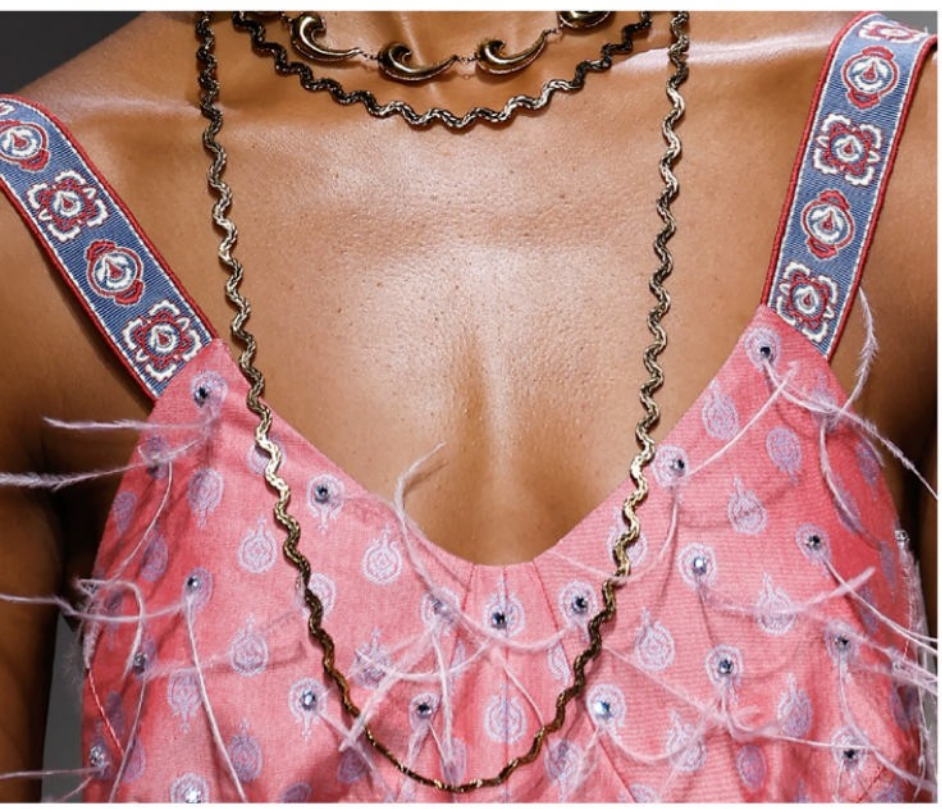







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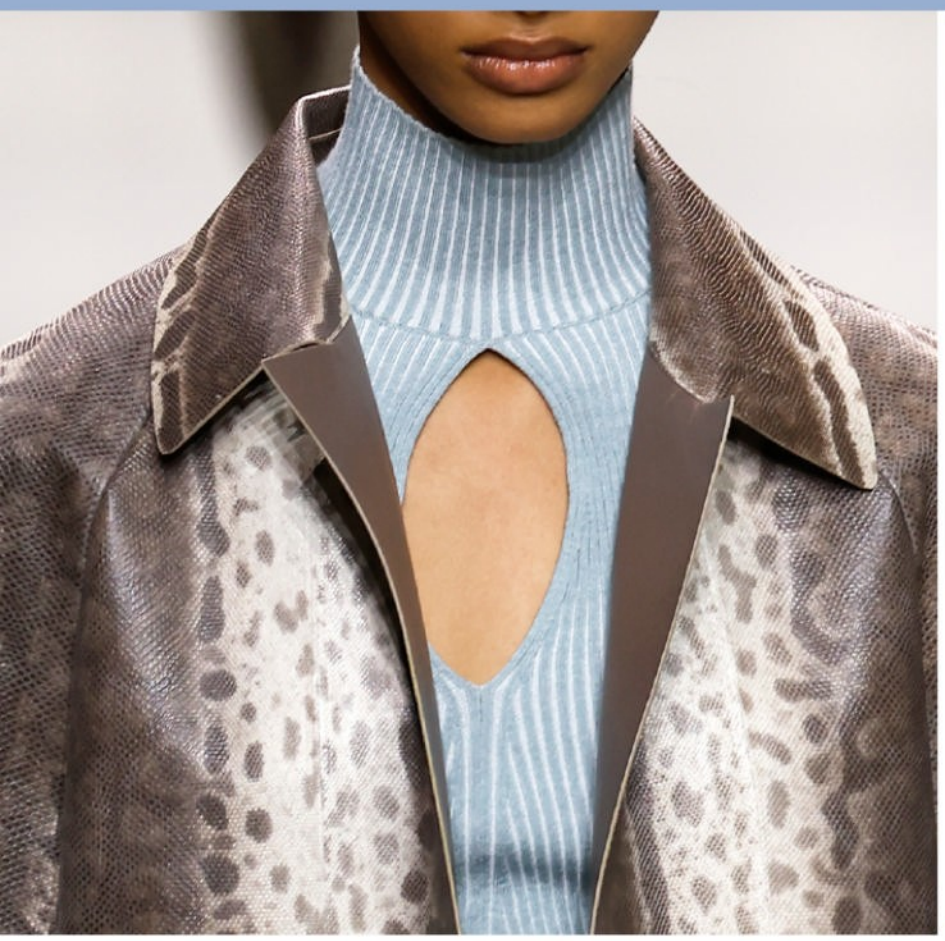


