

## **SUPER Trends SS 2020**

**The collections and brands selected by Super will dictate the women's fashion trends for the next summer season. Here are the rules of the new female wardrobe:**

### ***Chic under the sun***

'50s citations, colonial echoes, sophisticated intarsia accompany the special moments of the warm season. Impeccably cut jersey or piquet jackets, sophisticated and easy for day wear. Elaborate and sensual cocktail dresses for the evening. Plus, knitwear in neutral shades alternated with long dresses that slide over the skin. The accessories include wide-brimmed hats and lightweight bags for a very urban summer.

### ***Light & minimal***

The sophisticated simplicity of white is combined with tailored structures for dresses that are destined to become summer classics. The lines are loose and comfortable. Geometrical ankle length tunics alternate with minimal blouses. The textures are extremely lightweight: poplin, cotton and pure linen gabardine. For the outerwear: grège jersey and Mako cotton are the perfectly partners for natural raffia accessories.

### ***Lush Jungle***

Summer energy has the warm and saturated colors of the wildest nature: all the shades of brown and the entire chromatic scale of green with touches of orange, pink, turquoise and black & white. From beachwear to tracksuits, from the power-dress shirt to jackets and coats, the summer wardrobe is filled with animalier patterns, jungalow prints and ethno-chic jewelry. All over, the bush jacket appears to have been stolen from the men's wardrobe.

### ***Luxury travel lifestyle***

Travel, the essence of summer, is mirrored in outfits with a contemporary spirit made up of essential elements: scarves in fine fabrics, suits to wear from dawn until dusk, transformable dresses. The look is functional, in fact there is a predominance of monochrome. The working is impeccable and the selection of fabrics is mandatory: silk, cotton muslin, viscose and very light cashmere.

### ***Mediterranean mood***

From the French Riviera to the shores of Apulia, the Mediterranean inspires collections of striking day-to-night accessories. The choice of fine fabrics and natural materials like cork is concentrated in the creation of luxury espadrilles, menorquinas sandals and silk bandeau shoes which are destined to become next summer's must-have items while precious craft processing, 100% *Made in Italy*, creates flat sandals with an environmentally sustainable spirit.

Pitti Immagine srl  
Via Faenza, 111 - 50123 Firenze  
T +39 055 369 31  
F +39 055 369 32 00  
[www.pittimmagine.com](http://www.pittimmagine.com)



***Let's discover some of the Super collections:***

**5 Progress** Born as a military vintage-style capsule collection of customized jackets, the latest label from the Romantic srl group looks to a combination of identity and the right price as expressed by the Affordable Luxury claim. The upshot, a kaleidoscope of colors, sequins and micro embroideries for a total look devised by the stylist and fashion designer Massimo Pepe. Among the preferred materials are eco-fur and tulle as a constant source of inspiration. The constant element of every collection? Camouflage print.

**Alessandro Enriquez** A love story set in the fascinating ambience of the jungle. New Eden is the Sicilian designer's new collection characterized by zebra, leopard, Pegasus and mermaid prints. All of which is transformed by irony: animalier patterns give way to kisses and written phrases, python prints consist of a convergence of pixel hearts, and the giraffe skin pattern overlays stars and lettering. A journey through denim matelassé outerwear with interchangeable prints, studs, and jackets, unisex safari jackets in cotton drill and Hawaiian-styled shirts. Alessandro Enriquez plays around with immortalizing classic animals from the savannah through a pop interpretation characterized by color and a free spirit.

**BAEBCLUB** Exclusively at Super, Caroline Roberts presents her debut collection for the SS20 season, using fashion creativity and her expressive nature to emphasize the wonderful bond between dogs and humans. Focused on a strong selection of feminine garments and surprising accessories, the collection combines utility with aesthetics, finding elegant new ways to coordinate dogs with their owners.

**Belle Mais Pas Que** Arriving directly from Provence as a groundbreaking new trend. The ethnic mood meets proverbial French coquetry in the Belle Mais Pas Que collection. The self-mocking name of the brand reveals a subtly boho-chic spirit for this line of bracelets, necklaces and rings that have purposely distanced themselves from excess. Natural stones set by hand on noble materials and golden metals are at the heart of new passe-partout summers.

