

SCAGLIONE

CHAPTER ONE

1.

OUR
VISION

OUR PHILOSOPHY

Scaglione celebrates style and functionality in equal measure. Defined by a visionary and contemporary aesthetic in its disregard for passing fads and trends. The Scaglione brand has echoes of the design greats of the era it was born in; think Achille Castiglioni, Philippe Starck, Sotsass, Gio Ponti, Olivetti and Zaha Hadid.



CHAPTER TWO

2.

OUR
MISSION

OUR MISSION

TO CREATE
HIGH QUALITY,
CONTEMPORARY
KNITWEAR.
FUNCTIONALITY AND
AESTHETICS ARE
ESSENTIAL TO THIS.

CHAPTER THREE

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3.

HISTORY

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HISTORY

THE SCAGLIONE
STORY BEGAN
IN THE 1960s IN
NORTHERN ITALY.

SCAGLIONE



For the majority of families at this time, access to clothes was limited. Most fashion boutiques were located in Milan, which were largely inaccessible and garments were expensive. The solution? Families produced their own garments using small knitting machines, which Renato Scaglione sold throughout the villages surrounding Bergamo. The rest, as they say, is history. Renato and his wife, Celsa, settled in Bergamo in the 1960s, setting up a small children's apparel company. 20 years on, they launched a sweater collection for men and women. The late 1990s saw the launch of Scaglione as we know it today. Giovanni and Anna, children of Renato and Celsa, created a small range of knitwear styles defined by impeccable finish and the nest yarns; they named the collection, Scaglione.

**INSPIRED BY THEIR FAMILY HERITAGE,
TODAY, SCAGLIONE, UNDER THE DIRECTION
OF GIOVANNI AND ANNA, IS RENOWNED FOR
ITS SENSIBILITY TO CREATE A
CONTEMPORARY COLLECTION WITH A
CONTINUAL INNOVATION FOR MATERIALS
AND CRAFTSMANSHIP.**

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**SCAGLIONE IS THE EPITOME OF A TRADITIONAL
ITALIAN FAMILY BUSINESS; SMALL,
CREATIVE, AUTHENTIC AND ROOTED IN
TRADITION AND IMPECCABLE
CRAFTSMANSHIP.**



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CHAPTER FOUR

4.

COMPANY
STATEMENT

**CONTEMPORARY
FUNCTIONAL
HIGH QUALITY
KNITWEAR**

SCAGLIONE

CHAPTER FIVE

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5.

OUR
PHILOSOPHY

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COLOUR

Our use of colour is something that makes Scaglione unique as a brand. The majority of brands rely on a neutral palette of greys, beiges and blues. We are famed for our use of intense, vivid bright colours and stripes that breathe life into the baseline of understated hues.



URBAN VS COUNTRYSIDE

We have established ourselves as a go-to for the contemporary urban traveller. We understand that today's consumer doesn't want a separate wardrobe for different pursuits, i.e. countryside and city. The majority of knitwear brands have established themselves as outfitters solely for outdoor pursuits. We create garments that take the wearer seamlessly from busy city life to countryside down-time, combining functionality and aesthetic.



MODERN APPEAL

We are contemporary and like to follow trends, but are never constrained or dictated by the ephemeral fashion calendar. We do not change our entire outlook and design vision to fit with trend forecasts; instead we adapt our existing contemporary vision to what is going on around us. Our products embody craftsmanship, high quality and modernity, creating a wardrobe that is understated and up-to-date. We stand for unique pieces that become faithful friends with every season that passes.



SS19

The SS19 collection takes inspiration from the Hollywood and Beverly Hills scene in the US. Soft pastel colors coupled with a comfortable and relaxed fit, give the collection an iconic mood that recalls the famous american neighborhoods.

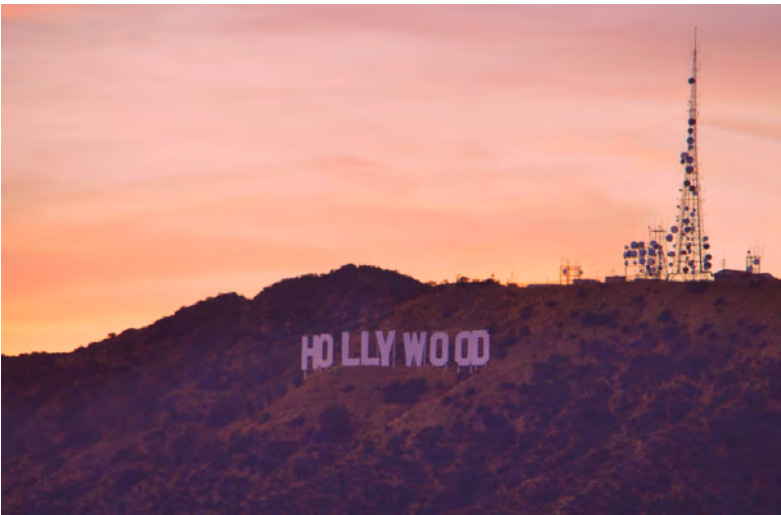
COLORS infuse energy through the striped and patterned items thanks to some strong but balanced colors combination, a foundation of pastels and neutral colors is preferred for the more precious part of the collection realized with linen, pure silk and viscose.