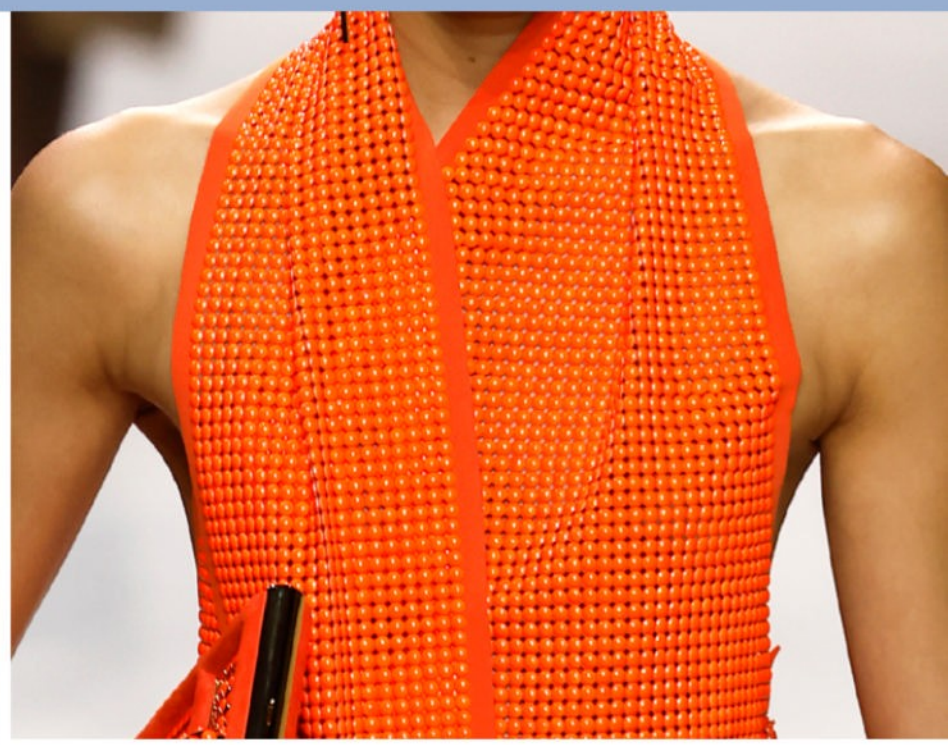






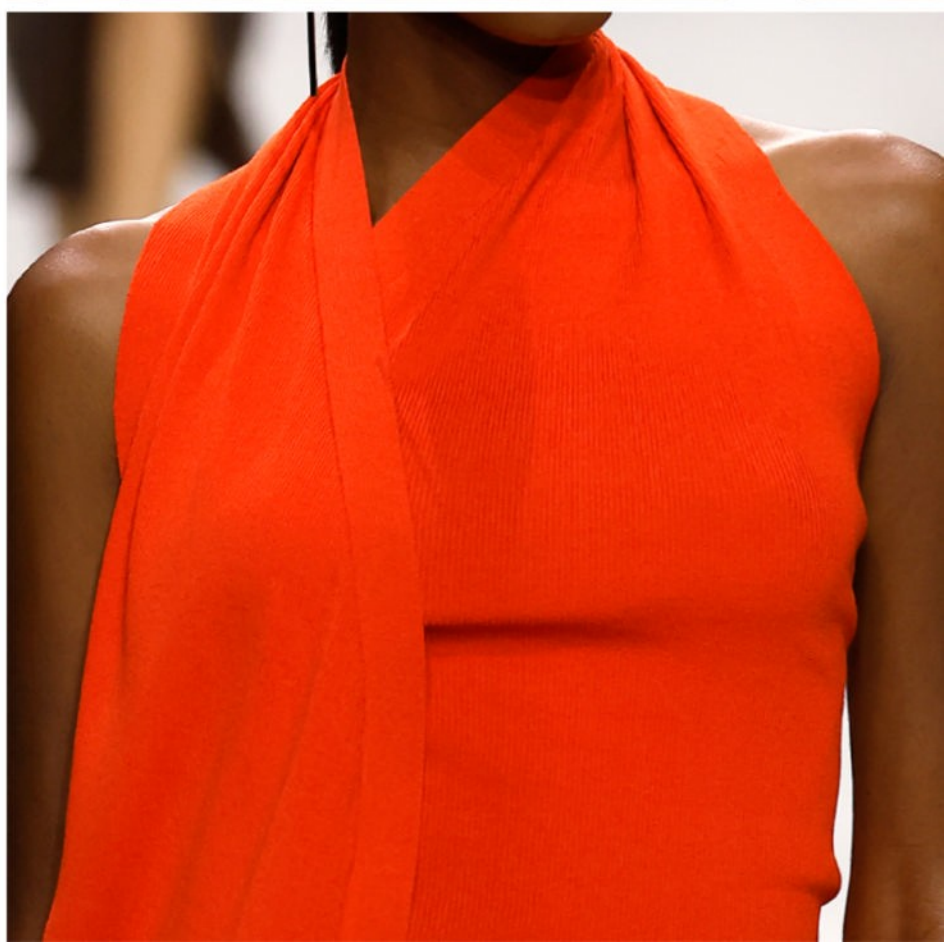






























































FERRAGAMO















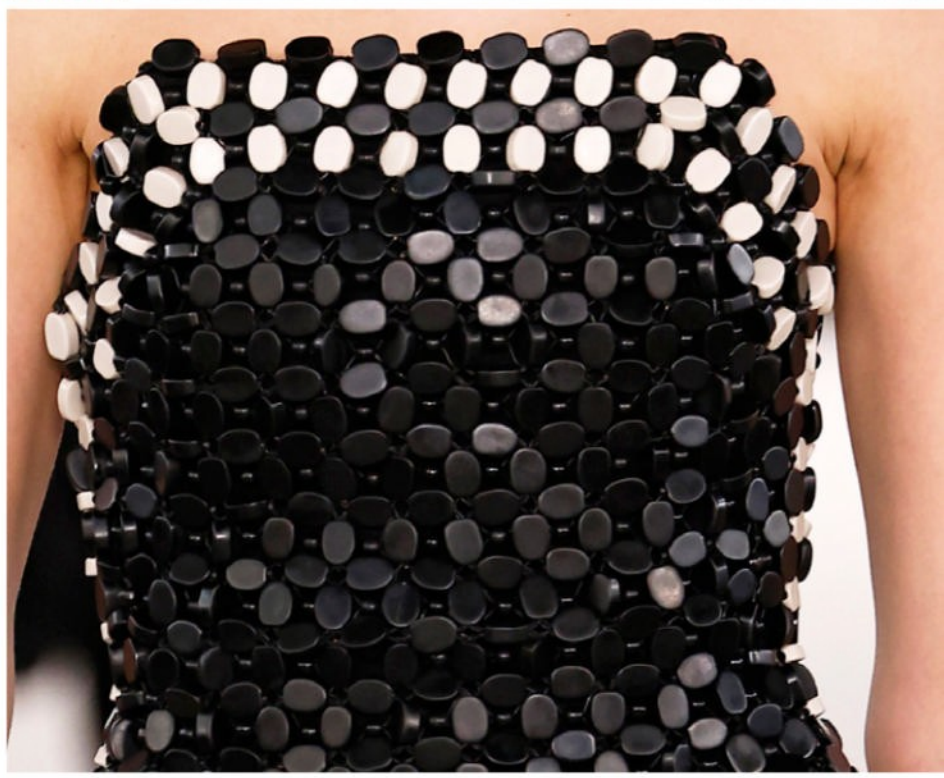






































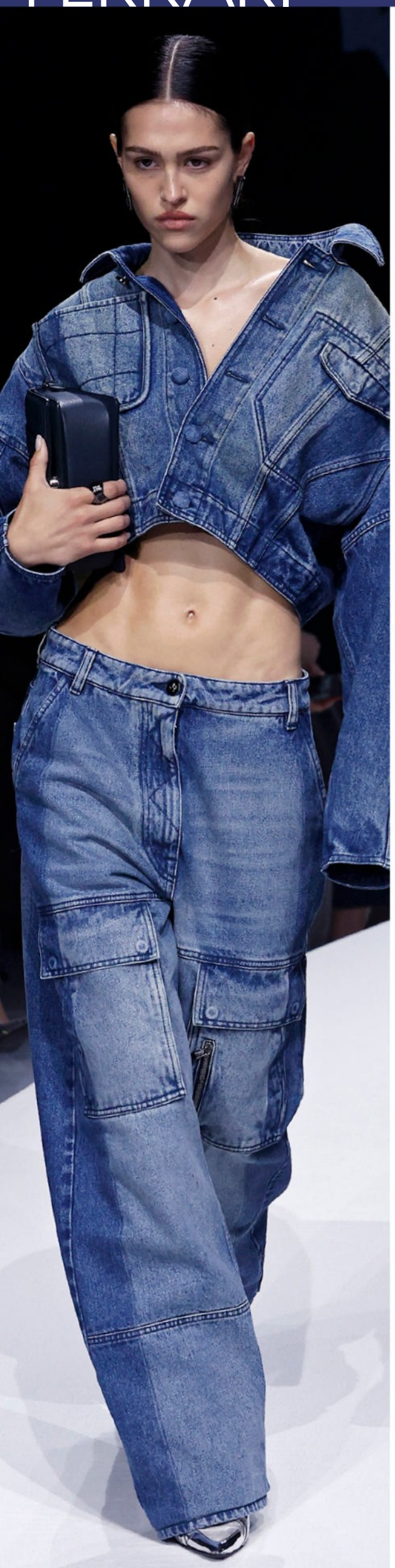








FERRARI







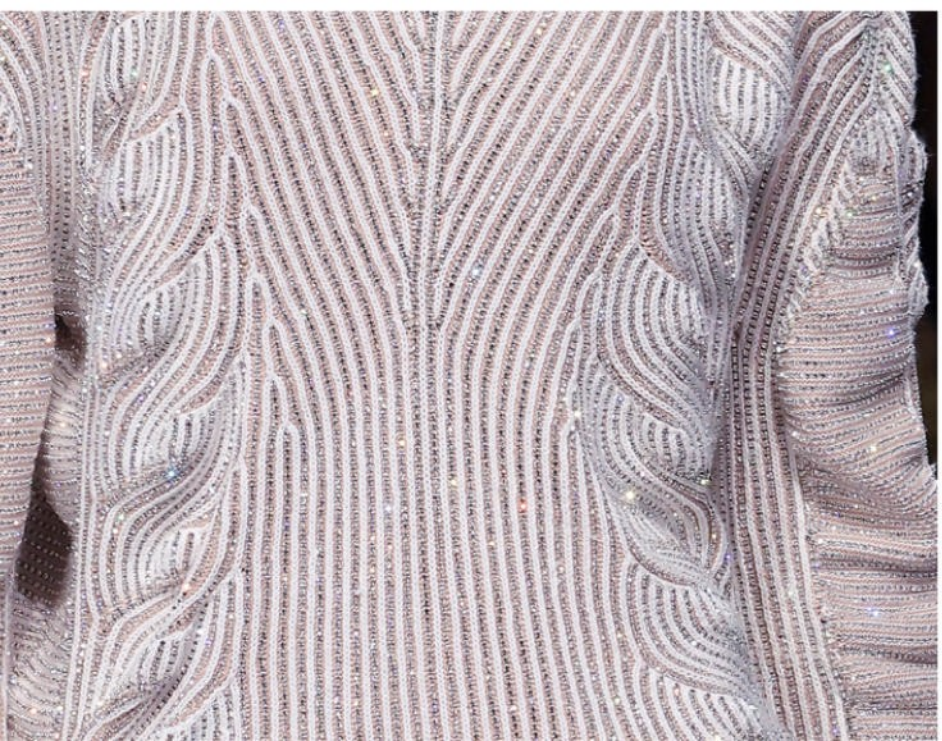










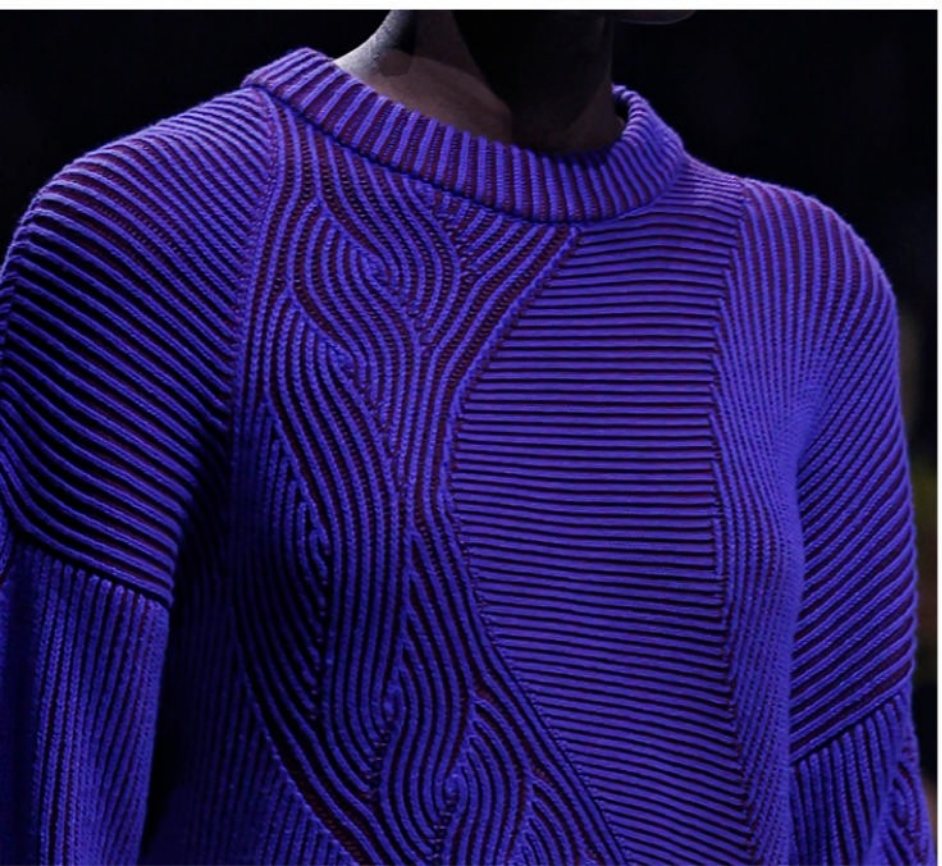
























GENNY













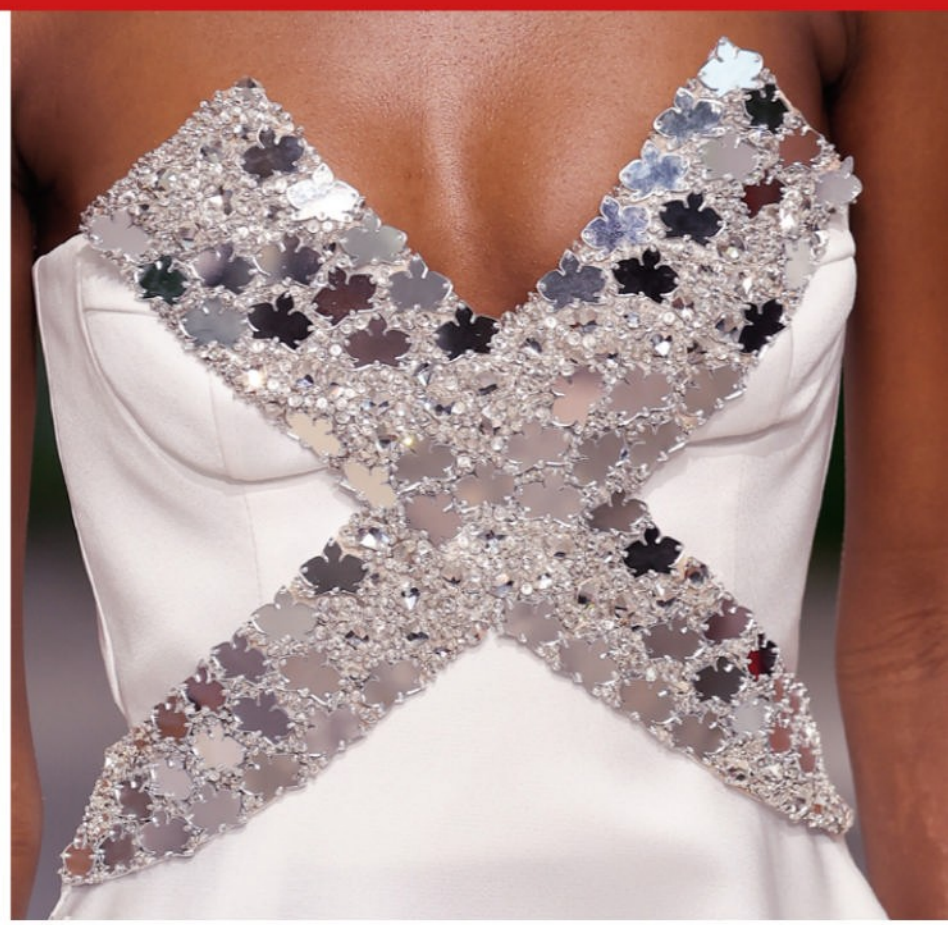
























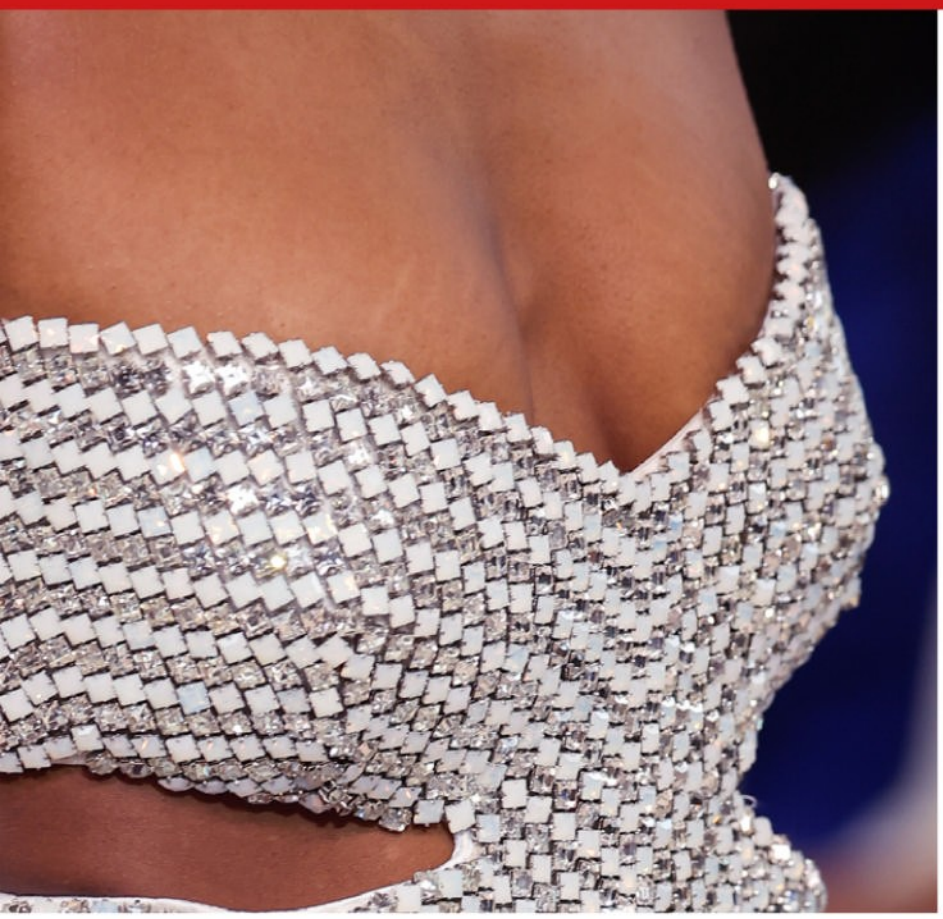




















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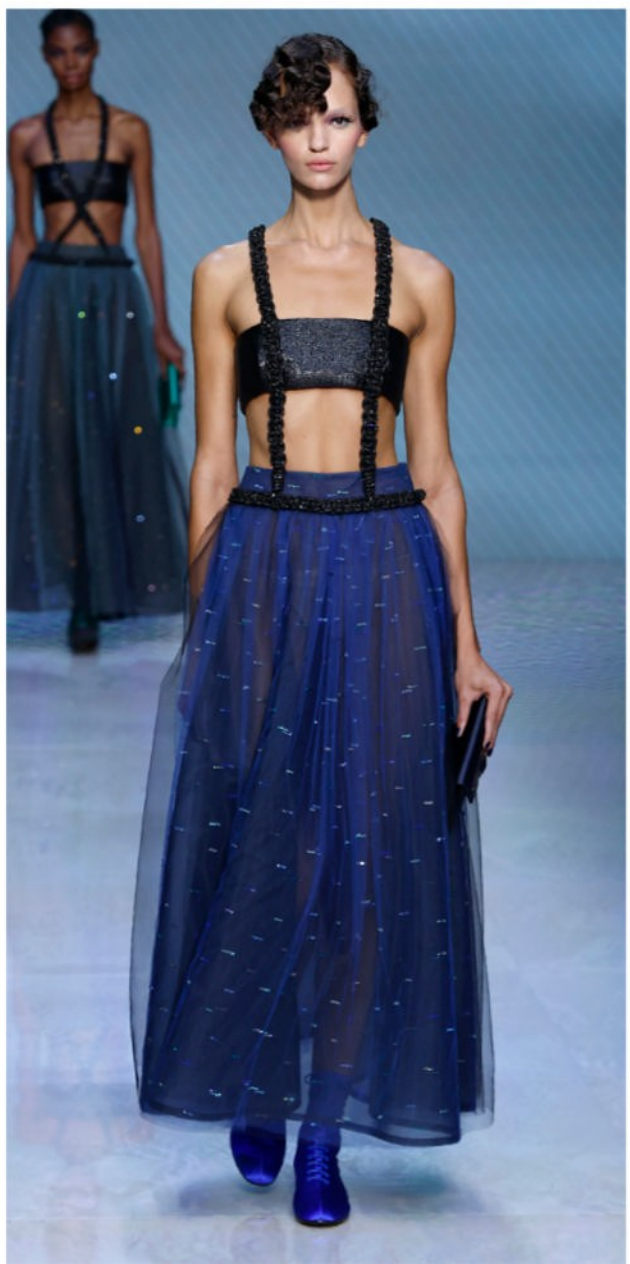




