**Caban Romantic** Androgynous, groundbreaking, and understatedly boho-chic. The Caban Romantic woman is the protagonist of the collection created by the Verona-born fashion designer Massimo Pepe. An increasingly total look, the line of pea jackets is enriched by new models that emphasize the sophisticated repertoire of intarsia. Handcrafted jackets propose leather ribbons on delicate layers of tulle or lace. An all-purpose style for layering over white t-shirts and denim but also cocktail dresses, with each piece reflecting the personality of a cosmopolitan woman.

**Chelidonia** With the idea that a long dress does not necessarily require a special occasion, the Details Change the Mood mantra expresses the vision of Chelidonia, the brand named after a swallow, which was founded in 2017 by the stylist Chiara Ciolli with the intent of creating a single product based on versatility. Thus, a long dress becomes a daily item, while a short dress is transformed into a skirt. Silk, cotton muslin and viscose silk are alternated with wool blend crêpe or silk nylon twill, while color blocks and grosgrain details are the brand's stylistic calling card.

**De Siena** The creativity of the decorations and appliqués, transforms a "classic and comfortable" shoe into something unique. This is the creed of De Siena, the Italian footwear brand that looks to the creativity of a team of young designers for its rock and summer-spirited collections, emphasized by embroideries, patches and appliqués. Plus, the models can be further personalized through different choices of colors and details. An ethno-chic mood for canvas sandals with appliqués, slippers in painted canvas or in raffia with beads, crystals and colored studs, and biker boots decorated and painted by hand.



**Delfina\_** In 1992 Delfina Marsaglia, mainly for fun, created a little collection of swimsuits, which were carried by a couple of tiny boutiques in the historical center of Rome, the city where Delfina lives. The editor at Vogue US, wandering in Rome bought one of these bikinis and loved it so much that she wrote an article on Delfina. Ever since the collection has been available in the top department's stores in the US: Bergdorf, Saks and Barneys. At the same time, the collection has been enriched with distribution expanding to include the best shops in Europe, Middle East and Japan. The swimwear is produced through small, family based, tailoring laboratories all based in Italy and particular care is given to the quality of fabrics.

**Gaynor Bongard\_** The finest natural yarns provide the base for a luxury collection of stoles and scarves with a sartorial style. This is the vision of Gaynor Bongard, the brand created by the Anglo-Italian team that this year celebrates 20 years of research and experimentation into textiles and loyalty to artisan teachings. Since 1999, in fact, Gaynor's focus has been on developing niche products with a contemporary soul starting with premium cashmere and the very best natural fibers from around the world. Few yet essential elements, together with skilled craftsmanship that combines technology and antique savoir-faire to breathe life into a one-of-a-kind collection.

**Harris Wharf London\_** Contemporary allure for Harris Wharf London, combined with the punctual reinterpretation of wardrobe classics. With its headquarters in London and production based in Turin, the brand develops its collections in a range of elegant and delicate tones and bold chromatic highlights. The outerwear line merges sartorial skill with the use of coarse and unlined jersey, for an updated and effortlessly chic revamping of traditional forms. Harris Wharf London is a family-run company set up by siblings Giulia and Aldo Acchiardi, the origins of which lie in their great grandfather's glove-making factory in Turin.

**Isabella Clementini\_** A collection with a minimal and sustainable attitude, matched with spacious and comfortable volumes, geometric cuts and extremely pure textures. Designer Isabella Clementini looks to a relaxed summer, focusing on single-tone backgrounds of white and powdery sky blue on fabric, also in a striped version. Plus, pure linen fabric with a micro polka dot print, and terracotta and red brushstrokes dedicated to the evening. Lightness and quality develop the textures, from cotton poplin to cotton gabardine, cotton linen and pure linen jeans, next to makò cotton knits.

**Ibeliv\_** A play on words that tells the story of an authentic Believer. Liva Ramanandraibem, known by everyone as Liv, is a man who sees positive action as a means for creating a new reality. Originally from Madagascar, but fascinated by the dictates of French elegance, with the IBELIV brand, he transforms the sharing of values into a tool of cultural evolution. Style and design are applied in accordance with the Madagascan artisanal tradition of raffia for accessories with an eco-friendly and socially responsible spirit. Environmental protection is promoted through the reforestation of forests, while creating jobs for women.

