

# RITRATTI

*Milano*

## **SPRING SUMMER 2010.**

The Ritratti Milano collection for Spring/Summer 2010 is a veritable tribute to the most authentic and refined femininity. A tribute, dedication and declaration of love that becomes a woman's companion throughout the day: adding style and dynamism during the day, becoming softer and quieter at sunset, and then lighting up and shining in the evening with skilful hints of light. Each proposal is a story, a container of creative enthusiasm, a taste of well-balanced weights and an in-depth knowledge of the value of details. Measured, delicate and precious to make all the difference. Sometimes invisible, imperceptible, sometimes evident, it contributes to and makes for a harmonious whole that is all about understated, well-balanced elegance. Everything has been modified to maintain the same stylistic footprint of Ritratti, which has always been an ambassador for the finest Italian style culture. The study into customization and the search for details, which can be maniacal at times, confers an extraordinary added value to the collection with silk contrasts, rhinestones and embroidery, and apparently simple cuts and styles for a look that always surprises, is never loud and shuns the over-crowded normal ways of dressing to become visual communication, pure seduction and total well-being.

The color palette encompasses the full range of natural tones, spanning from optical white and including plaster through to raw silk and the most delicate sand. Soft shades somewhere between gray and amethyst, superb atmospheres take us by the hand into the tones of wisteria and quartz without forgetting colors like the coolest mud, coral and military.

The collection has four moods:

**SWEET DAY** – Daily pleasures

Luxury day: elegant sweatshirts with precious silk detailing and bright eyelet rings with rhinestones for a feminine and ultra practical look.

Ramage: refined embroidery with a three-dimensional and superposé floral effect for romantic and confidential settings.

Sweet breeze & Sweet beauty: the famous k-way is back but in a glam version with rhinestone snap buttons for surprising flashes of light and waterproof seduction

Roses: light embroidery and with refined transparencies and open-work that design precious roses on the body.

Soft beauty&Luxury day: soft sinuosity and an ultra-comfortable fit for total comfort

**COCKTAIL AT THE SUNSET** – a sip of total style

Sunset: flashes of the most precious silk stand out against the shades of the sunset; ribbed dresses caress the body for total femininity.

Draping: precious embroidery using traditional methods for pleasant three-dimensional motifs that come to life with imaginative drapings of tulle and textured flowers.

Silk sunset: draping and drawstring ruching for silk make garments come to life with shiny rhinestones and silvery glitter and create unimaginable effects.

Sunset&Silk sunset: for a perfect cocktail look, fluid drawstring ruching on washed silk garments with a soft and flowing hand teamed with contrasting ribbing.

**SOFT CRUISE** – Make yourselves comfortable, we're off on a cruise

Shiny cruise: chromatic virtuosity in fashion hues, precious and sparkling embroidery to highlight sophisticated costumes.

Soft beauty: out of the water or daywear look? A soft, enveloping chenille made precious with exclusive accessories.

LIGHT BLOWS IN THE NIGHT – Sublime nocturnal evocations

Draping: nothing could be better than a sexy bodysuit for a special night. Ultra chic embroidery creates light tulle draping that shapes the body. A clever innovative touch turns a garment for special occasions into a two-piece outfit for everyday wear.

Bright night: precious embroidery with stones and rhinestones that illuminate elegant garments in shiny viscose.

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**AMATOSTUDIO\_integrali di comunicazione dal 1978**

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