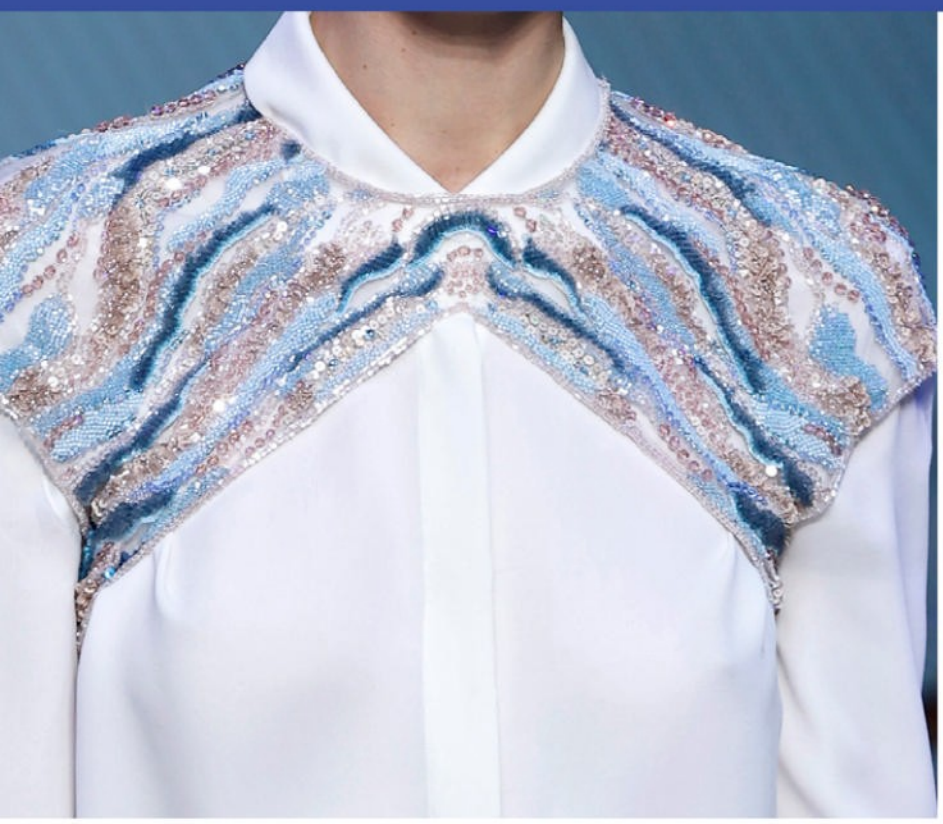








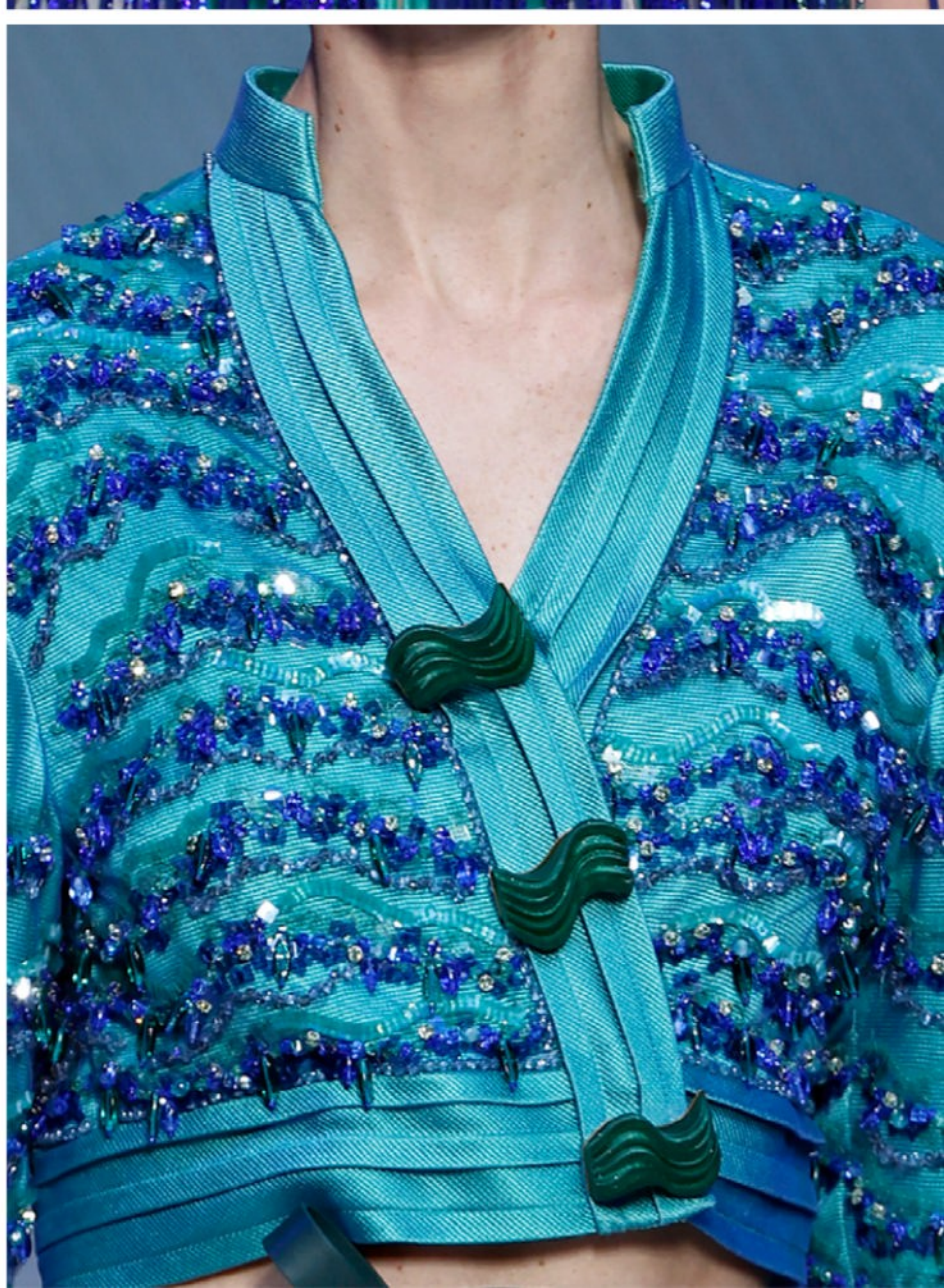
































GUCCI

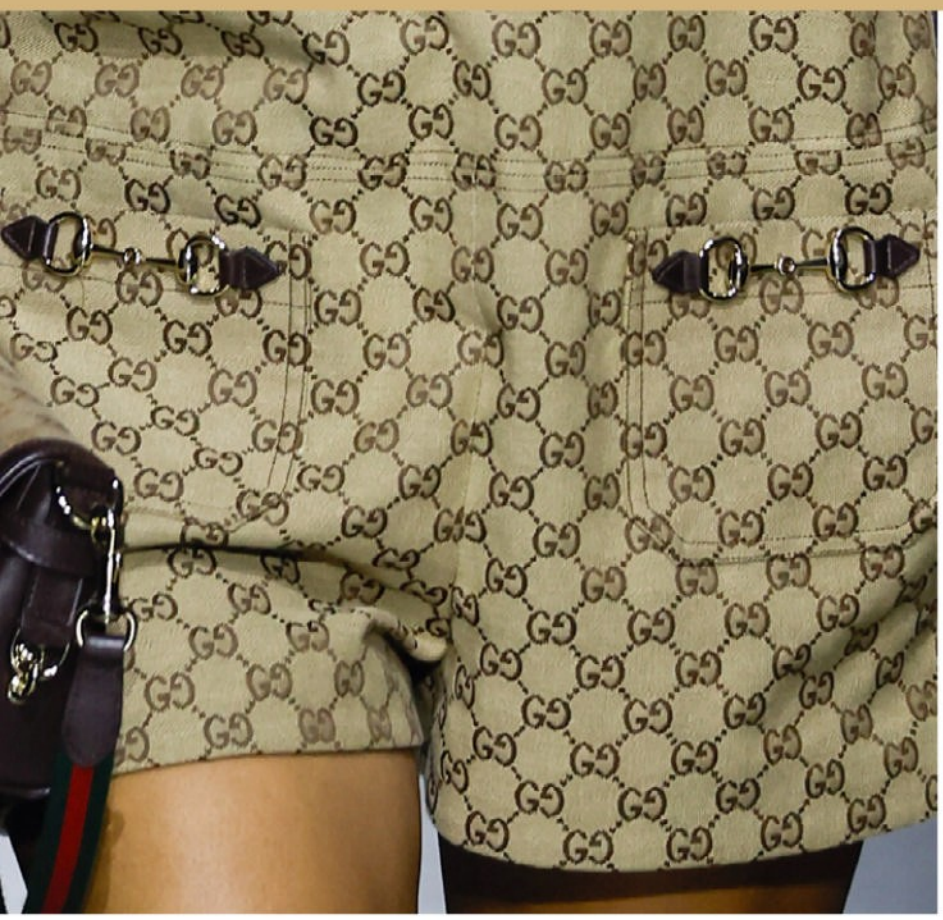




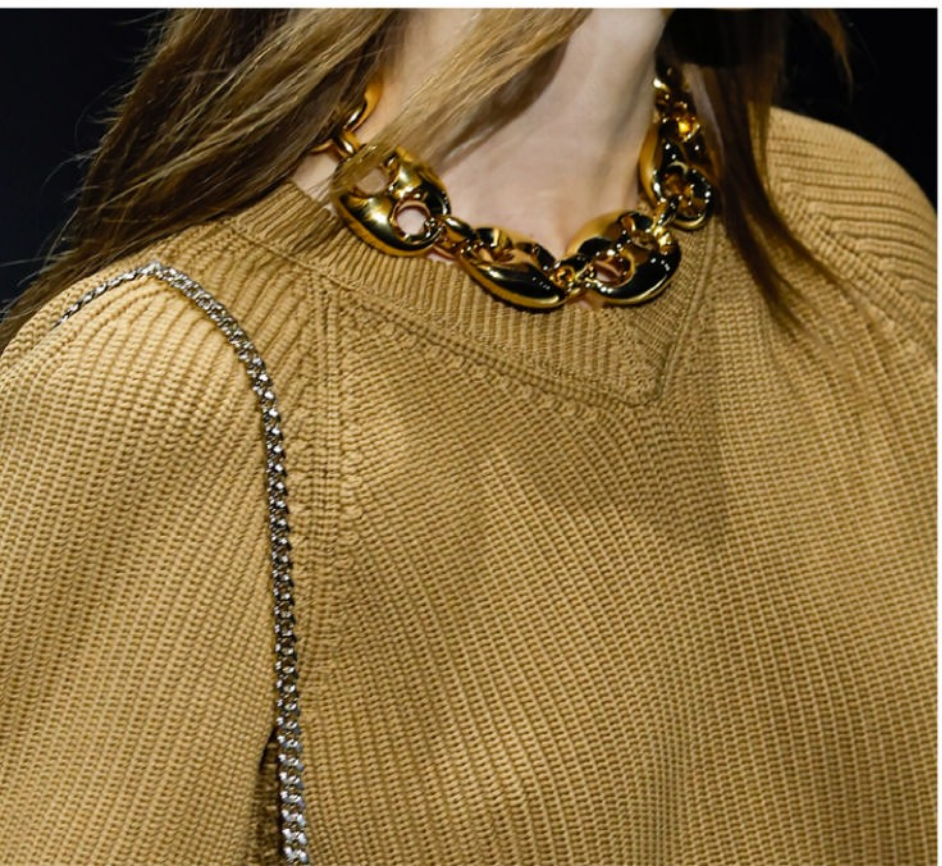












































































HELMUT LANG












CON NHỚ MẸ
NHIỀU LẮM
CON XIN LỖI
CON LÀM MẸ BUỒN








Ocean Vuong, On Earth We're












TOUCH ME
SO I KNOW
I AM STILL HERE
BREAK ME
SO I KNOW
I HAVE CHANGED




HELMUT LANG





ICEBERG





































JASON WU COLLECTION

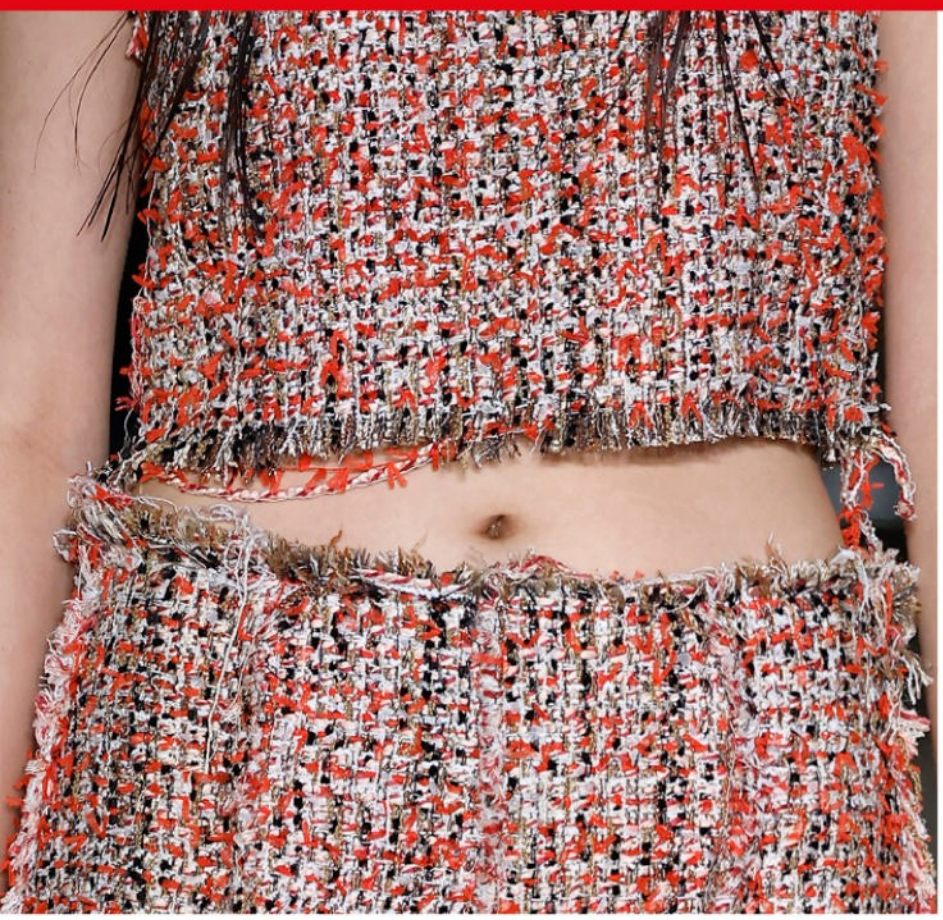




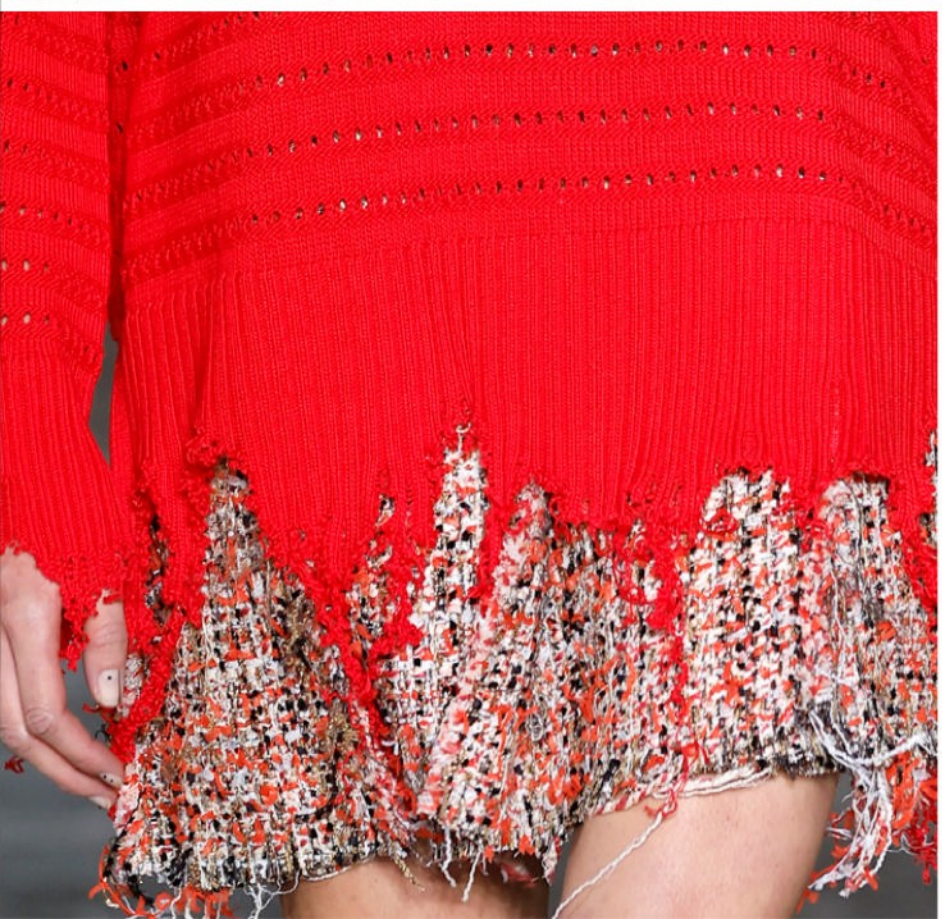








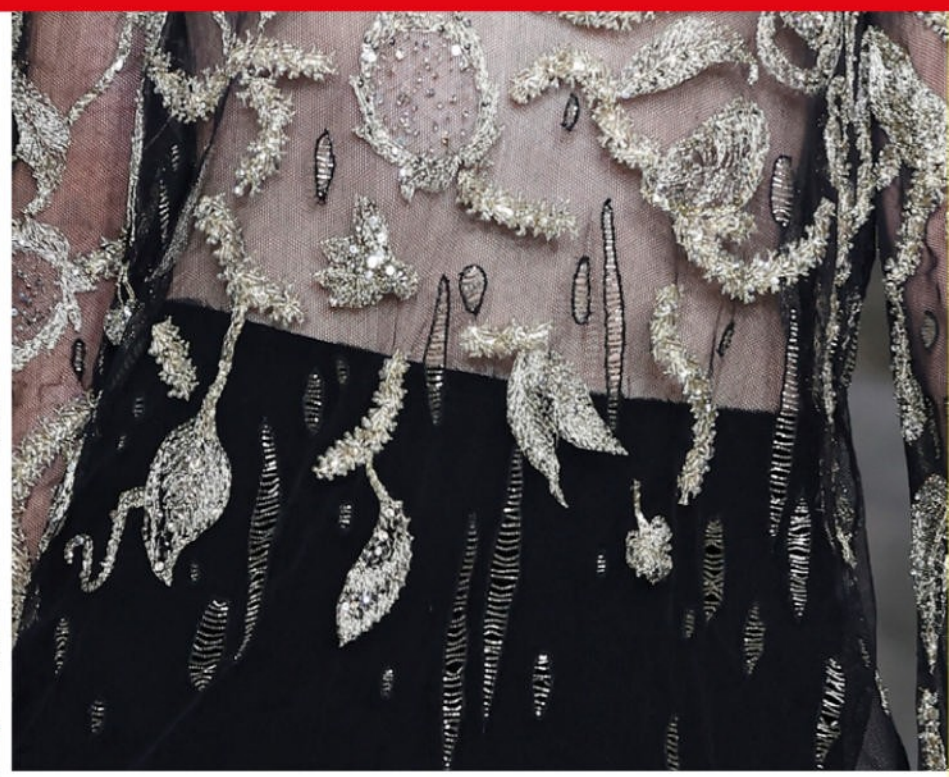




























JIL SANDER

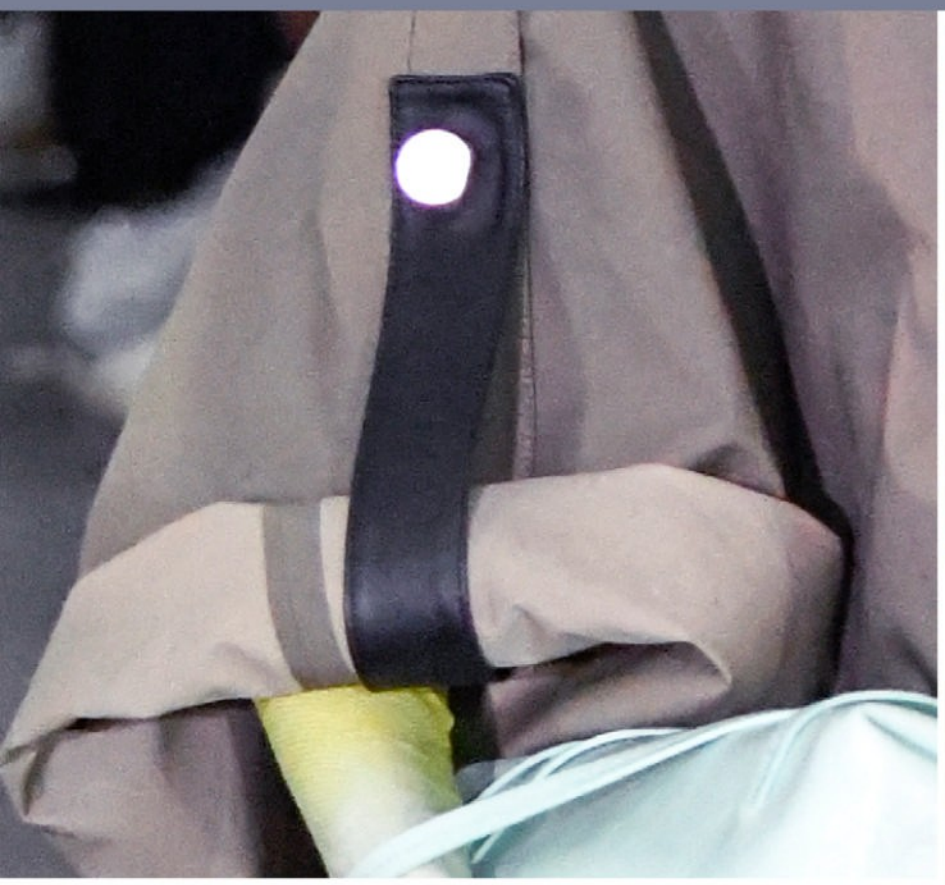
























































MAX MARA









































MICHAEL KORS COLLECTION