**Isole & Vulcani\_** Geothermic energy, reptiles, volcanic rock, obsidian, black beachside sand. The rough nature of the Aeolian Islands is the powerful inspiration behind the Isole&Vulcani beachwear line. The project began taking shape mid-way through the Eighties in a small boutique on the island of Filicudi, thanks to the intuition of Roman stylist Daniela Fadda. The leitmotif, a minimal use of stitching, and wearability combined with the comfort of natural fibers like cotton jersey. In 2013, Daniela's son, Cristiano Fini, launched the brand on an international level, under the artistic direction of his wife Sara Goldschmied, who is part of the famed artistic duo Goldschmied & Chiari.

**L'Impermeabile\_** In the tireless pursuit of pureness, the straightforward presentation of L'Impermeabile proposes its bestsellers: the military-style Tony, Milton, and Vasco trench coats designed with round sleeves or in the British raglan. These coats are clean and authentic in the usage of gabardine and solaro textiles, but interpreted in a new Watro version. Plus, extremely lightweight cotton, with unmistakable transparent weave and papery and crisp waterproofing. The buzzword is Natural! Fibers, fabrics, finishings.



**Lanapo\_** From Positano to Panarea, the tradition of handmade sandals is a timeless must-have linked to the most celebrated seaside locations. The idea of conveying prestige to the artisanal tradition of the Cinque Terre led to the debut of Lanapo, the collection of handmade sandals created by Milan native Federica Napoletano whose background is in publishing. A project conceived during a scorching hot summer afternoon, when the designer fell in love with the Cinque Terre National Park, located not far from Monterosso al Mare. A declaration of love for the simple and often coarse soul of this territory.

**Madam Handbags\_** Energy and character for the collection proposed by the young fashion brand from Verona. More than bags, they are bona fide statements. Iconic elements are updated in a rebellious key with rock appliqués and jeweled pins. A cascade of pompoms makes the beach handbag in colored plastic a genuinely special item. The matching of black and white fringes recalls tribal rhythms, while colonial tones, vertical stripes, and elephant embroideries extend the invitation to set off for far-off lands.

**Manebì\_** Espadrilles, the iconic Spanish footwear, are covered in fine fabrics, matched with practical outsoles, and filled with a sense of glamour that gives life to the perfect day-to-night shoe for vacations. Manebì, the Italian brand that recalls St. Tropez and the French Riviera in its name, is synonymous with “Mediterranean” research and quality. The espadrilles are handmade by Spanish artisans from La Rioja, while the “sneaker” version saw the light of day in Salento, a district that represents excellence in the production of sporty luxury shoes.

**Maurizio Massimino\_** With his creativity and experience, Maurizio Massimino has revolutionized a classic, casual item such as jeans, giving them new life and transforming them into a unique, on-trend, high-quality item. His collections reflect his ideals and his style, which is inspired by the 60’s, but with a modern slant.

The SS2020 Women’s collection tells a tale of travel, contaminations that kick started his creativity for dreaming up something revamped, sartorial, and even one-of-a-kind: Africa, Mykonos, Saint-Tropez and Capri.

**Peech\_** Self-taught for natural aptitude, for years, Amedeo Piccione has been developing his abilities and expertise in different illustrative techniques, transforming his manual ability into digital. These are the origins of PEECH, his most personal project that first began as a collection of jewellery entirely produced in Italy. Today, he continues to focus on the creation of feminine pieces from the most iconic models, while maintaining a colorful spirit, structure and a tropical and exotic inspiration.

**Popa\_** After over 25 years of experience in the world of footwear, in Alicante, the Lucas brothers launched their very own brand of “menorquinas”, characteristic Spanish sandals that combine raffia, natural leathers and cork. While respecting the details of traditional manufacturing processes, new fashion trends are incorporated into their line of models, exalting the platform concept. POPA is a 100% Mediterranean product, a collection of shoes and bags artisanally manufactured at every stage of production: from the design and selection of materials to the final product.

**Robert Friedman\_** Italian & American Style is the well-balanced mix that made Robert Friedman stand out right from the beginning. It was 1977 when the skill of an expert shirt maker met the creativity of a fashion designer in Florence. From here came the inspiration for a new line of shirts with American taste and Italian elegance called Robert Friedman in tribute to the famous New York tailor. The leitmotif is represented by constant research into exclusive fabrics – from the very best Italian, Swiss, English, and French knitting mills – and sophisticated prints. To this day, the brand’s textures, colors, and patterns continue to win over a loyal customer base around the world.

