

RITRATTI

Milano

INVITO A TEATRO

Fall/Winter 2010 2011 Collection

The Ritratti Milano Fall Winter 2010 2011 collection is animated and inspired by the passion for theatre: a quite new and refined eloquence of style which takes us through the suggestions, the atmosphere and the magic of the theatre scenery, intended as the veritable set of the visual, emotional and communicative representation: a sort of sharing experience between the audience and the living show. Theatre is used by Fashion as an instrument of a meta-linguistic speech where their own code and language are debated and where the boundaries of the two arts mix and mingle, going back to the basic criteria of representation, play and illusion.

Three definitions for the collection: contemporary, reassuring and stylistically well defined. It stems from an extraordinary and careful study of pure femininity with the aim of responding to the very needs of the contemporary woman who is today ever more fond of seduction and comfort. To make it simpler, the collection could be broken down into two macroareas: Lingerie and Dress. The former is made up of three main groups portraying three main stories of pure seduction: items which combine excellent wearability with a marked fashionable touch in both the classical and the more contemporary colour hues: grey and mixed grey tone, champagne, black, Burgundy red, ruby red, ocean, charcoal grey. Unique and unequalled is the study of details, materials and accessories with the use of superposé three-dimensional embroidery, worked microfiber tulle, laser cuts with macramé inserts, satin details. Technical and style virtuosités are made possible by the in-house testing which is today carried out in one of the few veritable style offices still working in Italy, a recognized cutting-edge outpost for research and designing. The Dress area, more extensive and articulated thanks to the excellent “apparel” results of the past collection, has been conceived in four groups: easy fit, simple and suitable for any occasion, with adornment of fashion details. It’s the world of the simple, delicate and shiny-looking sheath dresses, to be matched with black, charcoal grey or skin-tone bodysuits. The combination with fur stoles is quite amusing for a refined and glamorous touch. Noteworthy is the coming back of the velvet, with a group of four nice dresses, refined by precious details such as a specially stitched velvet zip.

Press Office

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Via delle Azalee 15 20147 Milano

T 0241540103 F 0241291455 M 3485261628

umberto@amatostudio.com