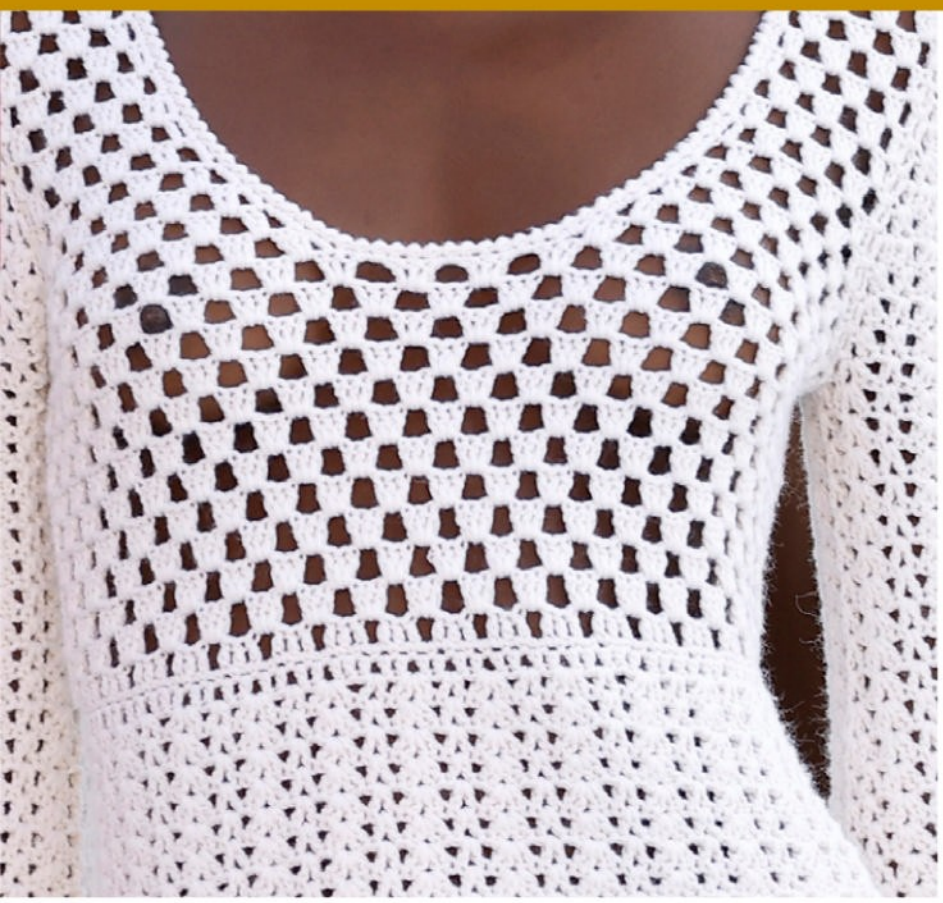








































MISSONI























































MM6 MAISON MARGIELA


























IVITATION















MOSCHINO







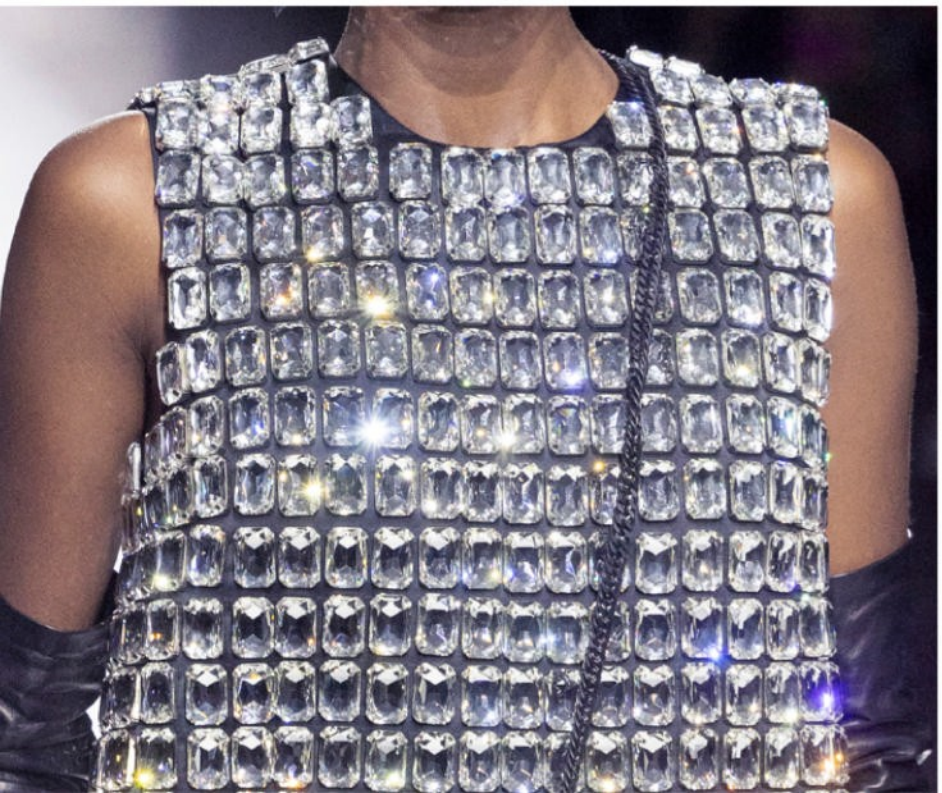





MOSCHINO









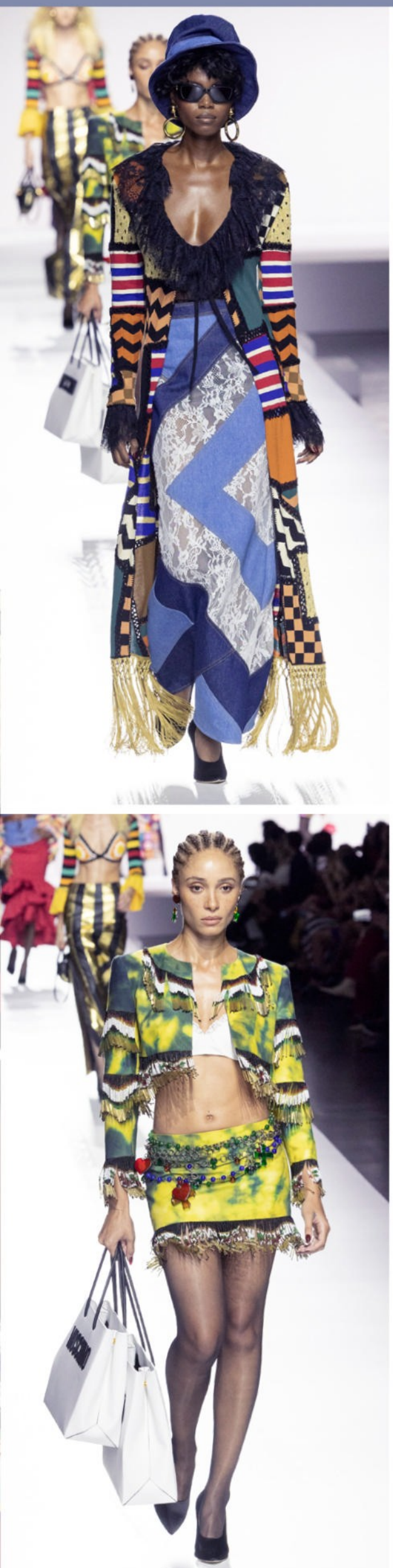



















PROTECT ME
FROM THE
FASHION
SYSTEM



















MSGM

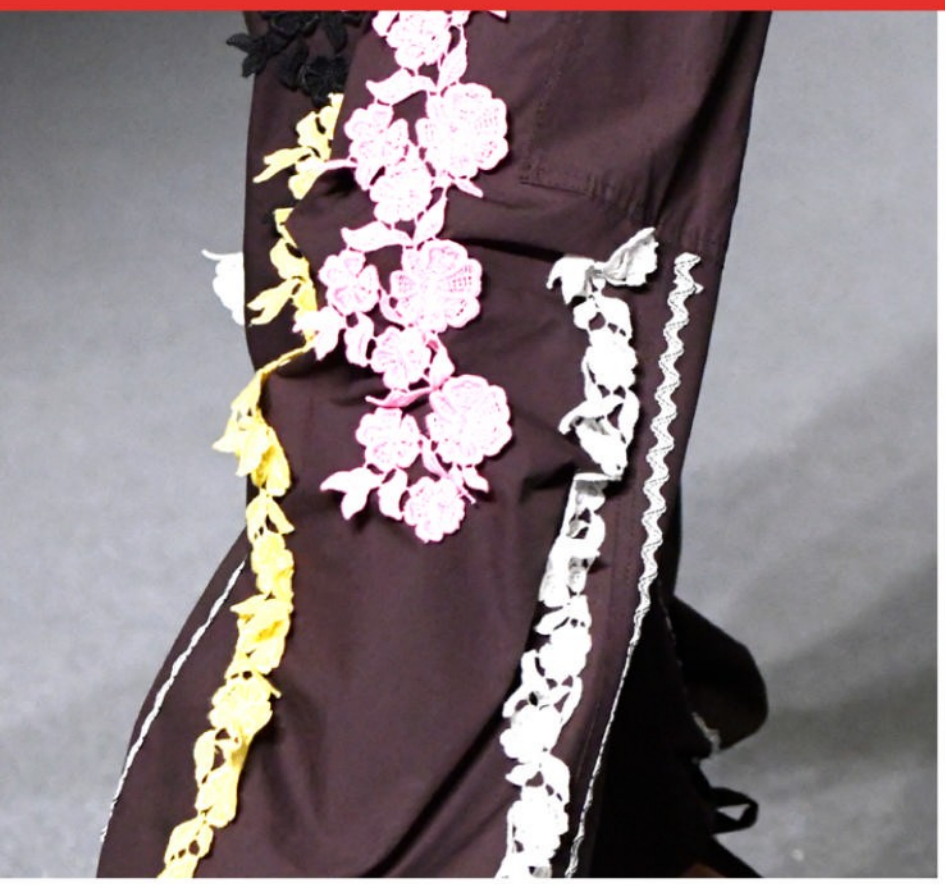




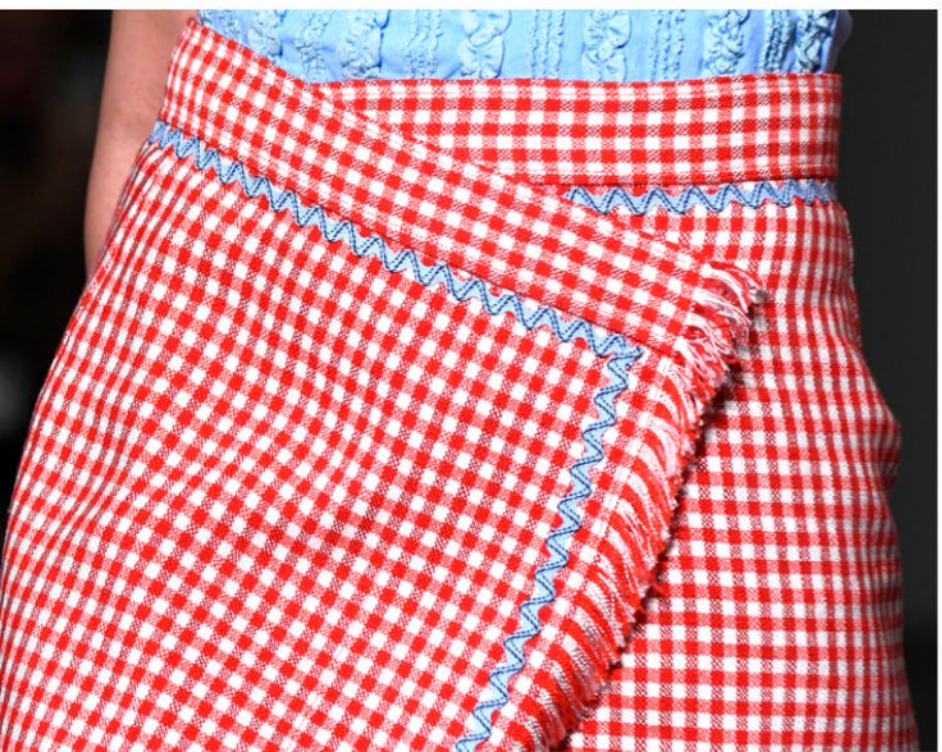
























































N°21









































PHILIPP PLEIN

























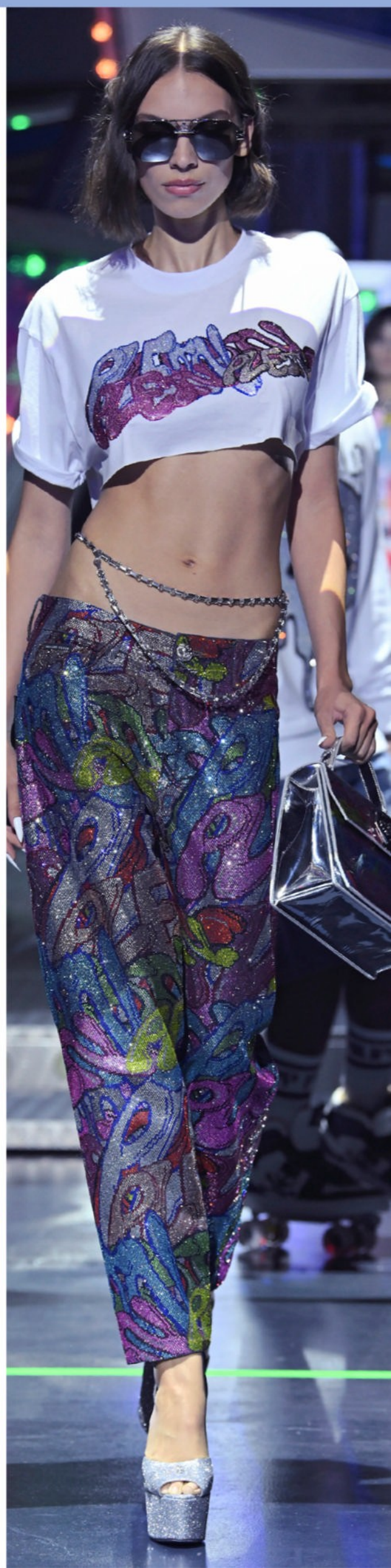
















PHILOSOPHY DI LORENZO SERAFINI



















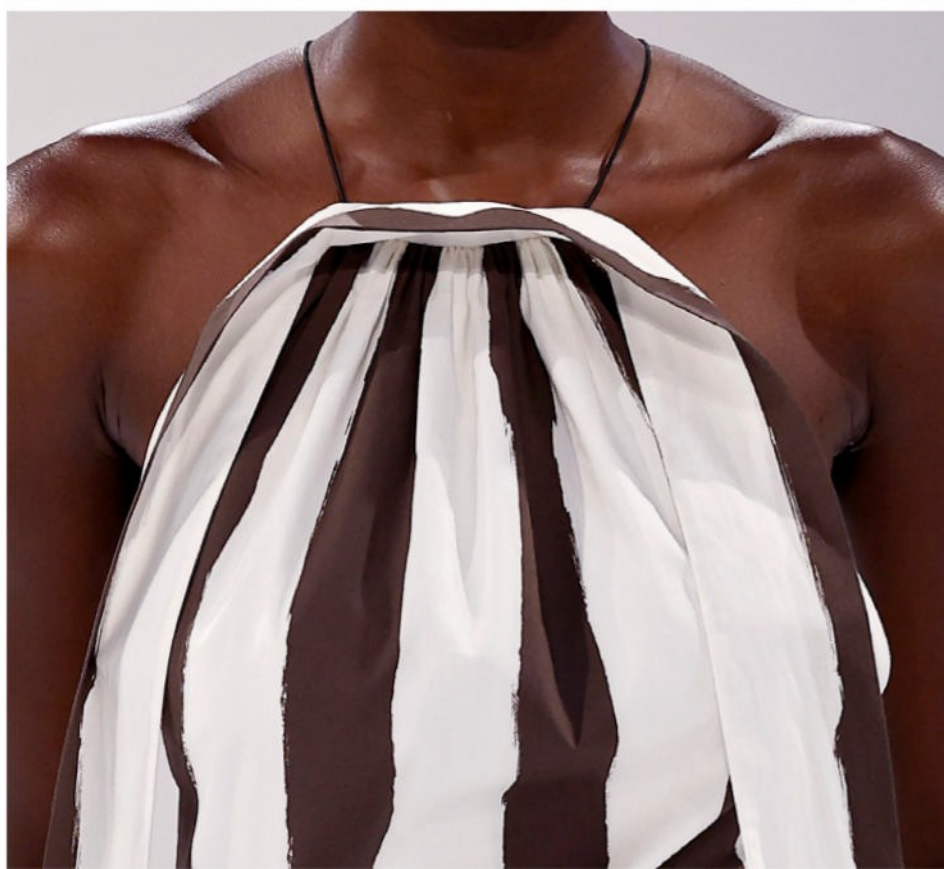






















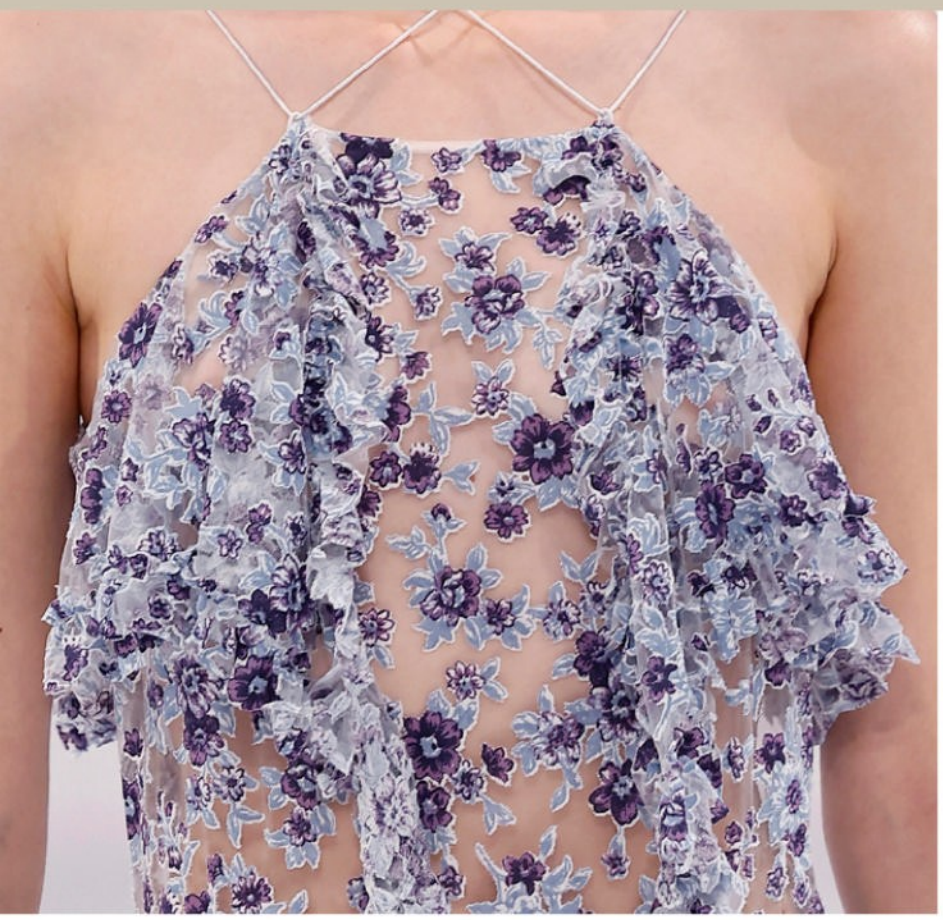




















PRABAL GURUNG

