



BAGS STYLE DIRECTIONS

SS 2017



NATURAL INTELLECTUAL

CONTEMPORARY ZEN



RETRO FUTURISM



DYNAMIC GRAPHISM

NATURAL INTELLECTUAL CONCEPT Lifestyle

Mature markets like Italy, North Europe, North America, Japan. Consumer, looking for the natural, with a modern appeal and neat lines. The buying attitude emphasizes the quality of a good product. Where the richness and naturalness of the materials define the value of the volumes. Reference brand: Tom Ford, Berluti, Loewe, Shang Xia, Mansur Gavriel, Chloe.



- The intellectual attitude of a sophisticated way to interpret the "natural" of the author .

- The bag of excellent manufacture

- The best leathers, the most flawless constructions.

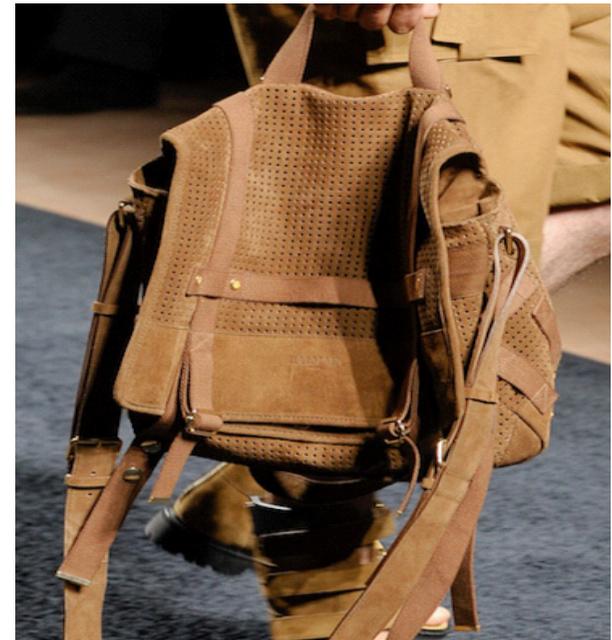
- Sportwear volumes, clean and refined. Natural is the synonym with intellectual of the beauty, well done, and rich on the inside.





**NATURAL INTELLECTUAL
WOMAN**
Squared clutch and sholder
medium bag.

NATURAL INTELLECTUAL
New Vintage, on the road.

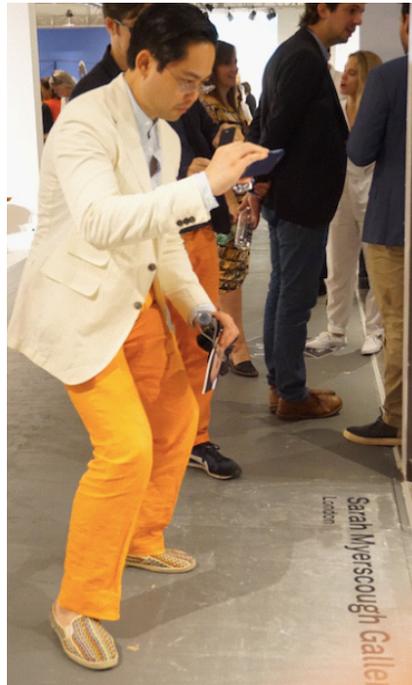


NATURAL INTELLECTUAL MEN
Over super size back pack..
Sportswear and metropolitan hiking.

DYNAMIC GRAPHISM

CONCEPT Lifestyle

The dynamic graphism explores new artistic movements of designs that renew a global taste now strengthened by the previous seasons. The dynamic lines characterized by an architectural taste, emphasize innovative and futuristic volumes: triangle, trapezoid prism with facets.



Glamour high tech costumer. Curious and passionate of High catching products. Prefers concept lyfestile shops, located in an art and interior design environment. Global glamour, da Shanghai, Tokyo, Seoul, Mexico City, the new cities of design. Referee brands: Celine, Fendi, Manurina, Anya Hyndmarch, Miu Miu, MSGM.



**DYNAMIC GRAPHISM
WOMAN**

Elaborated twists highlights the joints and modular combinations of geometric lines and shapes.

**DYNAMIC GRAPHISM
MEN**

New high tech refines and modern. Rubber feels leathers, with metallic and steel metals.

