

# **MODULAR RESPONSIBLE GENDERLESS**

**LESS IMPACT - MORE COMBINATIONS!**

*Winner of the Franca Sozzani GCFA Award for the Best Emerging Designer at the Green Carpet Fashion Awards Italy 2019,*

*flavialarocca propose a new attitude towards  
clothing.*

*A responsible, dynamic and modern way of clothing.*

## **MODULAR**

The entire collections are built on the modular concept. The garments are composed of interchangeable modules which, through hidden zips, can be "disassembled and reassembled" creating different combinations. Modules of the same size can be mixed together to create an endless and always renewable wardrobe. Having the opportunity to change outfits and customize the pieces with a simple and fast action, saving time and space.

Dedicated to the contemporary woman who works, travels, studies, moves around the city and the world.

The modules are designed to be interpreted by the wearer and experience them in a mix of elegance and sensuality, without seasonality limits.

Bold and geometric lines with a feminine attitude, a dialogue between seasonal perspectives and a timeless, modern and functional design.

## **RESPONSIBLE**

The possibility of wearing the same garment in different ways reduces the waste of water, energy and raw materials during production process, limiting the environmental impact. Being able to renew the items already present in the wardrobe season after season make the life cycle of the product longer.

Production is entirely Made in Italy allowing to reduce the negative impact of transport on the environment and CO2 emissions.

The production chain and suppliers are directly controlled to ensure that they work in full respect of the environment and people.

The garments are entirely made with certified, recycled, natural or produced by new technologies fabrics and materials, with a transparent and traceable process.

## **GENDERLESS**

Inspired by workwear and realized in a modular way. Few styles that gives both men and women the liberty to change and express themselves without constriction.

## BRAND ACHIEVEMENTS

September 2019 - Winner of the **Franca Sozzani GFCA Award for Best Emerging Designer at Green Carpet Fashion Awards Italia 2019**.

September 2016 - Winner of the competition "**Vogue Talents for Nastro Azzurro**" + exhibition at Palazzo Morando during Milan Fashion Week.

September 2016 - Selected for the exhibition "**Crafting The Future**" curated by Franca Sozzani at MuDEC, Milano

May 2016 - Selected as one of the 8 worldwide designers (Sustainable Fashion) for the Denim Challenge during the **Copenhagen Fashion Summit 2016**

December 2015 – Selected to be part of "**Fashion Lab**", a program for the acceleration and ongoing support, conceived by UniCredit Bank and the CAMERA NAZIONALE DELLA MODA ITALIANA in favor of the most promising Italian emerging brands.

November 2015 – Selected as one of most interesting 100 fashion realities of Italian Fashion from 1998 to nowadays to be part of '**The New Vocabulary of Italian Fashion**' exhibition held at La Triennale, Milan. 24th November 2015 - 6th March 2016.

February 2016 and September 2015 - Selected by CAMERA NAZIONALE DELLA MODA ITALIANA as one of the 17 international emerging brands to showcase during the official calendar of Milan Fashion Week at Fashion Hub Market.

September 2014 and February 2014 - Selected by the BRITISH FASHION COUNCIL to be part of **London Fashion Week** among the 5 international emerging designers doing Sustainable Fashion at Estethica.

September 2014 - Selected as one of Italian brands to exhibit at Shanghai Fashion Week

March 2014 – One of the designer who took part at the 'Forests for Fashion – Fashion for Forests' event with Fondazione Pistoletto at **ONU Palace in Geneva** during the International Day of Forest. Speech + performance with a capsule collection realized for the event.

February 2014 – selected by the American Model and Actress **Amber Valletta** for Master&Muse project – online on Yoox.com

September 2013 – One of the 3 winners of '**The Talents Night**' – A competition promoted by VOGUE ITALIA & VISA

September 2013 – Published on VOGUE ITALIA among the VOGUE TALENTS.

May 2013 – one of the 18 designers at 'The Talent Store' – Fidenza Village with VOGUE ITALIA & Value Retail.

## FLAVIA - BIO

Born in 1985 in Rome, Flavia La Rocca is the founder and the designer of the brand that brings her name: flaviarocca.

After a BSc in “Scienze della Moda e del Costume” at La Sapienza, in Rome, in 2007 moves to Milan where started her career in various and prestigious press office as Blumarine, Valentino, Vivienne Westwood and Prada.

Experience, knowledge and a strong passion have brought Flavia to start working on her own brand in 2013.

A signature style of modular clothes defined by geometric lines was immediately apparent in her first collection together with her commitment to sustainability that is part of the brand's ethos to being a responsible, honest, and modern company.

“I create clothes that lend themselves to the fashion game, in a responsible, dynamic, contemporary way.”- Flavia

flaviarocca

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