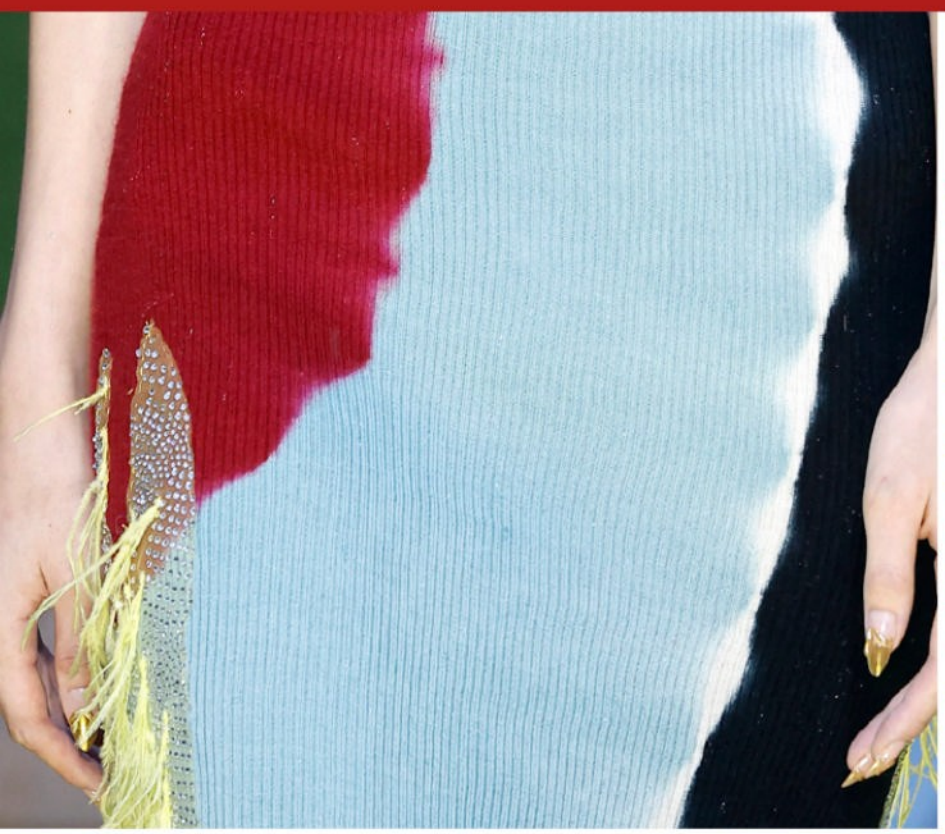












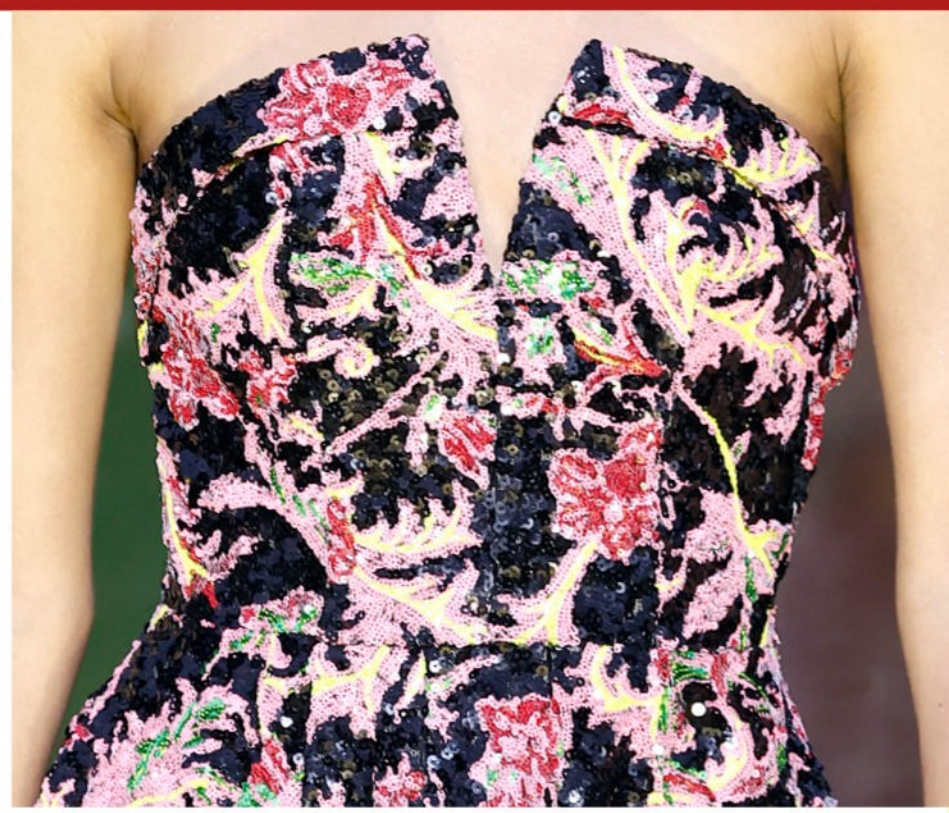




























PRADA





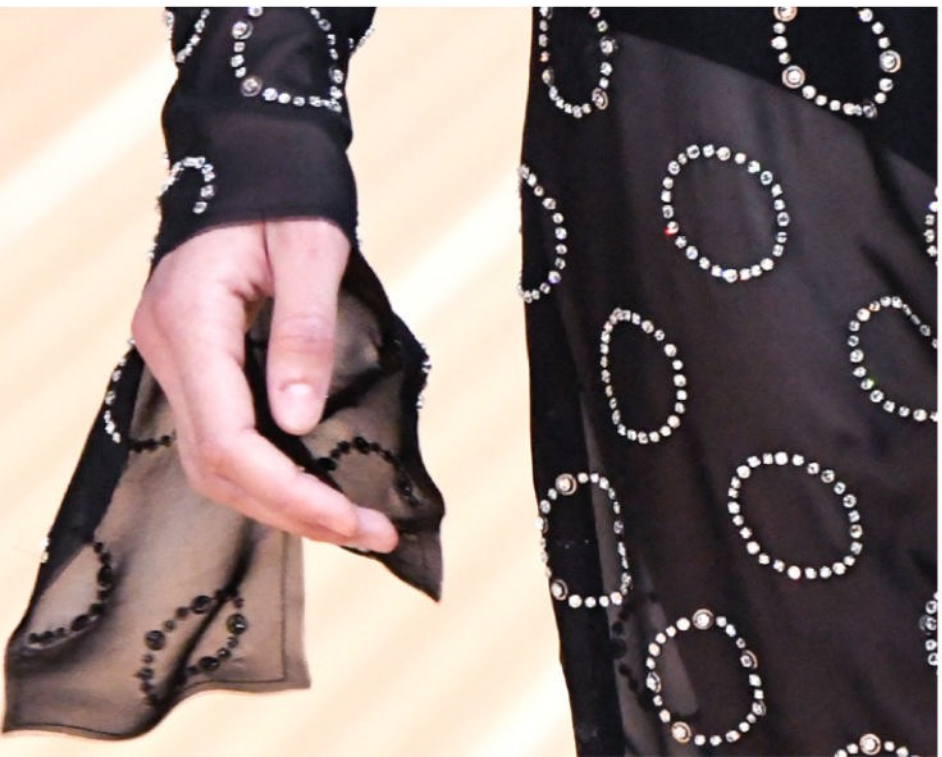


























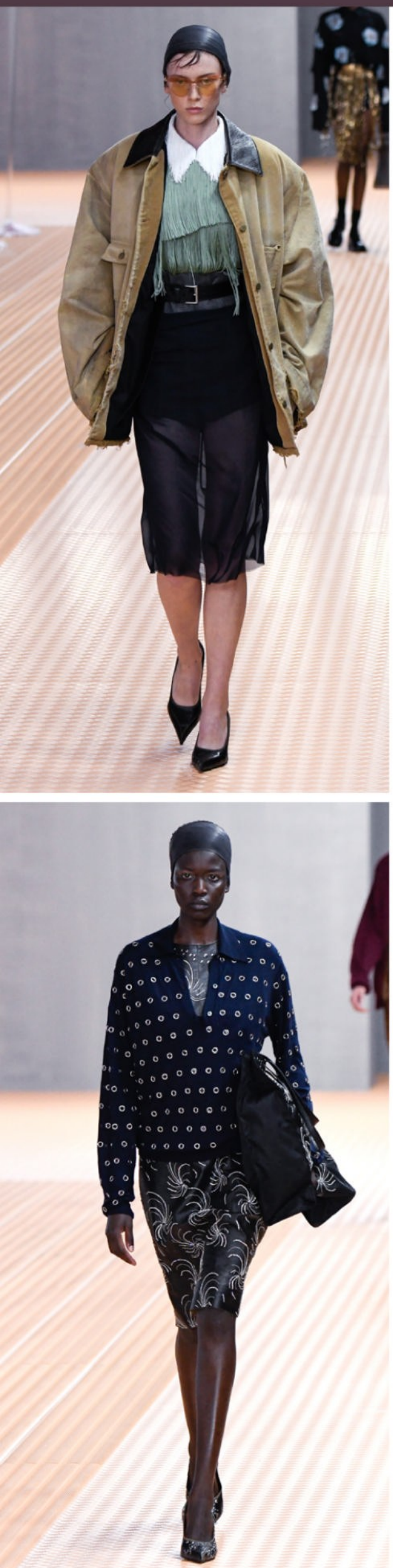




























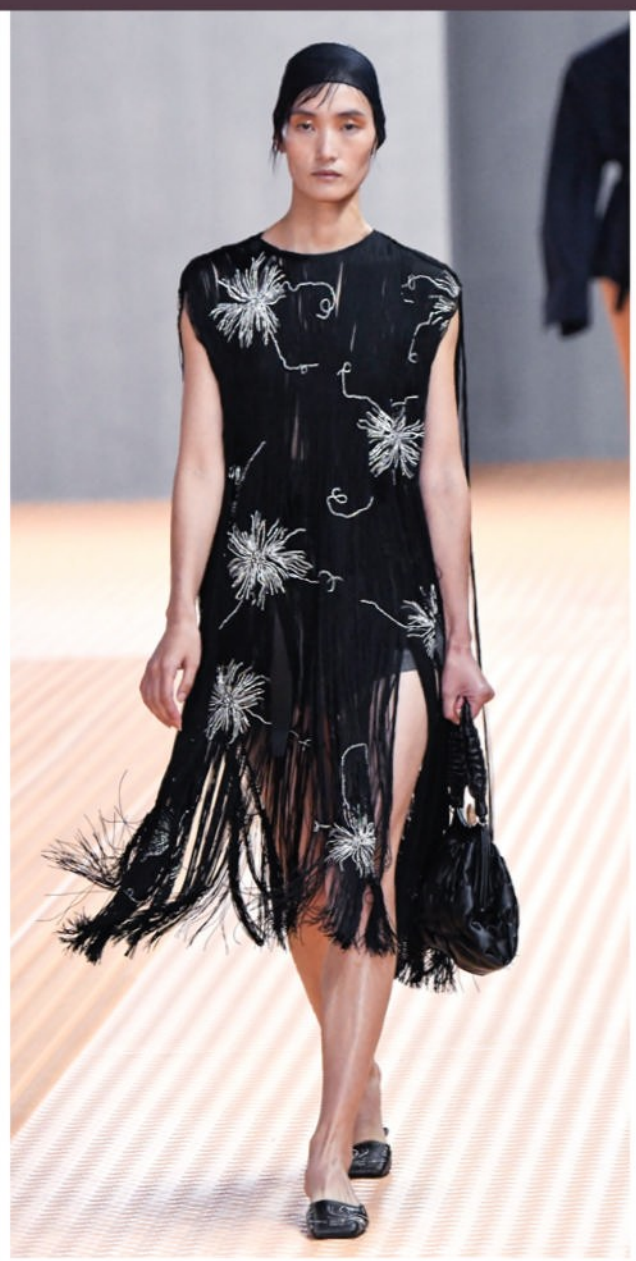


















PROENZA SCHOULER









































RALPH LAUREN












FRI







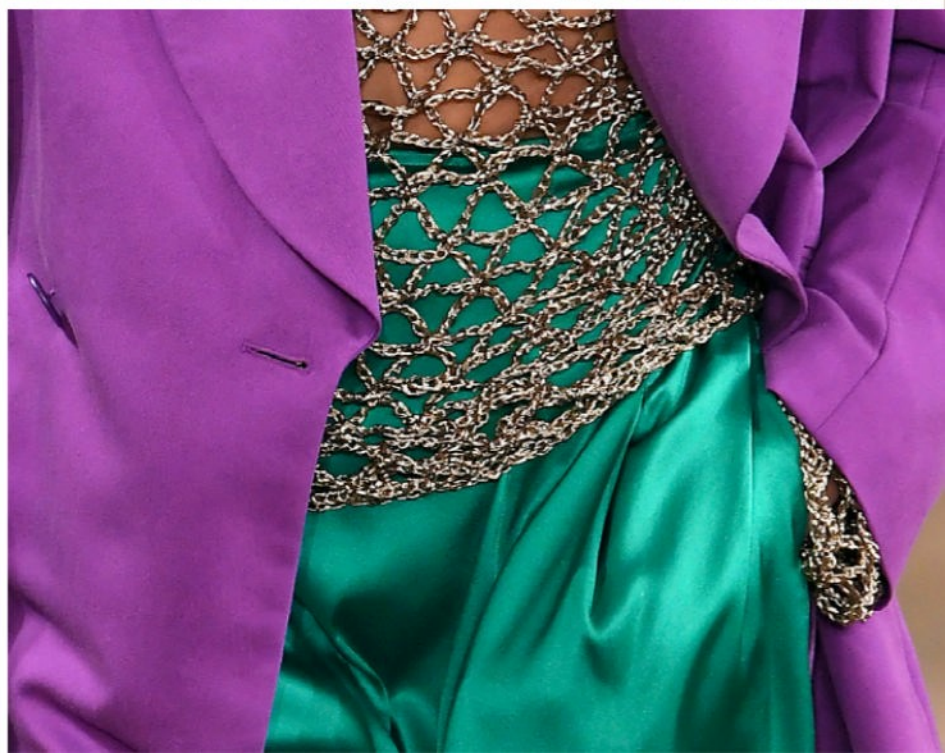


















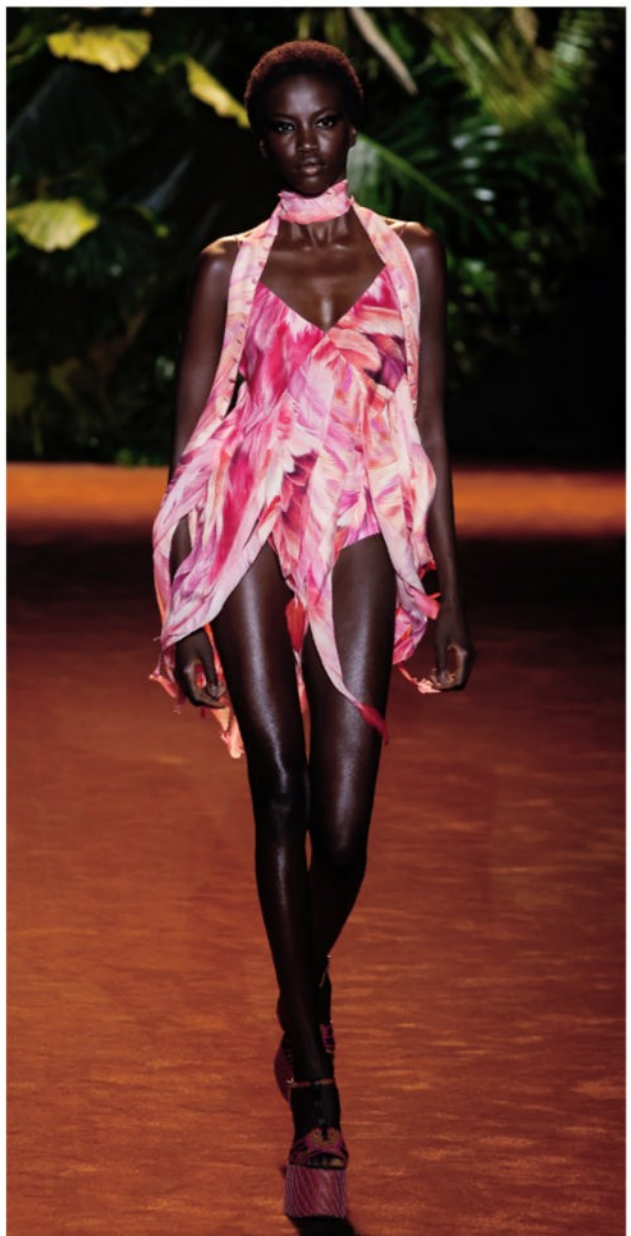




ROBERTO CAVALLI













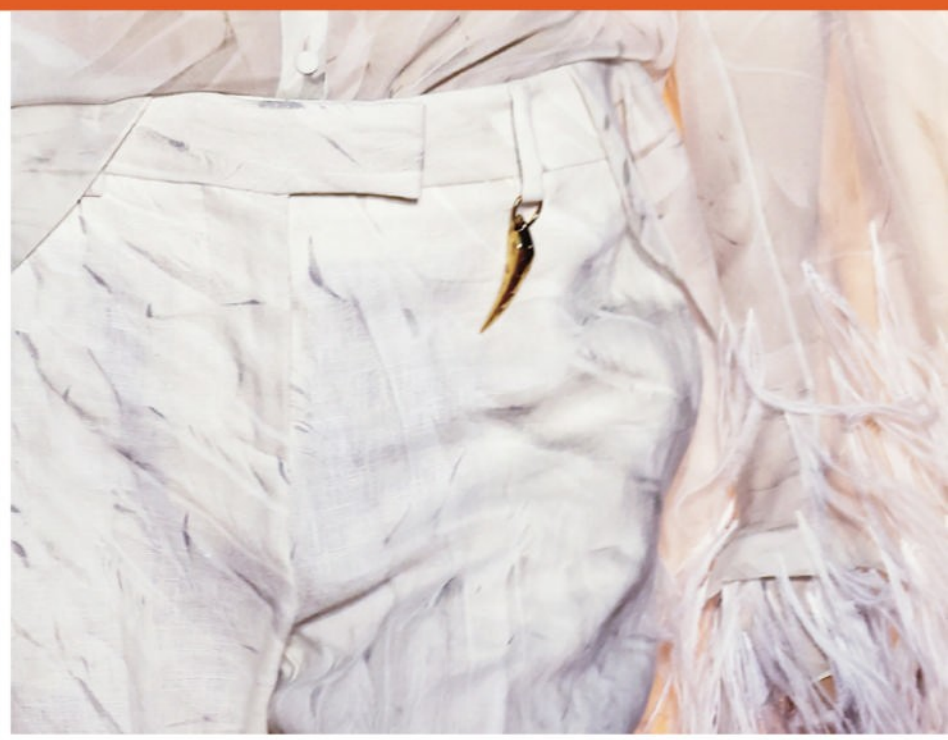










































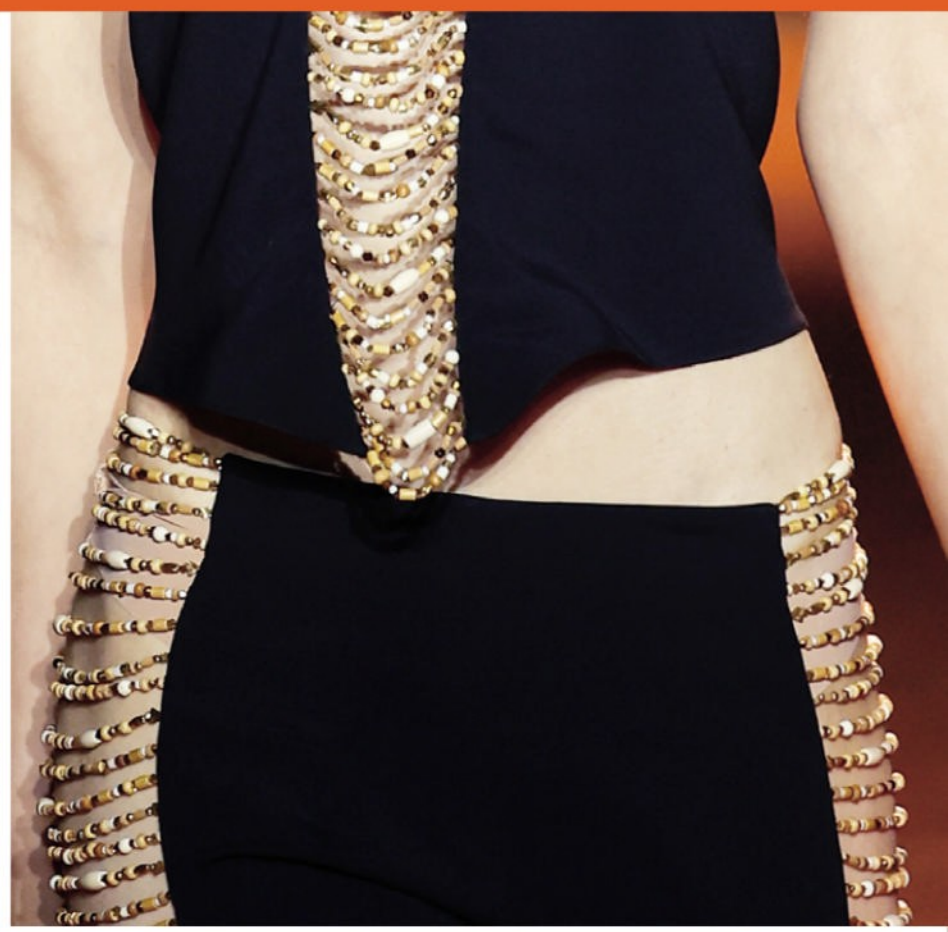






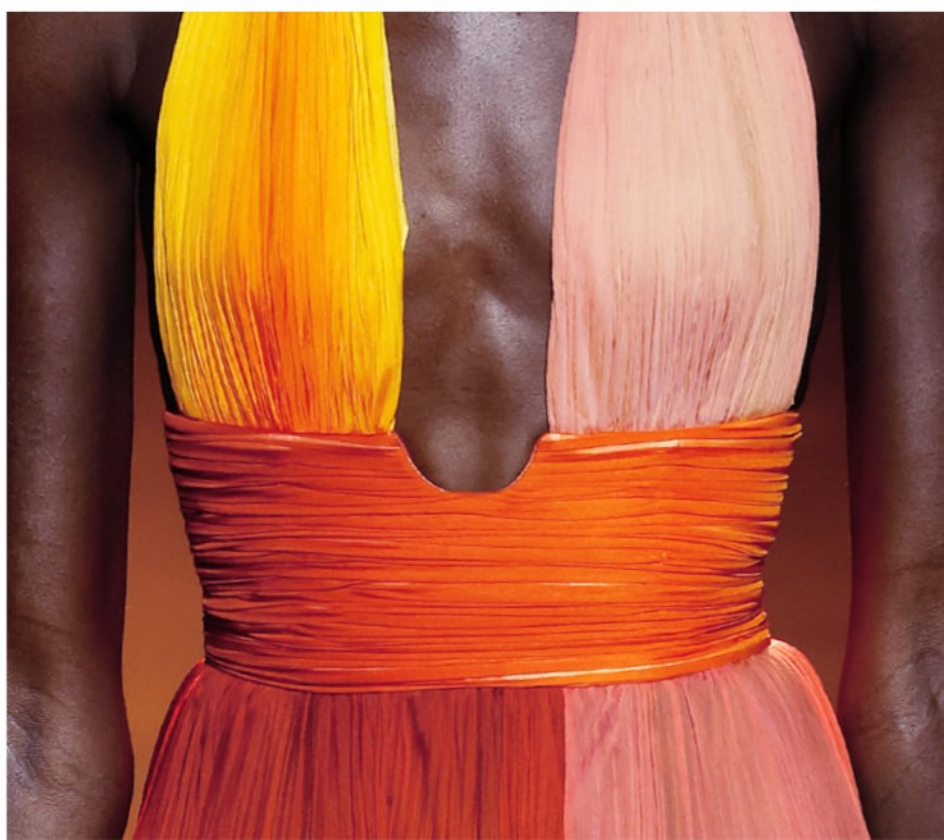






















SPORTMAX







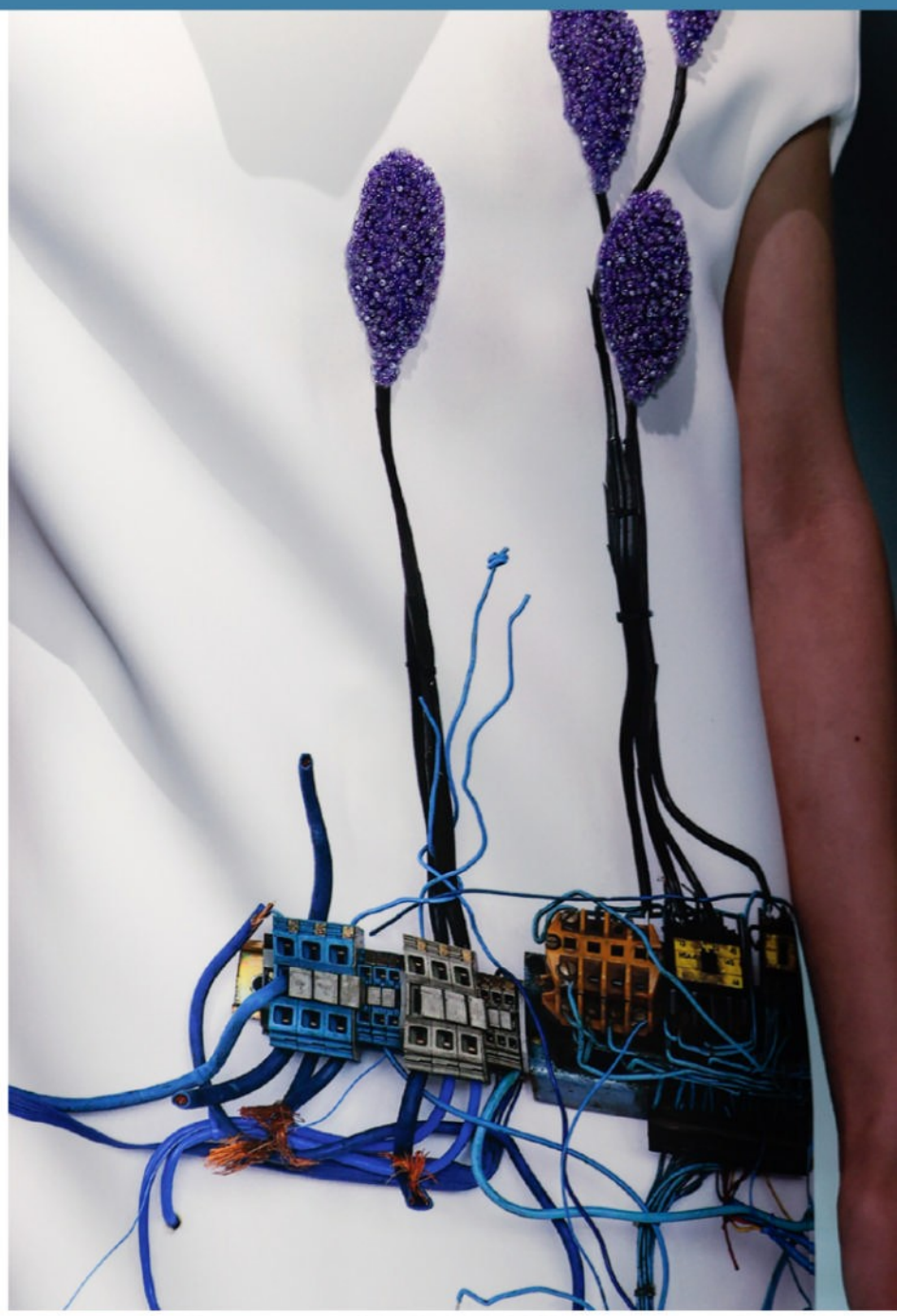





INFORMATICA
NERA





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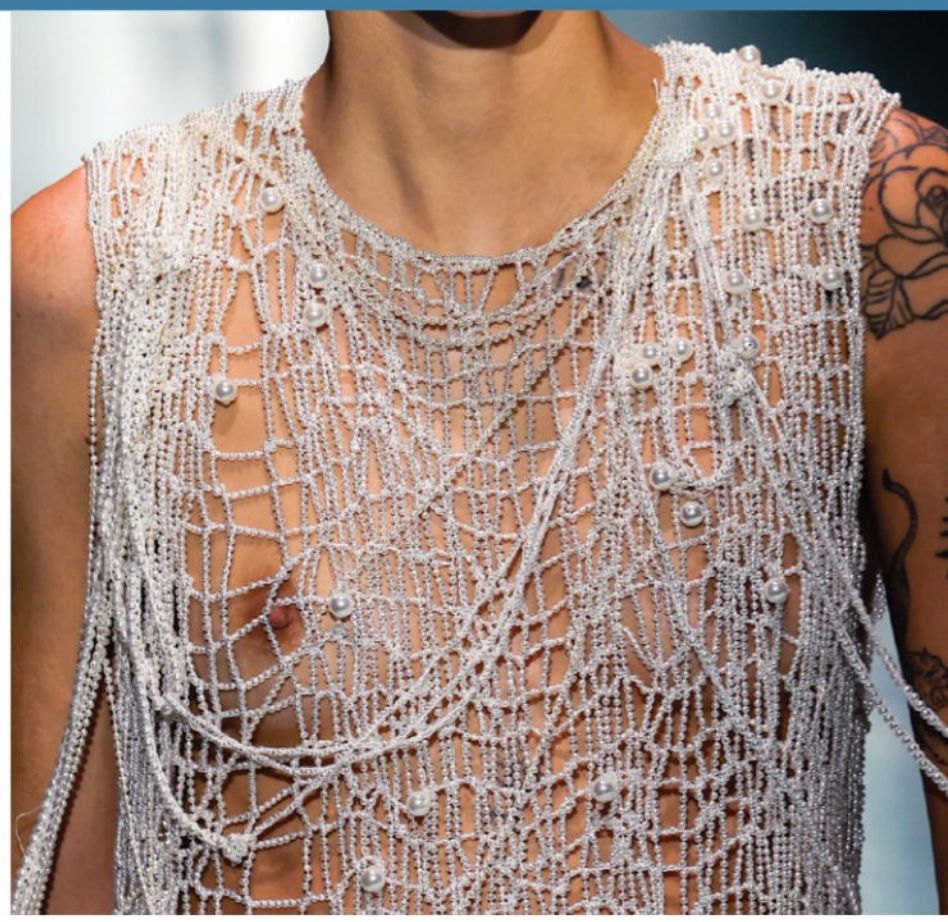
LAPIDARIA