CONTEMPORARY ZEN CONCEPT Lifestyle



A new zen world that comes from the contemporary Asia, it blends and renews at the same time the American outdoor combining it to unstructured volumes, natural and treated materials, very rustic organic effects. A colours palette that fades from the blacks to burned colours, oxidized browns, soiled beige. From Japan, South Korea, China, to Rick Owens's California.



A new Unisex consumer, Global Millennial, which transforms the natural world, mixing it with experimental art, zen meditation, organic processing and international sportswear.

The reference stores and meeting rooms adopt the style of interior design of post-hypster with elements of European dark gothic world: rough surfaces and black edges. Reference Brand : Rick Owens, Yzee, Uma Wang, Simona Tagliaferri, Guidi, Marsell, Cecchi de Rossi, Cote & Ciel.

CONTEMPORARY ORGANIC ZEN
UNISEX
Sack and backpacks, ultra softs





CONTEMPORARY ZEN MEN UNISEX

Distressed and bleached
leather or canvas.

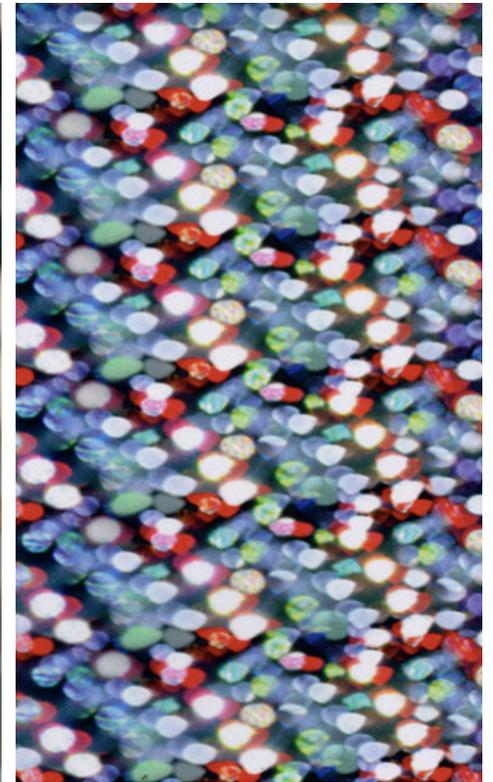
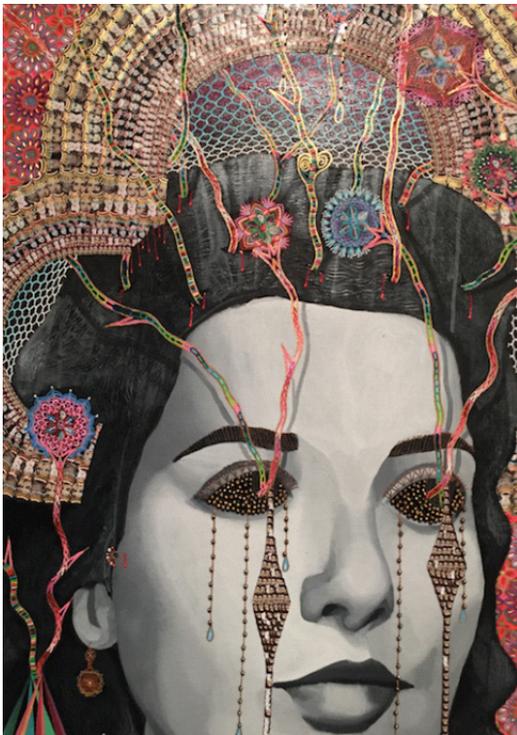


