

**Summer 2011 is a triumph of fashions “Made in Italy”  
The fashion world rediscovers  
the romanticism of the Italian landscape**

The never-ending success of fashions Made in Italy is celebrated anew. It is everywhere in the new collections that will fill the wardrobe in spring-summer 2011. Italian is beautiful: no question about it! This is the inspiration behind the array of trends for the coming season, as perceived by the fashion trend hunter, Li Edelkoort. No more of those boring monotonous garments on the racks at department stores: it's time to make room for authentic materials that can be cut and draped and sewn, and that echo Italian romanticism in the styles and designs.

Vintage, too, is back in vogue thanks to fabrics created in “aged” and faded tints, embellishing the garments with a touch of “Chanel” charm. In the ABC of trends prepared by Li Edelkoort and placed at the disposal by Pratotrade for the company exhibiting PRIMA Moda Tessuto, we often see nature as a theme in the many ways it interacts with water, hinting at romantic settings by the sea, rivers or lakes.

**RIMINI**

This is a light-hearted look, featuring boat necklines and details like medium and broad stripes, evoking the carefree spirit of the Italian beach. From the bandana to the flip-flop, it is a triumph of colors destined to fade in time, from red to blue, from purple to yellow, with sandy beige and watery bottle green in the background.

The collage of designs that covers the beach reproduces a patchwork of stripes, polka dots and tiny geometric patterns on poplin crepe, cotton jersey and swimsuits. Colors that will vanish slowly in time, like the faded colors of postcards from a vintage beach.

**RIVERS**

Time to get those old farm clothes out of the closet and wear comfortable smocks, skirts and shirts, the indispensable outfit for a casual look in the daytime. Folk impressions rediscover a sober use of faded blue, washed in the river and bleached in the sun, in heavy cottons and linen featuring pleats, stripes and quilting in the harvest colors.

## **GARDENS**

Welcome to the land of flowers. Lush Italian gardens with their glorious background of leaves become the source of inspiration for youthful, spirited apparel. Micro-floral prints and patterns of leaves layered on cool cotton basics in the different shades preferred by nature. Inserts of roses and hibiscus bring decoupage into the beach wardrobe, shirts and dresses. Layering and double weaves reproduce the aspects of leaves and succulents.

## **LAKES**

The sailor style takes the lead among new collections of elegant, sophisticated casuals. Heavy crêpe and curly yarns echo the little waves in the dark, mysterious waters of the lakes, with brushstrokes of basics, dark navy and intense green. Basic navy blue and intense green alongside a pale rust and lighter blue shades will brighten plain fabrics with splashes of color, framing microscopic prints and fine stripes in burgundy red and canary yellow.

## **NAPLES**

Naples was once renowned for the fine workmanship of its tailors and dressmakers. And the new collections of resort wear are inspired by the Neapolitan tradition, featuring pants, cotton sundresses and gabardine to be worn with accessories such as hats, pocket handkerchiefs and neck scarves. The superb landscape of the cliffs of Naples will influence the color palette used by designers, with emphasis on amber, bronze and terracotta. The designer's hands shape garments in cotton, gabardine, cool wool and, of course, linen. The favorite accessory here is the fedora and pocket handkerchief.

## **POMPEI**

Feminine creatures like ancient goddesses. And in the background the ruins of Pompei, revisited in a modern key with fluid, draped fabrics that recreate tops, togas and veils. Light gray and mud tints will be diluted with abundant infusions of Etruscan ochre, marble red and the blue of distant oceans. Jacquard weaves and knitwear in washed cotton and linen acquire the form of the "classic" relief, while soft silk is slippery on the skin with xylographic printed designs. Triumph of ancient lifestyles, adapted to the spirit of the new millennium. Apparel for a party, embellished with metallic glazes of cotton and antiqued gold.

## **STROMBOLI**

Volcanic ash becomes a source of inspiration for fashion designers. The spectacular view of nature, destroyed by the effect of volcanic lava provides

ideas for fabrics with a structured surface. Enveloping the body in avant-garde garments and accessories, these fabric will revive the icons of abstract art created by Japanese designers twenty years ago. Coal, sulfur and lava are represented in layers of intense blue, amethyst, coal blue and dark stone gray.

## **CAPRI**

A déjà vu atmosphere trails the jet set of fashion in Capri. Jewel-like colors evoke the loveliness of the Mediterranean world in the softness of a scarf. Cool shirts and shifts float dreamily in tints of mimosa and violet, mint and watermelon. Prints and pictures with a vaguely dated flavor translate into bright patterns on silk, cotton and canvas.

### **The world of trends: drape and fluidity on the skin**

Fashion, fashion and more fashion. The companies experiment to develop high quality fabrics and celebrate, with the right colors and materials, the spring-summer fashion season of 2011. That means extreme fluidity of the fabrics (viscose and stretch) – we'll be seeing a lot of it on the catwalks for the season's apparel. And of course drape will become a feature of our wardrobe by day as well as by night, with invitingly fluid voile crêpe, jersey and twill. We'll have to leave lots of room for soft tailored suits, valorized by lightweight wool, blends of wool and jersey, embellished with stylish details like printed dresses for day wear, scarves and shawls, cardigans in cotton and linen to wear during the evening strolls to the beach to watch the sunset.

Noble fibers like silk and blends with linen, but also ramiè, polyamide and cupram to recreate shiny effect, and acetate. The return of warm weather also celebrates the triumph of water, in its endless variations of color and with washed effects that give the fabric a vintage touch. Reigning supreme in our closets will be the color navy blue, which will be the new black for summer and we can also include natural indigo in the scale of shades of blue.

**Last, but not least, the matter of economy and the markets.** Gone is the dream of globalization, the companies are concentrating now on research and customization of the fabrics to create added value for the product with a good quality-price ratio, so as to differentiate it from products made with cheap Asian labor. However, the operators are well aware of the current difficulties: with the present market situation, the giants of the large chain department stores and the medium-high segment brands find it more and more difficult to purchase Italian fabrics, due to their policies of price cutting.

### **Materials and fibers at PRIMA Moda Tessuto seen with a magnifying glass**

Collections studied to respond promptly to the needs of the clientele, by providing a prompt, efficient service that even the most important houses of the high fashion universe will find attractive.

#### **FABRICS FOR MENSWEAR AND WOMENSWEAR**

**Fibers:** linen (pure and blended with ramiè and cupram, viscose and linen); cotton (pure and blended with silk, printed cotton); ramiè; nylon; wool-viscose, lycra; cupram; silk; polyester; polyamide; bamboo.

**Aspects:** Weaves and shapes inspired by nature; striped effects, embossing and plating; printed and misdyed effects; softly draped woven fabrics; bright effects reminiscent of water; chintz effects and luxury; washed aspects, coated, crushed fabrics; silky aspects and jacquards; thermally colored phosphorescent fabrics; rustic and natural aspects, in a feminine key; surface movements; Chanel styles, cotton bistretch.

#### **JERSEY**

**Fibers:** silk; linen; cotton; viscose; ultrafine yarns, single-ply yarns; nylon blended with linen; ramiè; cotton; silk; corespun yarns; elastan.

**Aspects:** finishing with special products; shiny, fluid effects, coated and rustic effects; washed, enzyme-treated, fluid fabrics; luxurious, rich, wavy aspects.

The following companies cooperated in the production of the press folder of PRIMA Moda Tessuto:

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