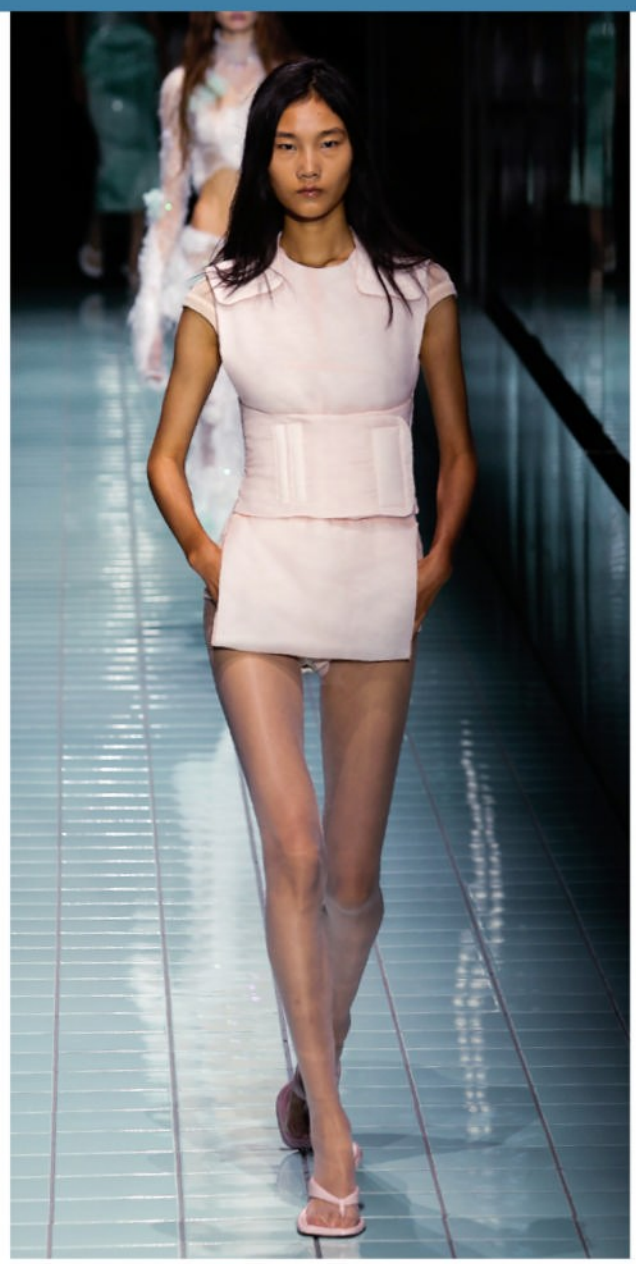


















THE ATTICO

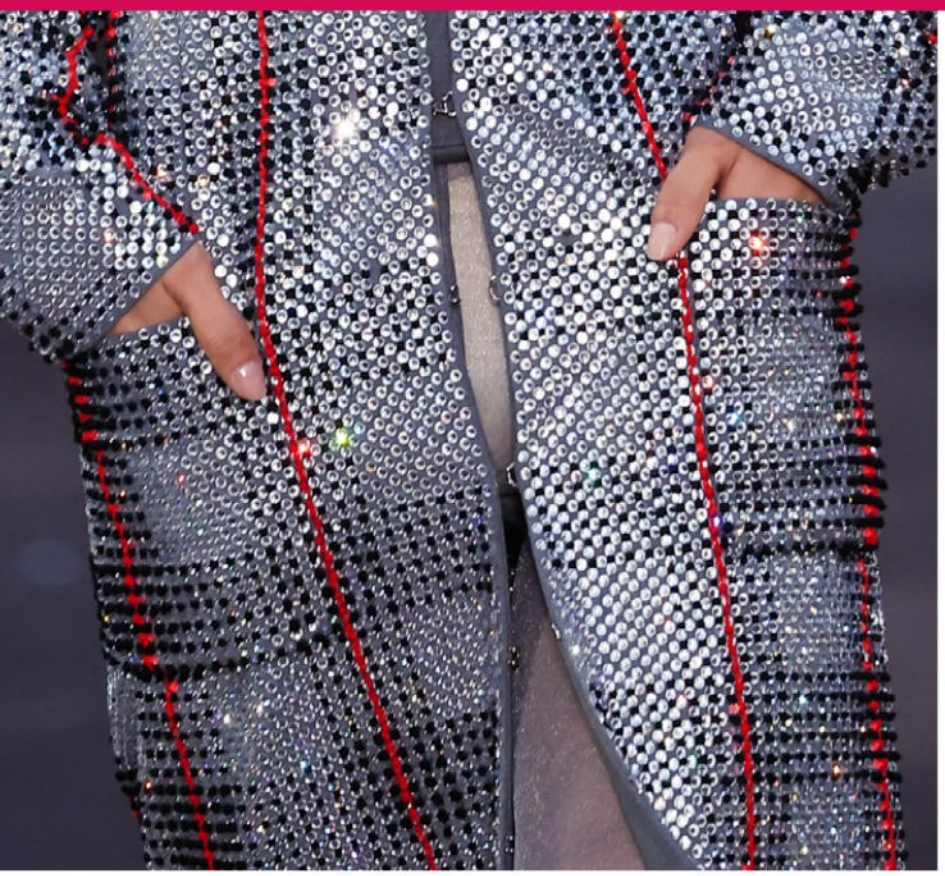


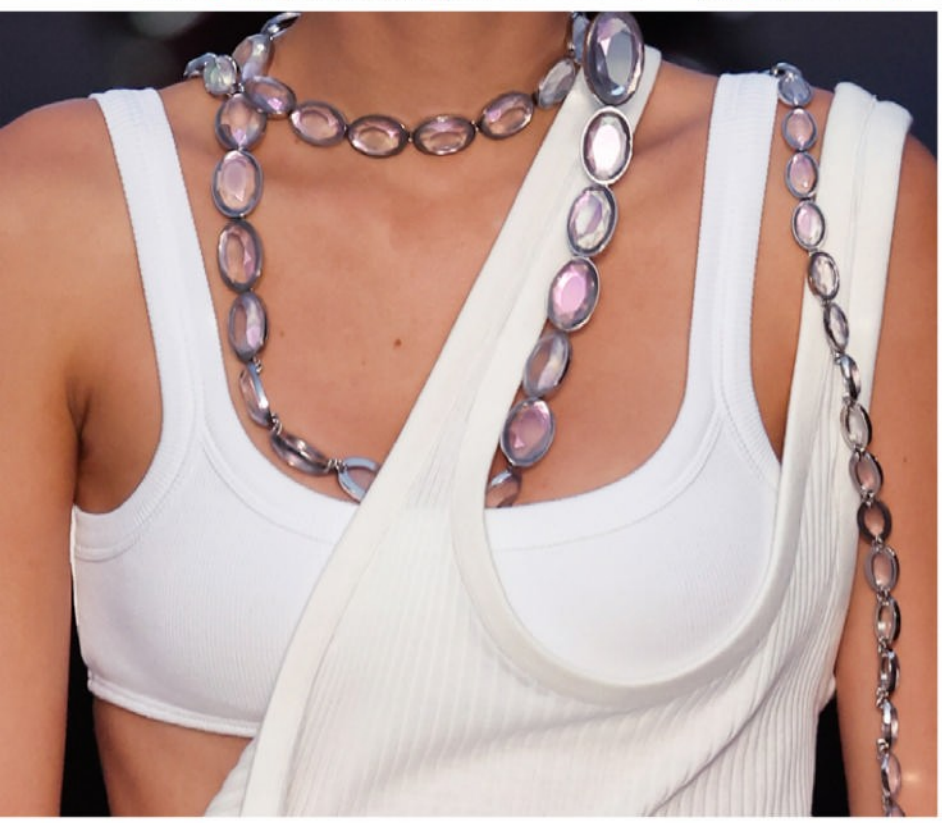






































TOD'S













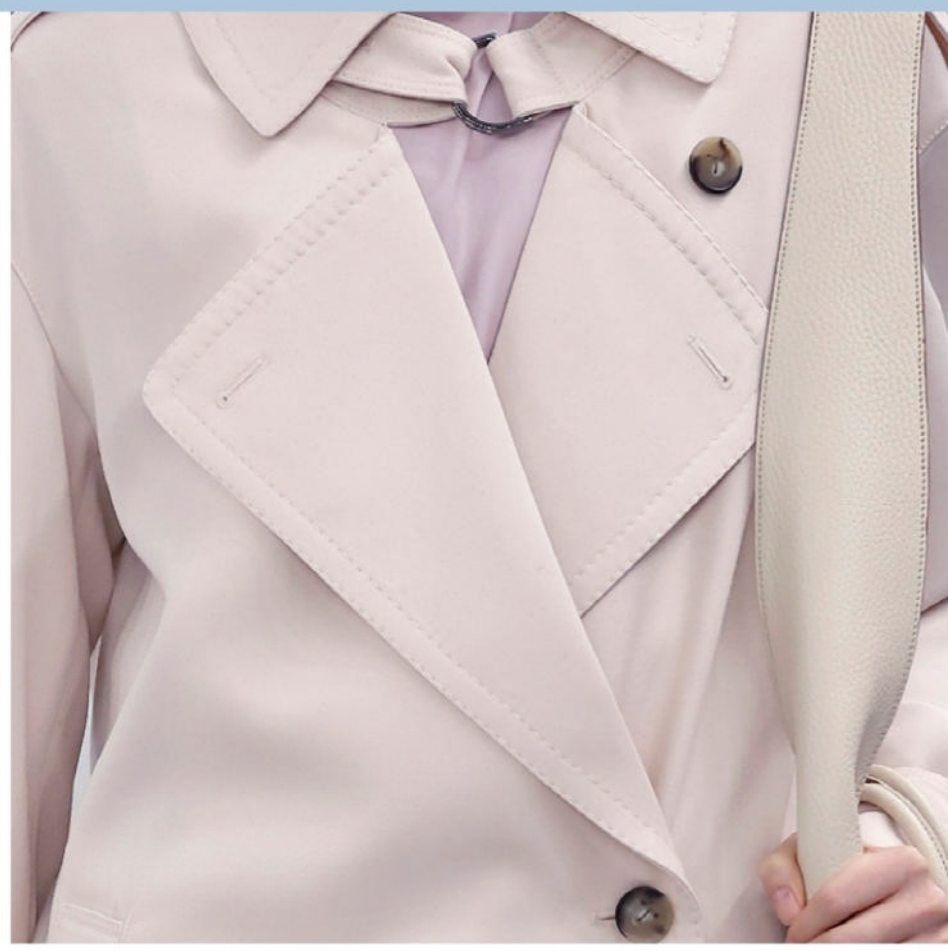


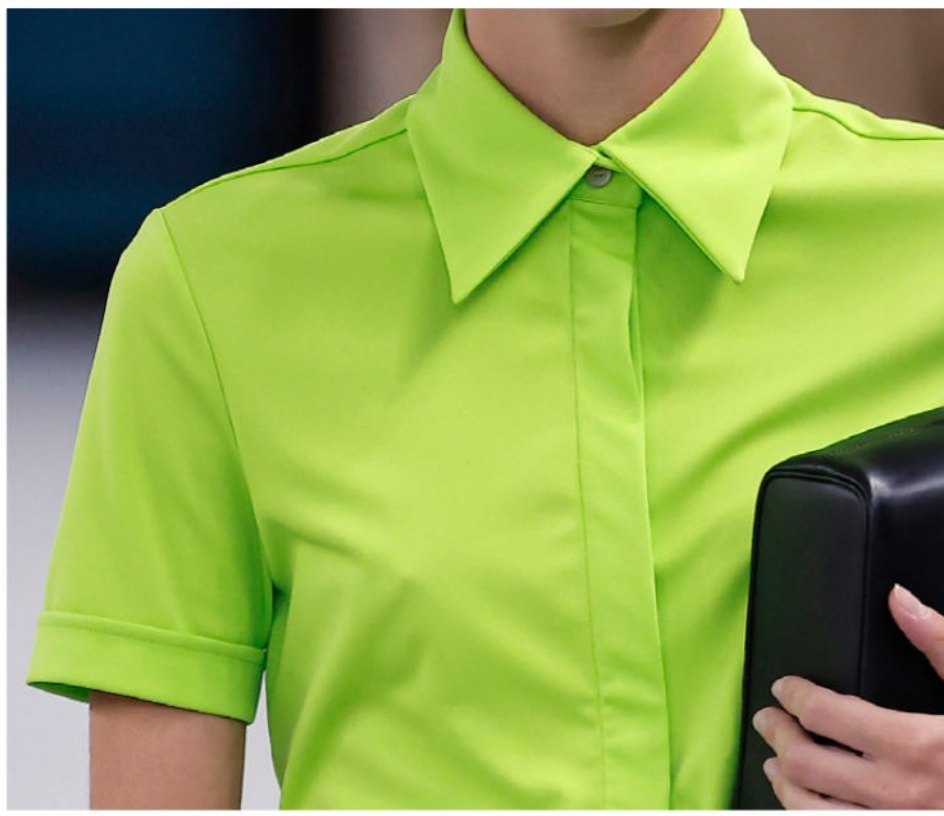








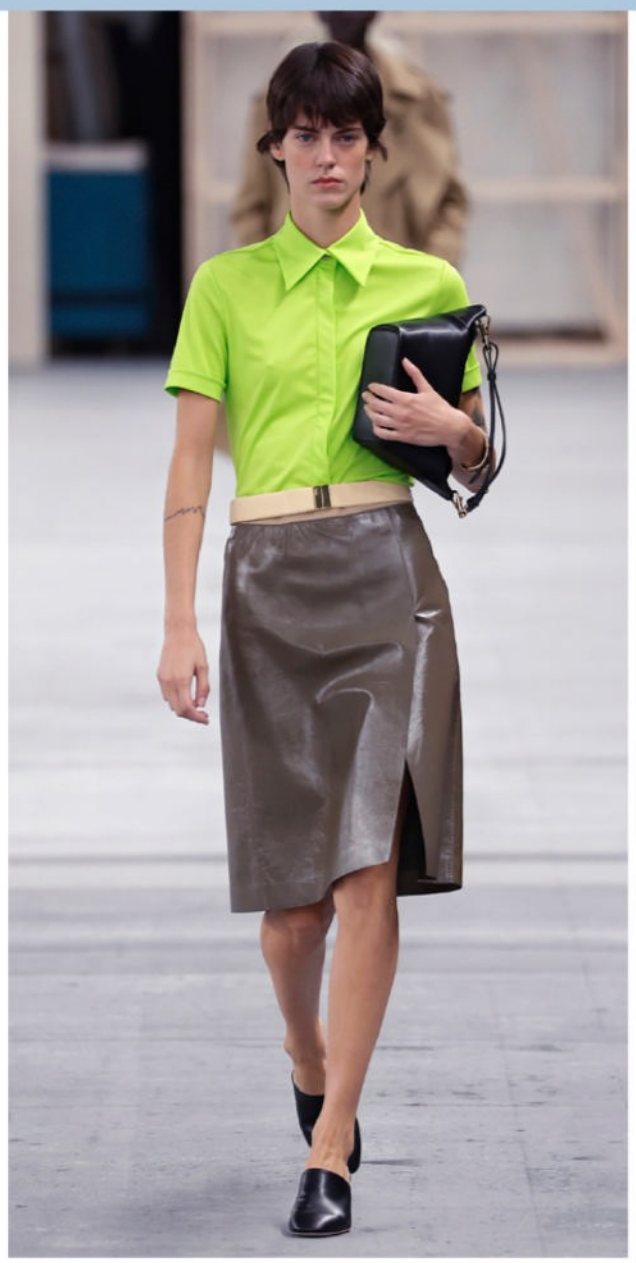
























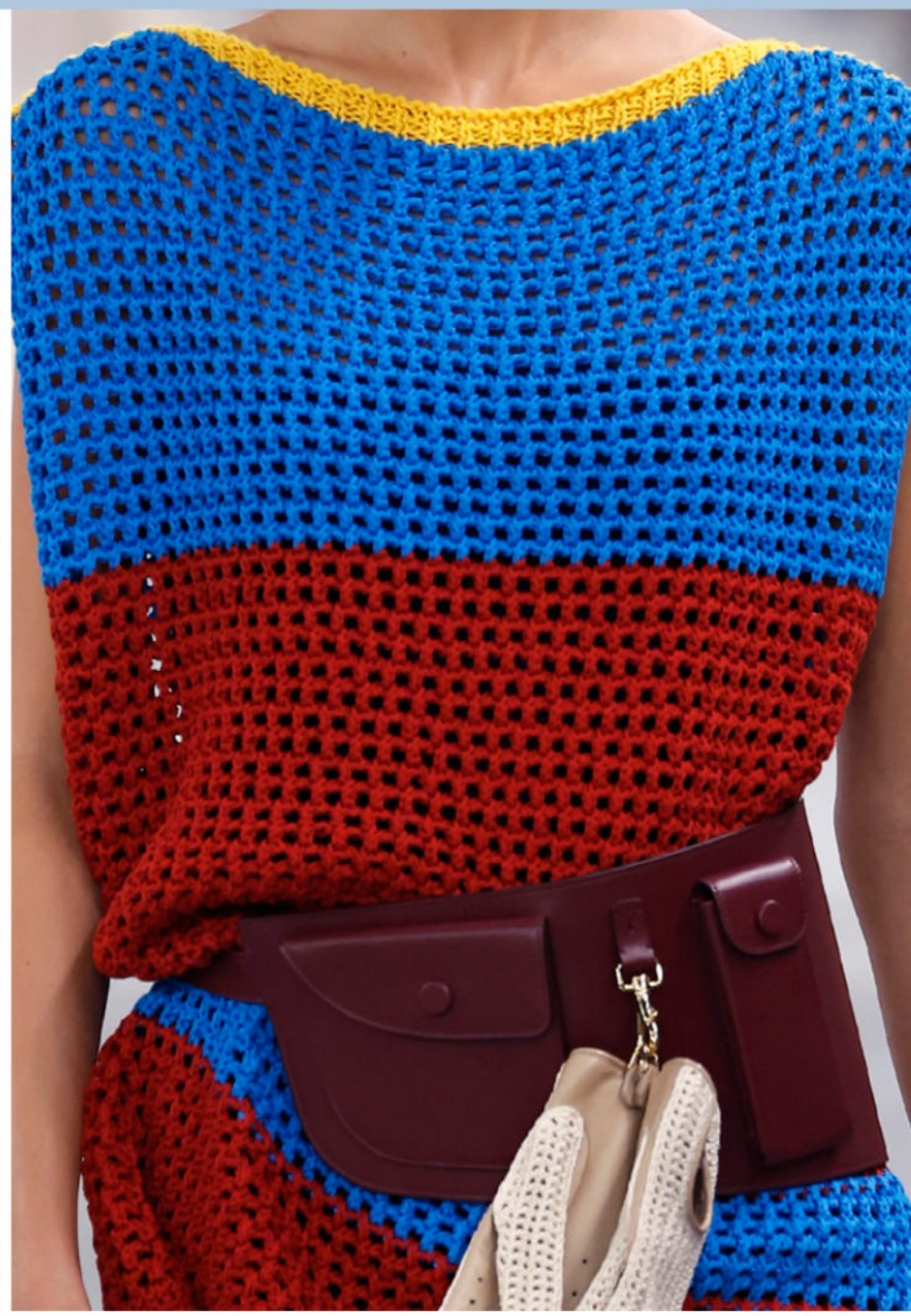














TOM FORD

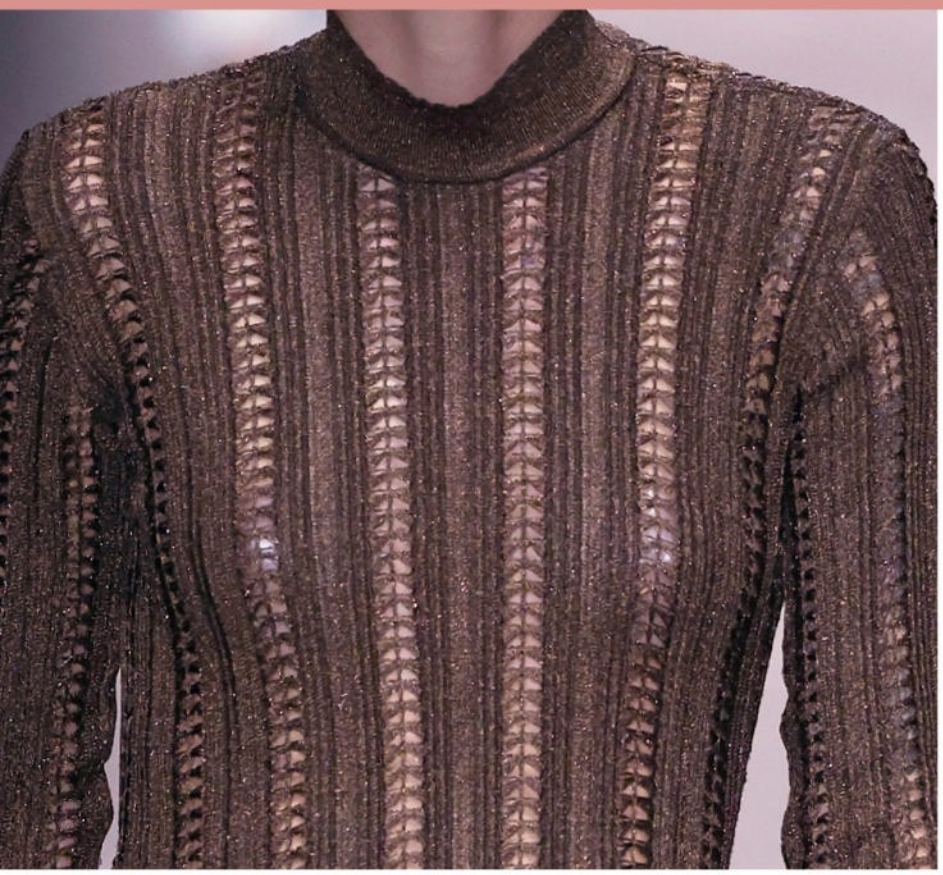














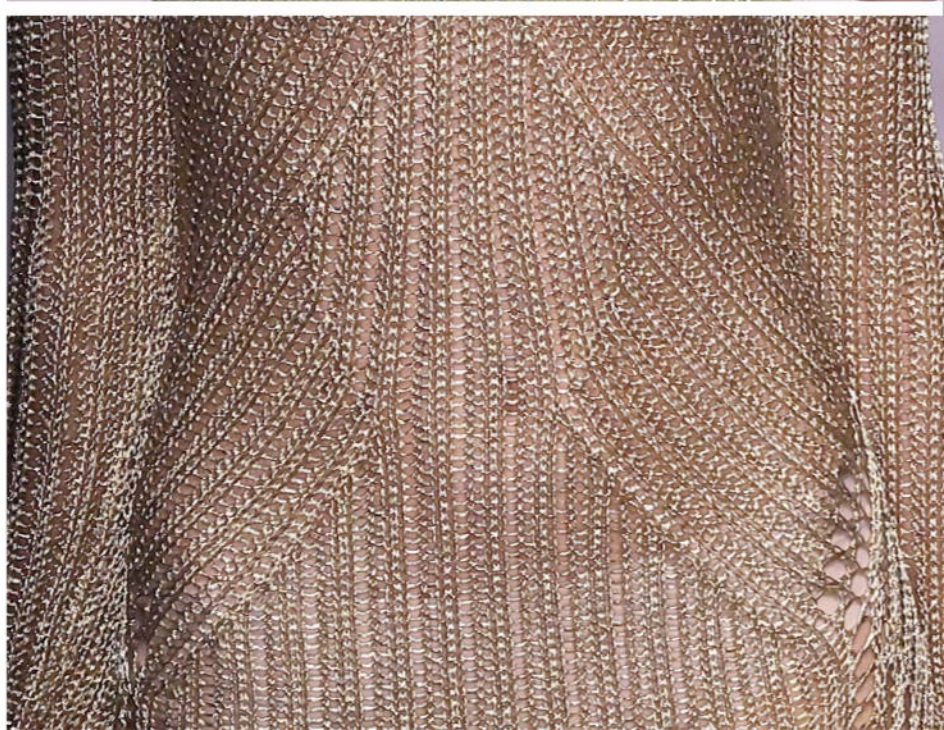






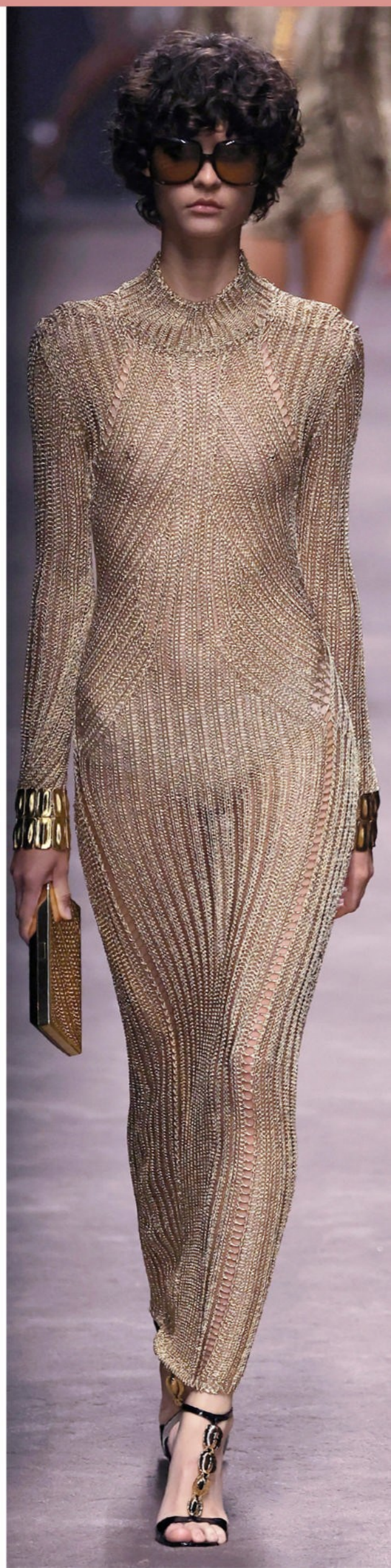
















TORY BURCH





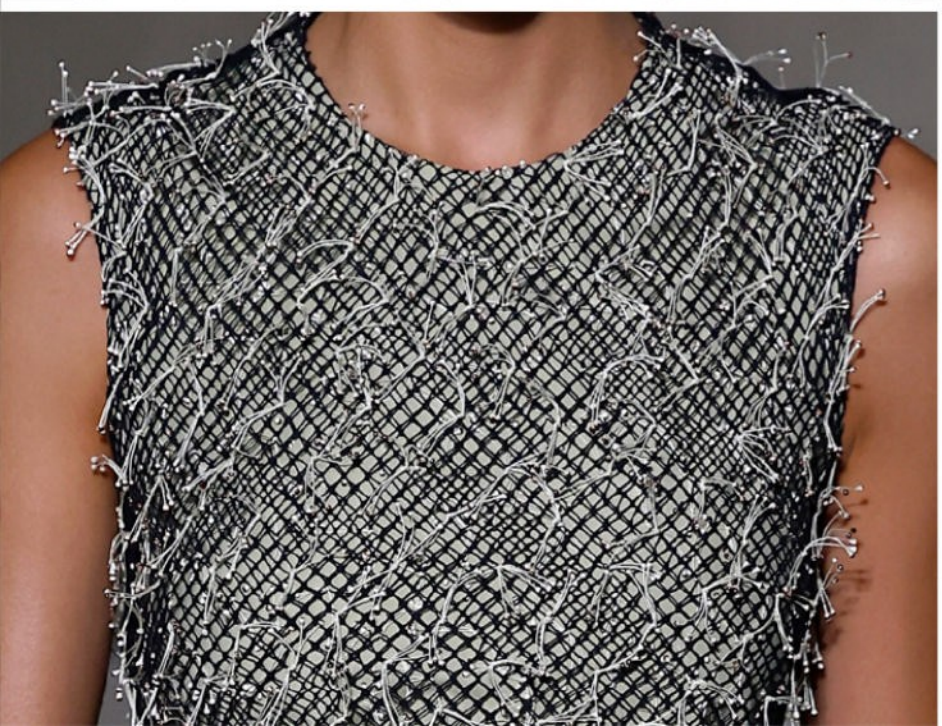














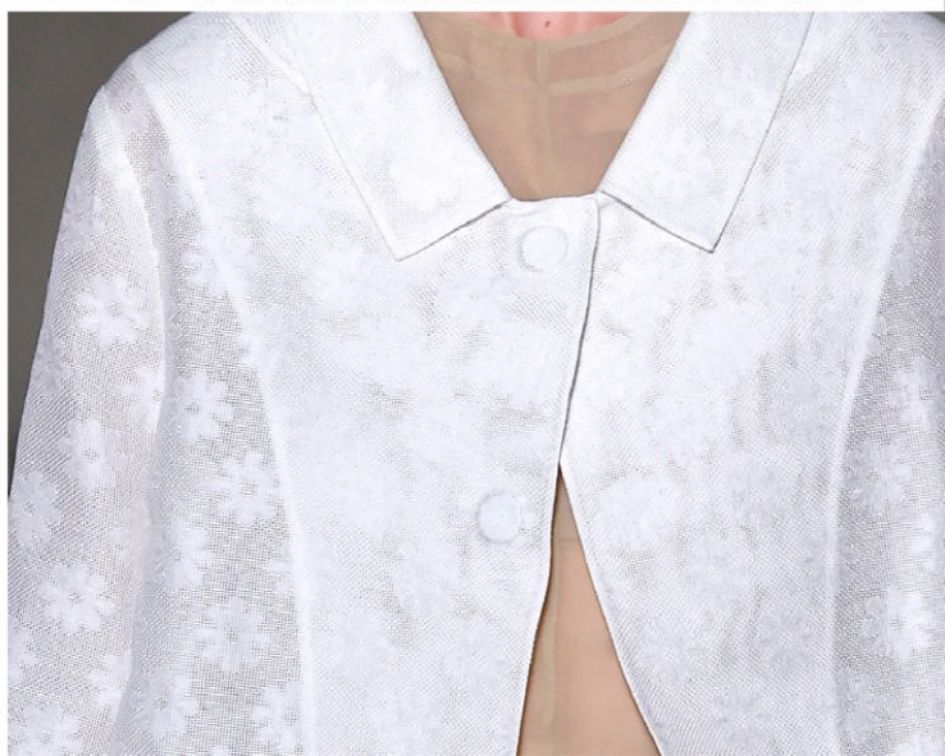






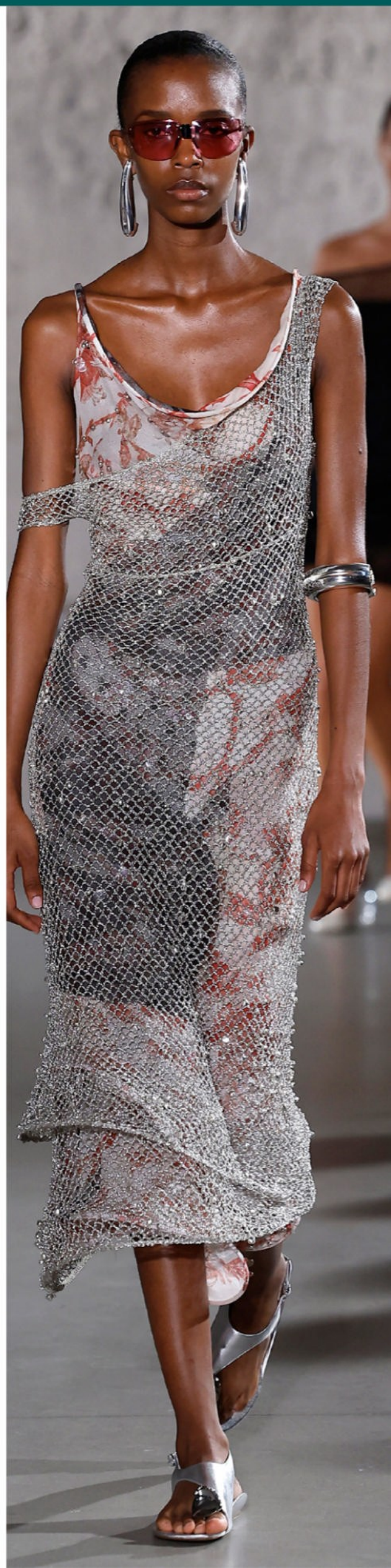
















VERSACE







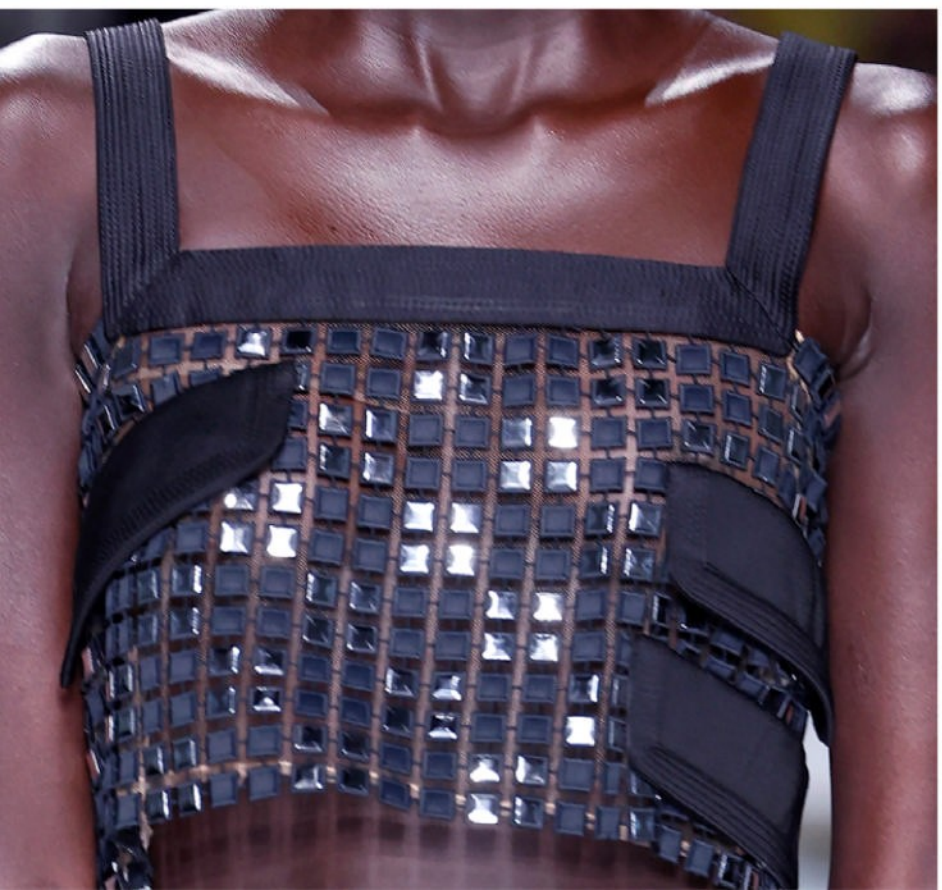