**Saudade\_** Originating in the Brazilian culture, saudade presents itself as an inexpressible state of mind. A cheerful melancholy, an ambiguous concept for the kinds of emotions it arouses. This contrast creates the Saudade beachwear collection, handmade with love, conjuring up the beauty and unique quality of the Brazilian ethos. Every chromatic combination is specifically studied to complement the



different sensations, climates, and cultures, both typical and extraordinarily diversified at the same time, which characterize every region of this country.

**Scaglione**\_The sophisticated sensuality of a knitted garment in neutral tones is combined with the luxury touch of natural yarns to give life to suits perfect for wearing from dusk to dawn. The Scaglione Spring-Summer collection revamps the timeless style of the 50's in a proposal that is perfect as an urban outfit and as a feminine choice for relaxing moments. Appearance and functionality remain the brand's ever-present focal points. At the same time, a modern look is expressed through neon crocheting, jacquard palms, and 3D vertical stripes.

**Shaft Jeans**\_The American denim tradition drives the creative evolution of Shaft Jeans, the brand created in 1964 by an artisan from Montpellier, which since 2004 has been owned by the Florentine entrepreneur Francesca Bacci. Completely *Made in Italy* – from the raw materials to the embroideries and washings – the collections show meticulous attention to citations, fittings, and details. Plus, the vintage look is a must. Ongoing investment is made into innovative fabrics, like silk denim. From palazzo trousers to gaucho pants, the shaping is always personalized with embroideries, studs, and beads.

**Sparti Handmade**\_Brand of hats entirely handmade by designer Sparti Linardaki in Athens. Cowboy inspiration combined with ethno-chic fantasies and colors, with tribal references.

**Virgins Saints & Angels**\_ Born in 1999, it is a brand that embraces symbols of protection and good luck, infused with romance and magic, all handcrafted in San Miguel de Allende, Mexico. Finn, the designer was introduced into the Council of Fashion Designers of America in 2008 for her contribution to unique design.

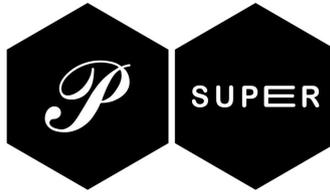
**White Sand**\_Born from tradition in 1979, and evolved through design, White Sand is a contemporary brand: thought and research define the first quality material selection. The knowledge of the artisans' packs products with utmost care to details: each stitch becomes the mark of an artist. The extreme care, quality, and unicity of the brand are proven by unmistakable products.

### **For the SUPER TALENTS area:**

**Alighieri Jewellery (UK)**\_Imperfect jewels, slightly melancholic, singular fragments of a treasure chest. The rise to success of Rosh Mahtani's creative universe was rapid. Born in London and raised in Zambia, with a degree from Oxford, Rosh believes it's important to emphasize that she does not feel like a genuine jewelry designer. More than technique, in fact, her creations express a love for literature, a study of poetry and a passion for Dante, the great poet for which the brand is named, who inspired a striking series of rings, earrings, and necklaces.

**Gogo Philip Studio (Italy)**\_ Born in 2018 in Milan, conceived as a unisex brand of accessories designed by William Merante and Giovanni Riggio. The look is in perspective: the search for contemporary forms hybridizes with the most traditional techniques of Italian craftsmanship and manufacturing technologies. The result is an open field of formalizations, experiments, clear structures in which the contamination not only rereads the design reasons, but shifts the concept of use and destination of the product.

**Helena Bajaj Larsen (France)**\_ For the half-Indian, half-Norwegian designer born and raised in Paris – after receiving a Diploma in Economics and Social Sciences and a Bachelor's degree in Fashion Design at Parsons School of Design – her focus was on textile design and the exploration of surface design through various mediums. She chose in particular khadi, an Indian homespun cotton cloth often referred to as “the fabric of social change” due to its crucial role in the Indian Independence movement led by Mahatma Gandhi. The fabrics come from India and are hand-painted using acid and pigment dyes on a variety of silks and other materials. In parallel, Helena began exploring metalwork at school



and decided to present a jewelry collection focused on surface alterations as a part of her thesis.

**@Talents**

**Liudmila Footwear (Kuwait)**\_ A Victorian-styled, yet sensual, shoe at the same time. These are the creations of Najeeba Hayat, born in London, and creator of the Liudmila brand. From leopard printed lace-up ankle boots to pumps embellished by diamonds and sandals with pompoms, these shoes worthy of a princess pack a punch that would not seem out of place on Drury Lane.