CONTEMPORARY ZEN WOMAN

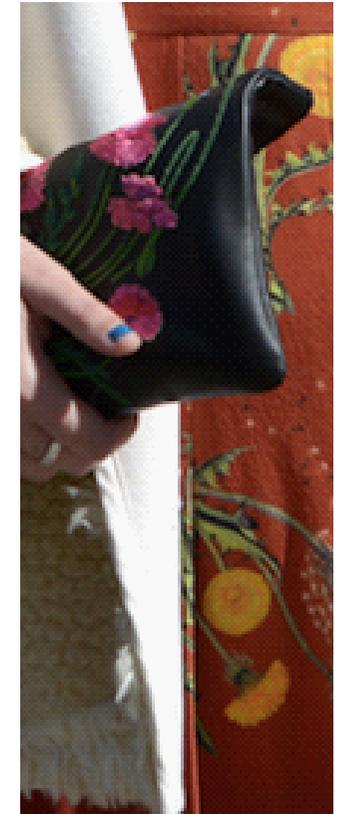
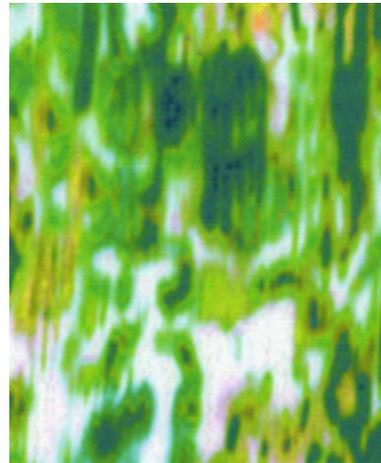
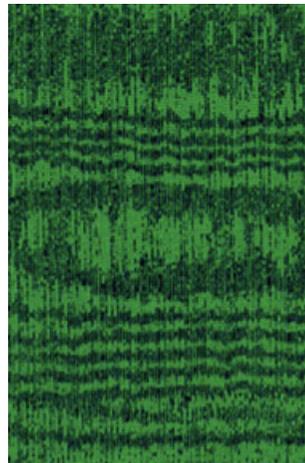
Multifunctional bags. New street bags,
unstructured and body shaped capa-
cious e maxi shaped. The new rock bag.

RETRO FUTURISM CONCEPT Lifestyle

Modern eclecticism that blends retro and futurism creating new icons, patterns and pop styles. Retro volumes, renewed with humor and bizarre fantasy. Culture shock! European Victorian style blends with the Chinese Baroque, Japanese rock, afro pop, crafting couture and a tecno touch.



Eclectic consumer, is part of the new generation of Millennials. Women more than men attracted objects “shock attire” as breaking points with the conventional styles. Eclectic is synonymous with provocative and surprising, because it offers new combinations and contrasts between retro and futurism. Reference Brand : Valentino , Gucci , Sophie Hulme , Chanel , Charlotte Olympia, Antik Batik.



RETRO FUTURISM WOMAN

Satin and leather mini-bag, with crocodile prints and futuristic finishing touch. 70's alike metals for pochette superflat with craquelet effects.

WOMEN COLOR PALETTE SS 2017



The earth tones, burned colours and yellow mustard, are lighten up with velvety glare.

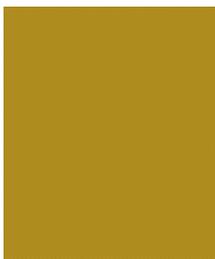
The new pastel colours are translucent and metallic with iridescent shades.



PANTONE®
19-1317 TPX



PANTONE®
17-1449 TPX



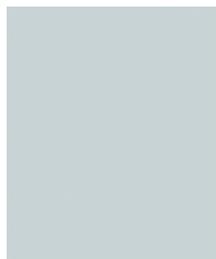
PANTONE®
17-0839 TPX



PANTONE®
14-1012 TPX



PANTONE®
14-5002 TPX



PANTONE®
13-4404 TPX



PANTONE®
19-4033 TPX



PANTONE®
16-5815 TPX



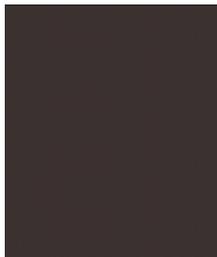
PANTONE®
17-3313 TPX



MEN COLOR PALETTE SS 2017



The earth tones, burned colours and yellow mustard, are lighten up with velvety glare.



PANTONE®
19-0915 TPX



PANTONE®
19-1241 TPX



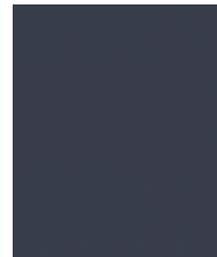
PANTONE®
14-1113 TPX



PANTONE®
19-0312 TPX



PANTONE®
17-4421 TPX



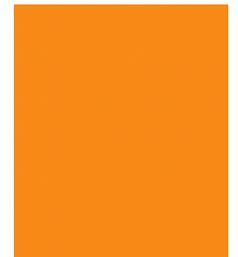
PANTONE®
19-4009 TPX



PANTONE®
19-4245 TPX



PANTONE®
19-6026 TPX



PANTONE®
15-1157 TPX