VERSACE

























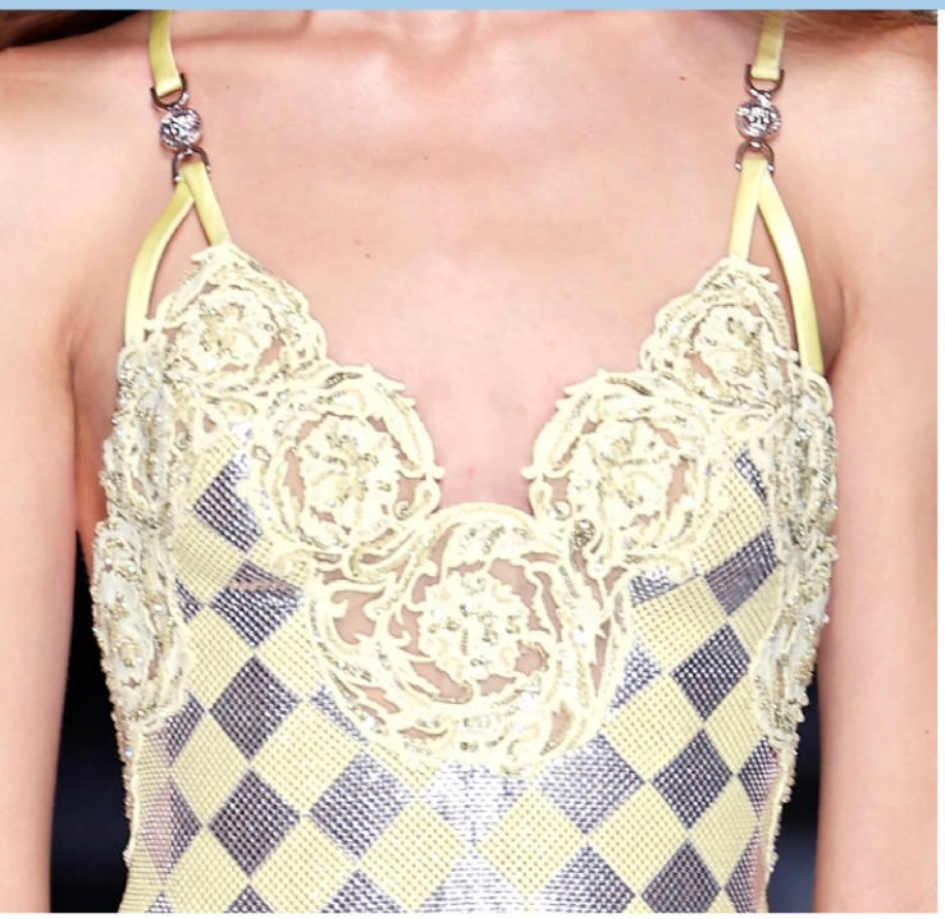




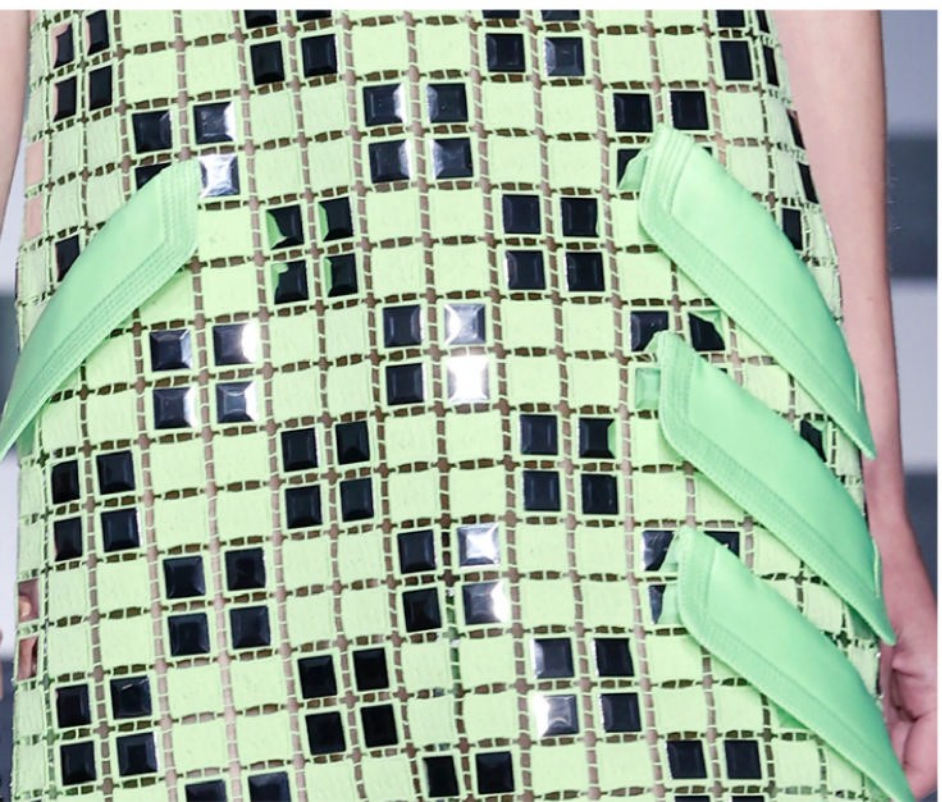
















FOCUS ON A


ACCESSORIES

ALBERTA FERRETTI



























BALLY














BALLY


BALLY
BALLY









BOTTEGA VENETA









































CASADEI

















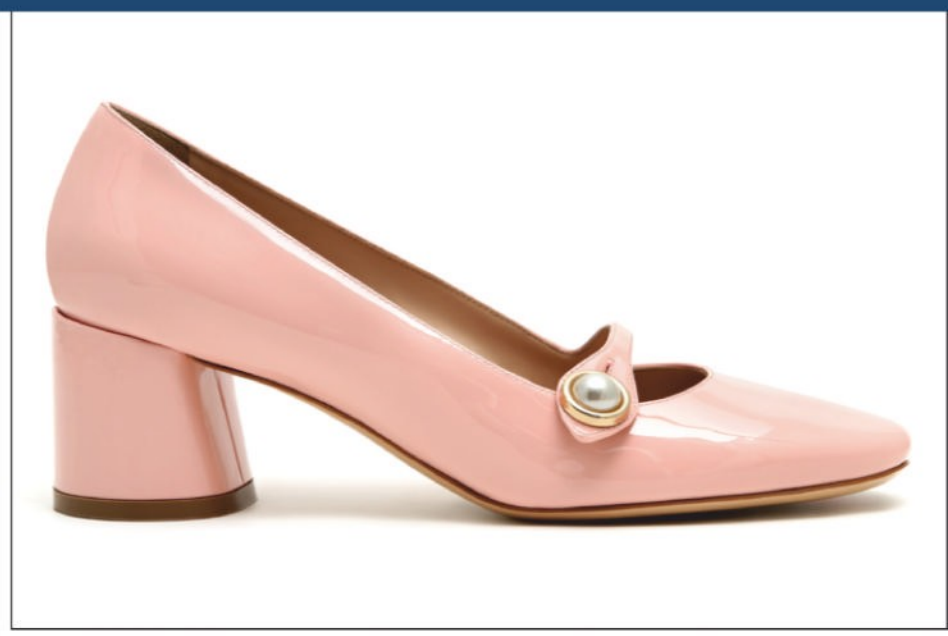



















CASADEI

















COACH

























DOLCE & GABBANA





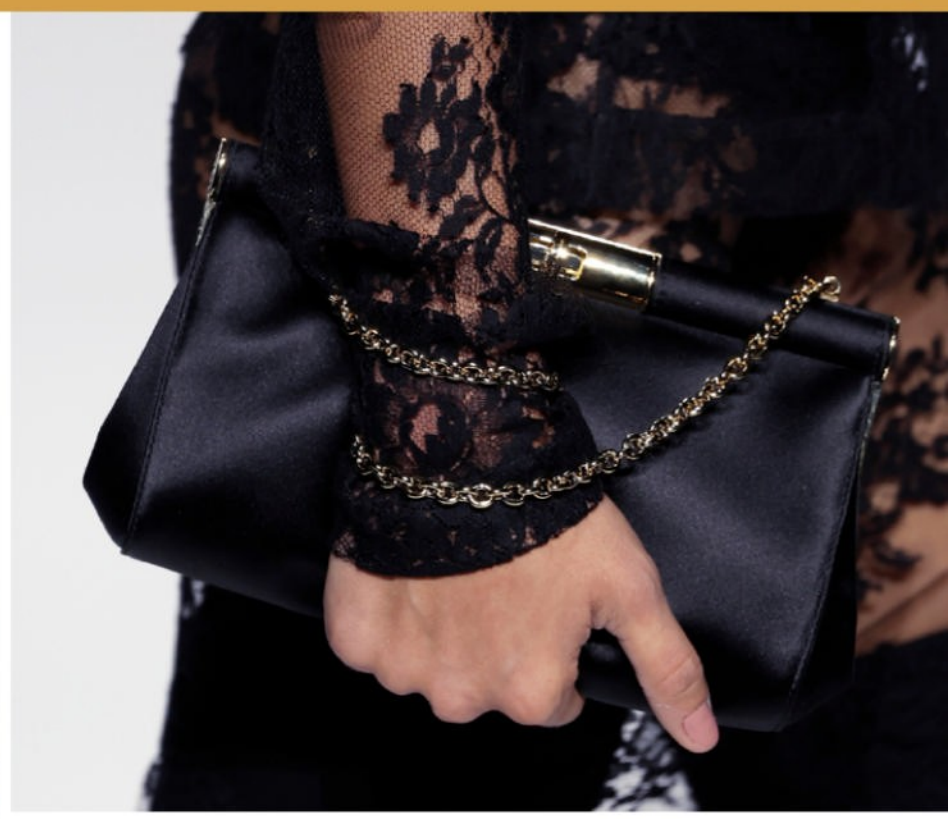












































EMPORIO ARMANI





































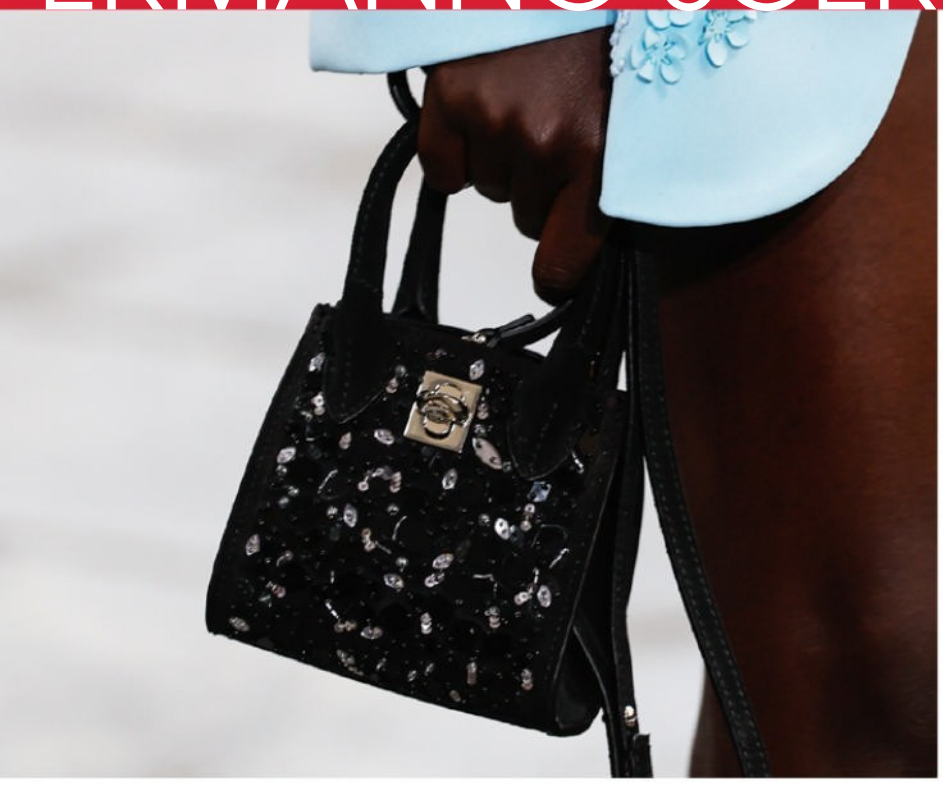





EMPORIO ARMANI
MILANO 1981



ERMANNO SCERVINO











































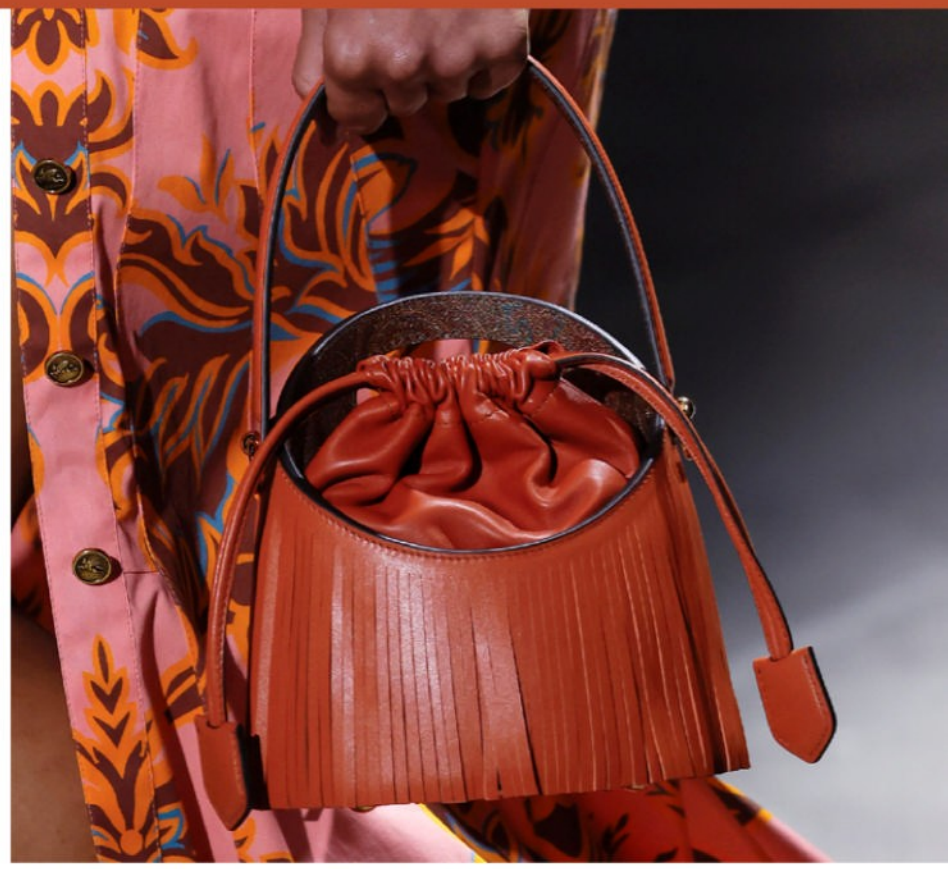






ETRO