**Roma Narsinghani (India)**\_ Architectural designs and structural accents serve as the inspiration for the jewellery designer who turned her love for crafting for personal use into a conceptual jewellery label that has found a loyal patron in discerning fashion mavens and celebrities alike, including Sonam Kapoor Ahuja. The label's handcrafted pieces strike an intriguing balance between form and function, with heritage and geometry often playing muse. Each piece is an ode to the individuality of the wearer, painstakingly handcrafted by skilled artisans out of recyclable brass. **@Talents**

**Sabry Marouf (UK)**\_ A creative partnership working in leather goods and jewellery. Based between London and Cairo, Ahmed Sabry and Daki Marouf pay tribute to ancient Egypt with their creations, a modern expression for a new kind of storytelling. The journey begins with Amarna, a collection of art-object bags that offer true functionality. The line of jewellery will be offered in the future through both a fine jewellery collection and bespoke commissions. Like the treasures of a royal tomb, the pieces of Sabry Marouf are just waiting to be discovered. **@Talents**

### ***For the focus on creatives from Armenia:***

**Damink**\_ A brand that blends fashion and photography, the two great passions of designer Damian Hovhannisyanyan. Talent and intuition led him to capture special moments through his lens, to then transport them into the physical world of his fashion creations. The mix of Damink does not pass unnoticed: every item resembles a walking work of art.

**Demiurge**\_ Dark, mysterious, occasionally gothic. Nature serves as the model for Demiurge jewels. These are the origins of accessories that become talismans, seemingly coming from faraway and timeless worlds, with an ever-present animal spirit guide. Finally, attention to details and to small precious stones is what makes this collection a genuine expression of new Armenian creativity.

**Kivera Naynomis**\_ Founded in 2005 by the designer Arevik Simonyan, the Kivera Naynomis brand is the mouthpiece of a striking style that satisfies – through the development of two distinct lines – the souls of luxury and casual that coexist in every woman. The collection for the coming summer focuses on natural materials, bright colors, and handmade embroideries with stones and beads.

**Loom Weaving**\_ A brand founded in 2014 by Inga & Elen Manukyan, two sisters who chose to combine their passion for fashion with the most advanced knitwear design. Wonderful intarsia, natural yarns, and sophisticated palettes. In the spring-summer 2020 collection, standing out are fuchsia and a special blue tone inspired by the waves of the sea, together with extremely light touches of mohair and lurex.

**Made**\_ More than a brand, Made is a platform that reunites young creative talents with a clear orientation towards craft workmanship. The project, first conceived in 2018 to promote the development of rural areas, is also a school for professional training and an incubator of ideas at the same time. From the workshops, arrive unique accessories, jewels that do not pass unnoticed, strongly evoking the handmade Armenian tradition.



**Nikolyan\_** Bearing the name of its founder, the designer Aram Nikolyan, the brand exalts Armenian tradition, coordinating it with minimalist and deconstructed lines. His creations for spring-summer 2020 bet it all on handmade floral embroideries that light up the blacks and blues of ultra-feminine dresses.

**Ruzane\_** Sophisticated and feminine, the dresses of the Ruzane brand recall a classic style without ever sacrificing original details. The stylistic calling card of the spring-summer 2020 collection created by designer Ruzanna Vardanyan is transparency that allows the beauty present in every single thing to be glimpsed: in art, in nature, and in the body's details.

**Soncess\_** A desire for freedom and the desire to amaze are the raw materials for Sona Hakobyan, founder of the brand Soncess. Accordingly, in her lines, seemingly incompatible materials merge together and create dresses with a precise identity and unique details. The spring-summer 2020 collection plays on mixes of outfits for a total look that can span from morning until evening.

**Teress\_** The bon ton dress is at the center of the stylistic research of Teress that always manages to combine retro-styled feminine looks with the latest fashion themes, like the rapport between man and nature. Water, earth and sun can be found in the spring-summer 2020 collection bearing the name of one of the most well-known Greek islands, Santorini, evoking its lifestyle with soft and romantic lines and colors that pass from pastel to those that are strong and distinctive.

**We thank the companies that have collaborated in the creation of the press kit.**

**Milan, 19 September 2019**