ALL DAY LONG kintwear tht can be worn from sunrise to sunset, thanks to the various layering it is possible to wear it at different times and situations of the day.

NATURAL AND PRECIOUS YARNS are the base of the collection, and guarantee a comfort feeling even during the hottest season. Some few interference with technical yarns make possible the realization of big volume but super light items.

OUR PHILOSOPHY

BRAND VISION



FW19-20

The FW19-20 collection takes inspiration from Woody Allen's *Manhattan* and its sophisticated NYC metropolitan mood. Natural and luxury yarns, as well as soft volumes and colours, are at the core of the collection making it the perfect choice for the modern social gatherings and the most exclusive clubs of the city.

COLORS are authentic, inspired by the autumn in NYC: from beige, cocoa and gray in all their shades to soft pink and bordeaux.

ALL DAY LONG kintwear that can be worn from sunrise to sunset, during busy working days as well as on out-of-town weekends.

NATURAL AND PRECIOUS YARNS are at the core of the collection and guarantee a comfortable and luxurious feeling.



CHAPTER EIGHT

6.

HEROES &
MYTHS



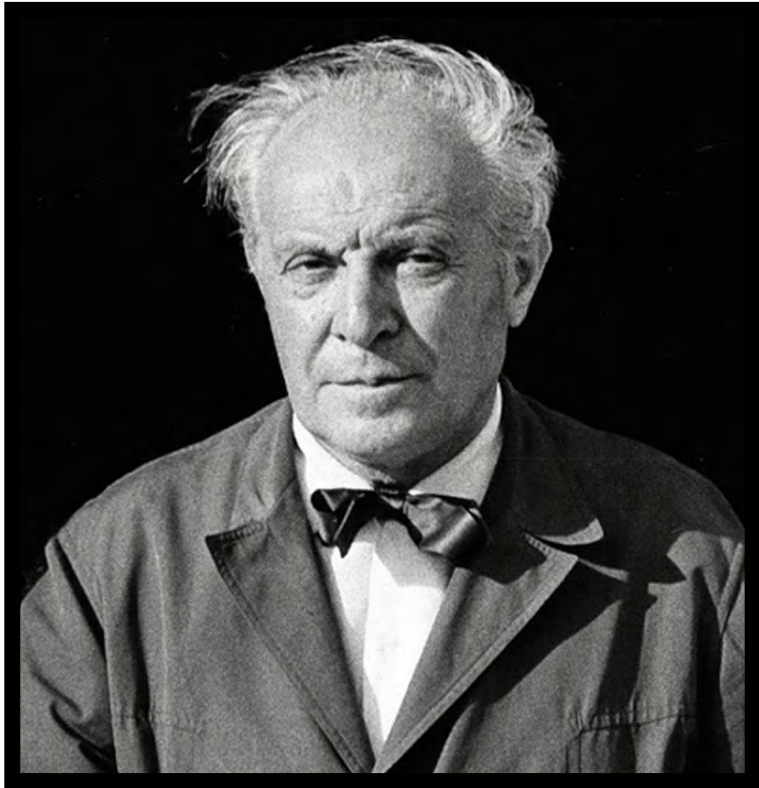
ACHILLE CASTIGLIONI





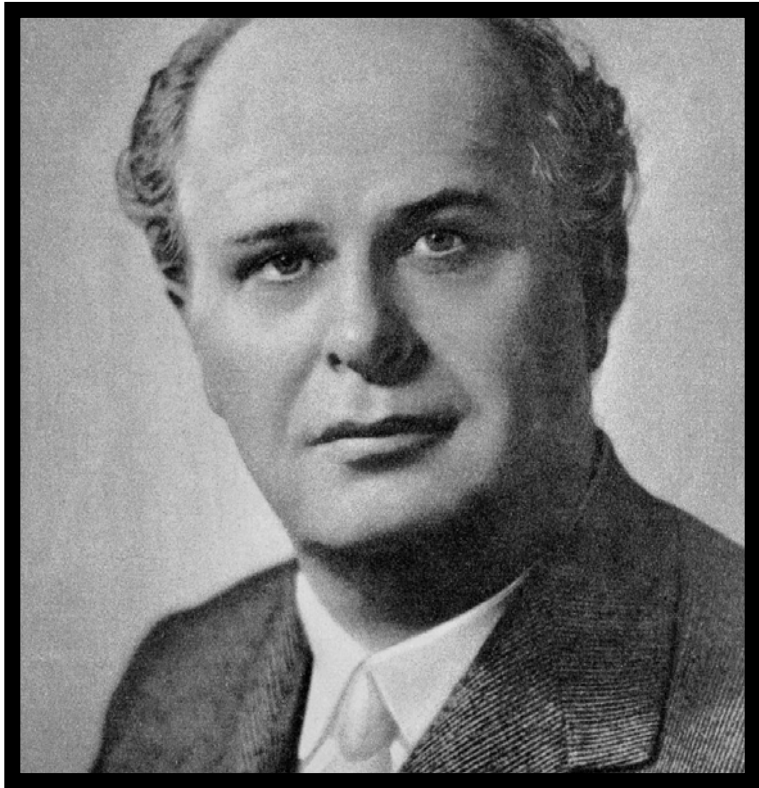
PHILIPPE STARCK





GIO PONTI





OLIVETTI





ZAHA HADID