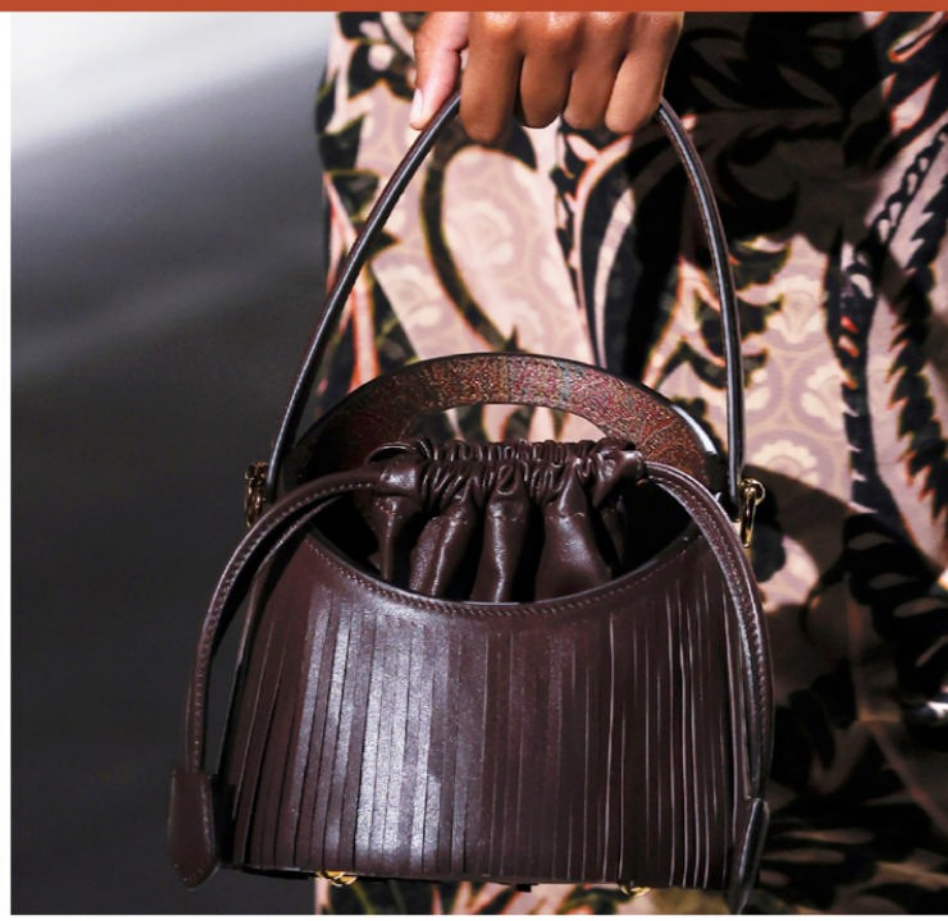










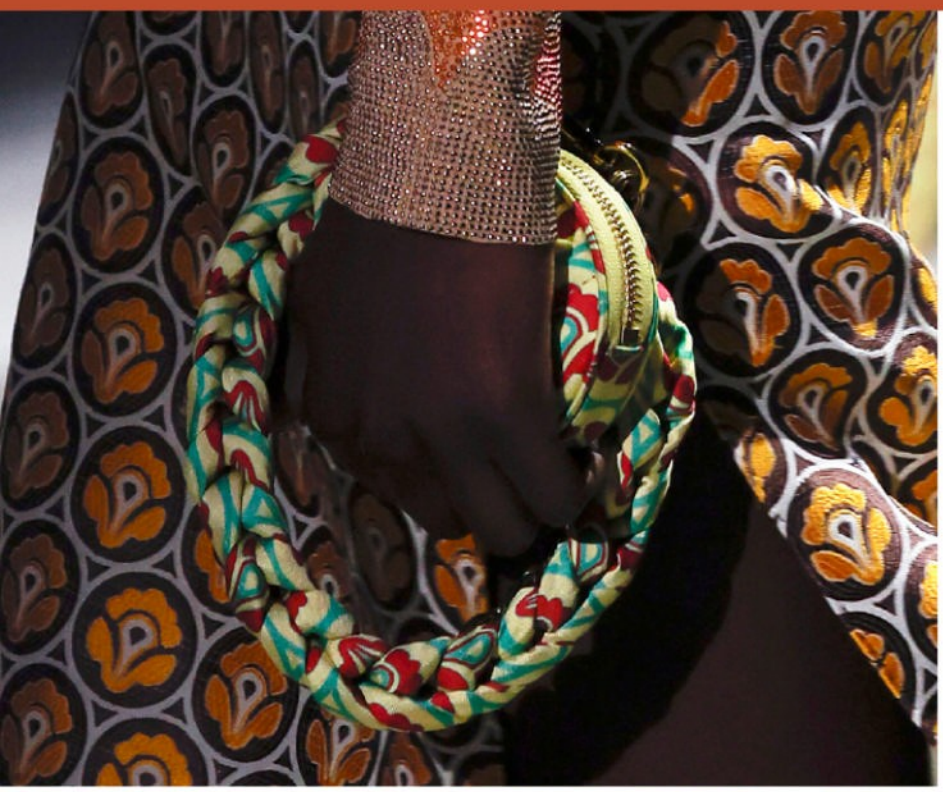












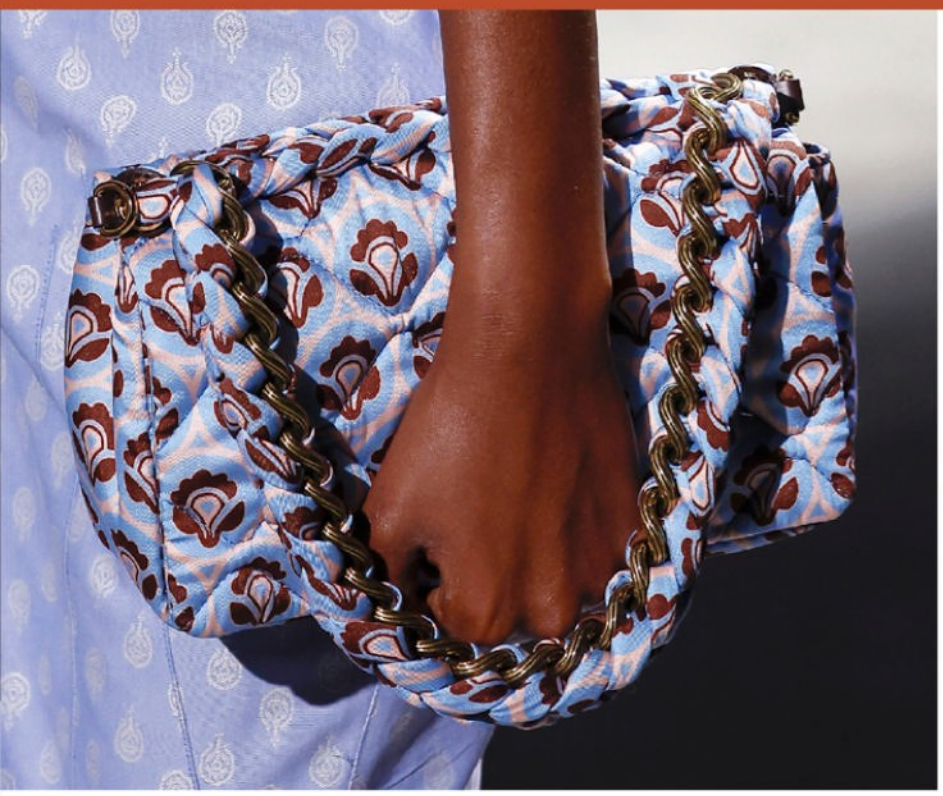


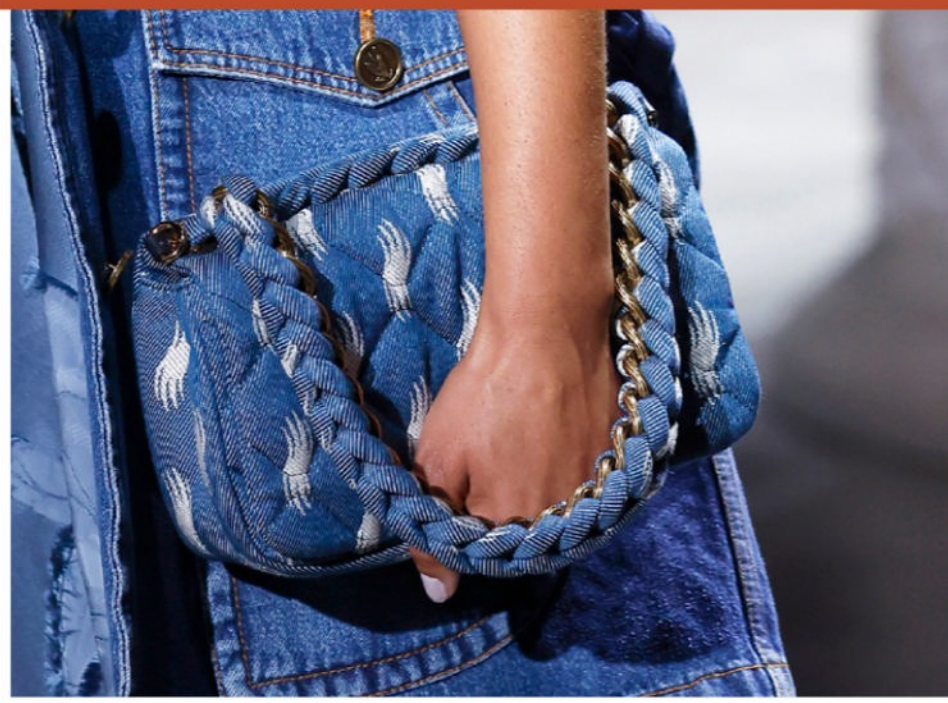




















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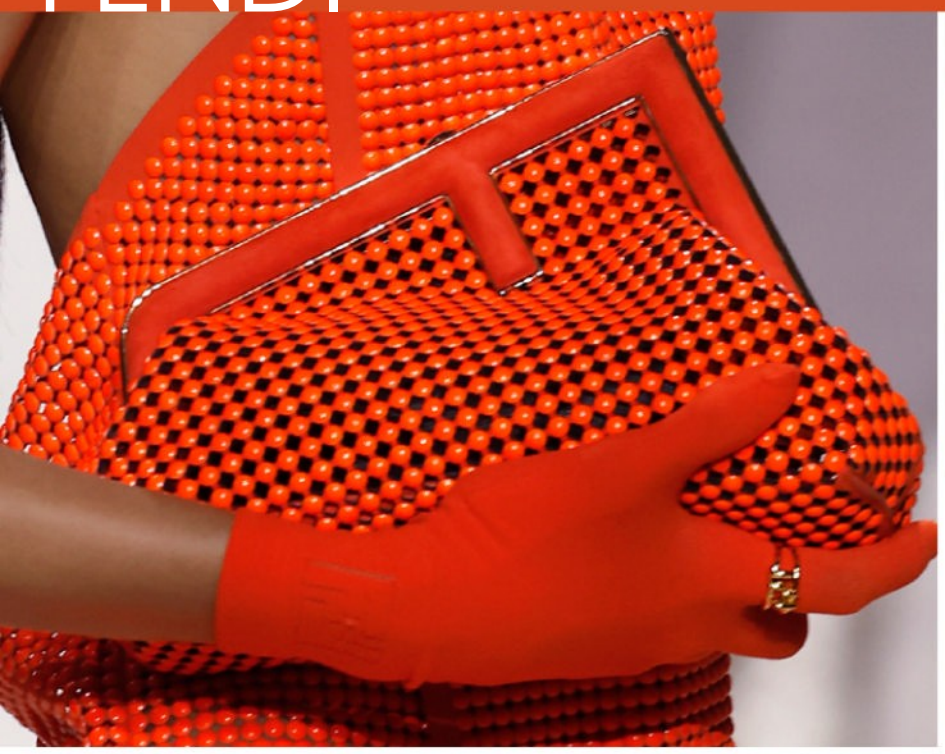










































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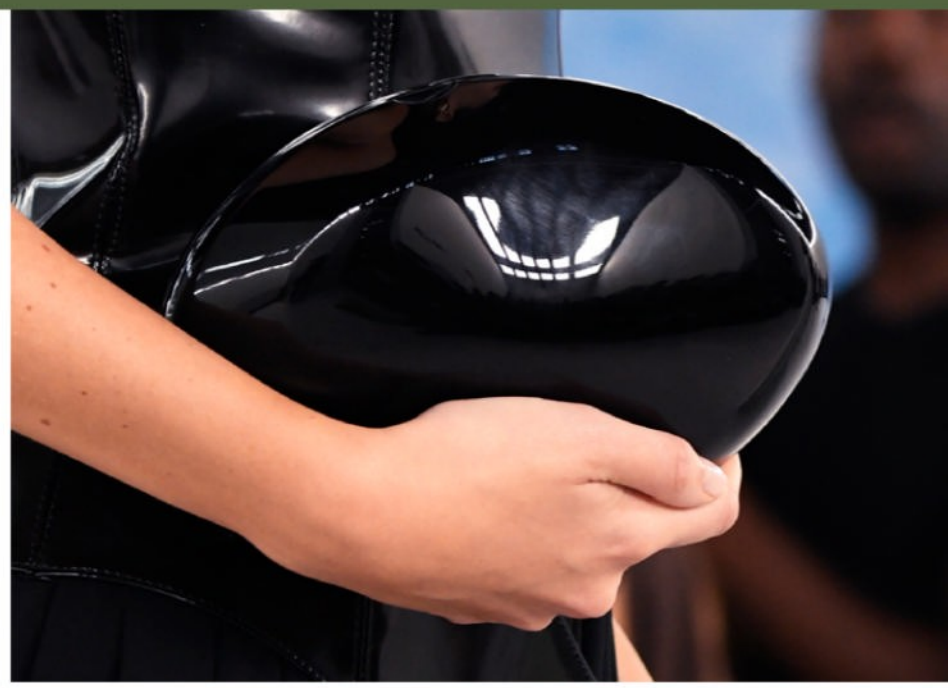










































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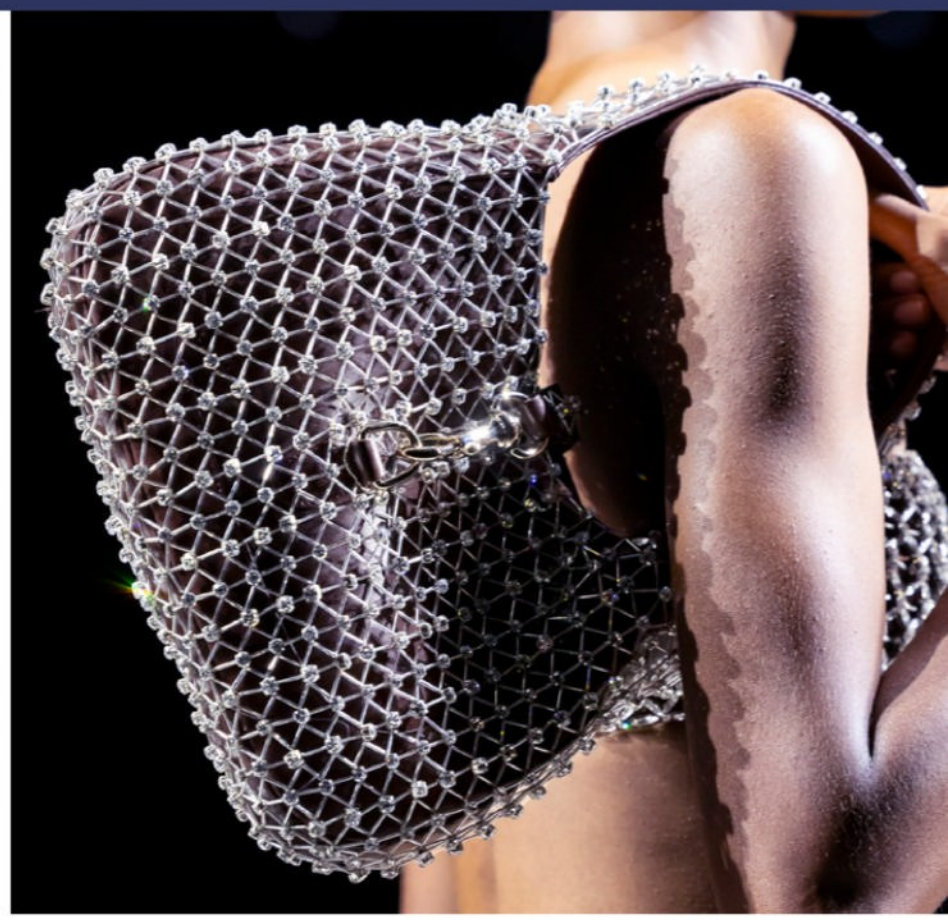









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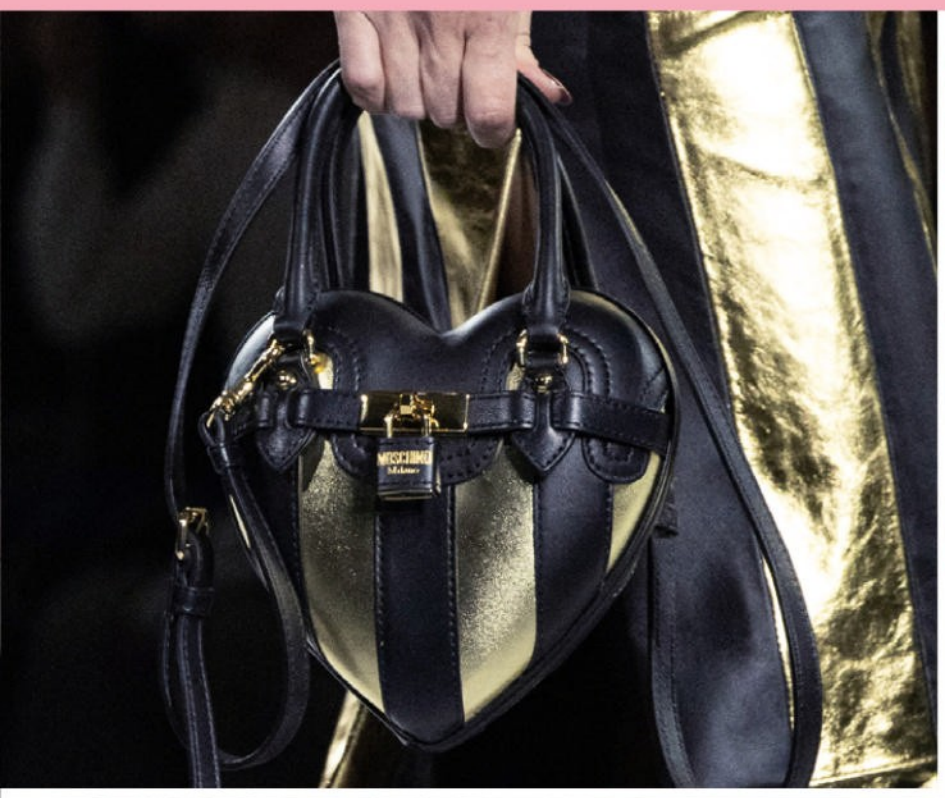
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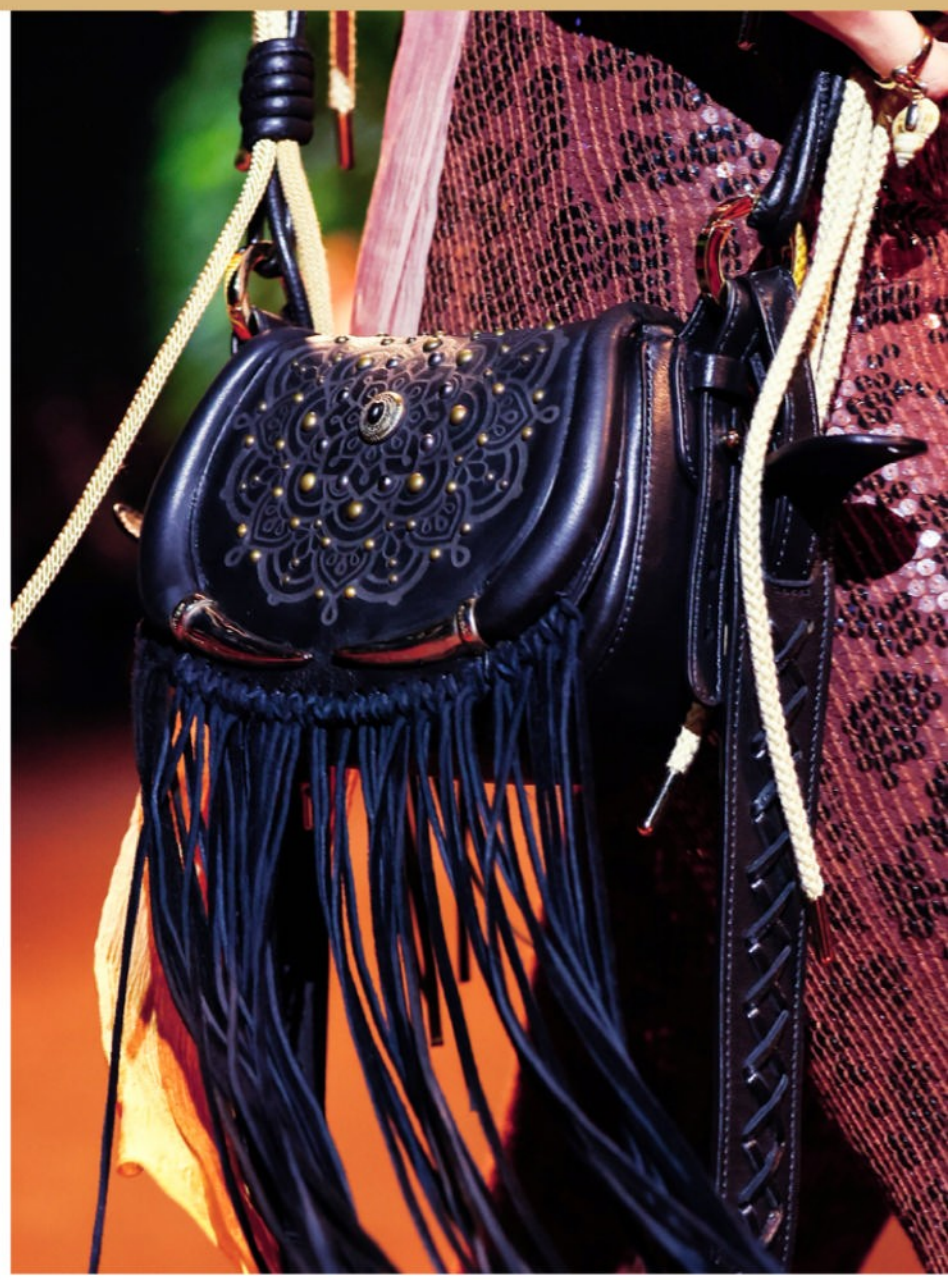



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