



GEN-YY



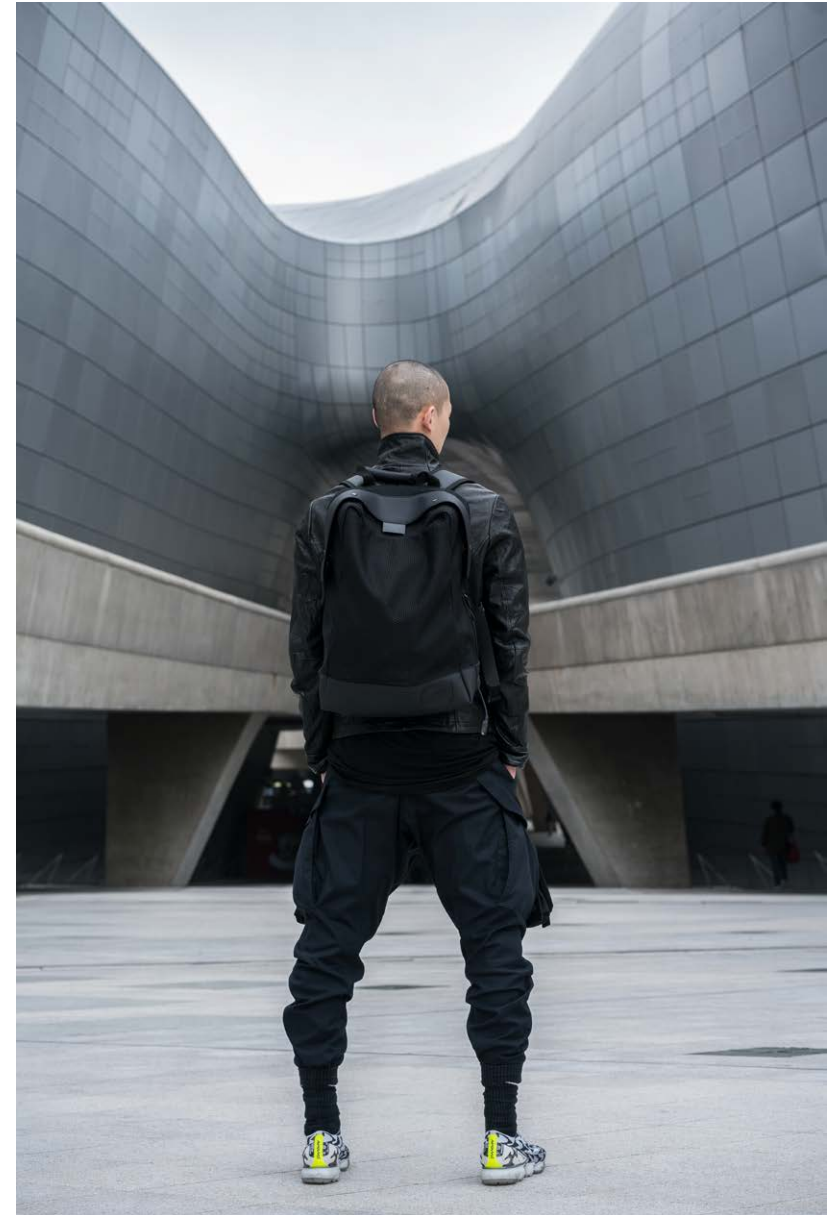
BRAND IDENTITY

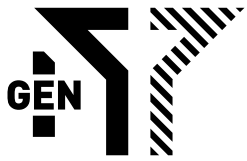
The brand GEN-Y was established in 2017 by Lorenzo Lorenzi, CEO of Lorenzi Company Italian leader in microfibers leather and tech-textiles.

Lorenzi's high-quality materials, commonly used by premium brands of leather goods, sport/safety footwear and technical clothing are reinterpreted by Gen-y turning them into smart bags, rucksacks and clothes with an innovative key.

Inspired by Lorenzi's knowhow and environmental respect GEN-Y is projected to the next generations needs, always sharing the mission:
"Long lasting products, long lasting future".

The creative team is focused on the product functionality and releases new designs without following the fashion cycle.





URBAN ENERGY / MODULAR SPIRIT / FUNCTIONAL CREATIVITY

DESIGN

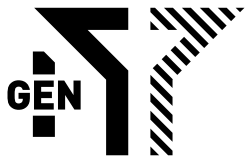
GEN-Y is a combination of design and high-quality materials. It's creativity and technology, craftsmanship and innovation, aesthetic research and performance put together thanks to Italian know-how.

Bags, backpacks and accessories created to follow us in every moment of the day: from work to free time, from passions that characterize us as individuals indoors to those that complete us outdoors.

The collection is made of a-gender products that evolve with each of us, that adapt to our needs and follows us in all of our activities: sports, cocktails downtown with friends, job meetings or pleasure trips.

With its design inspired by urban geometries GEN-Y's collection is created with extremely sought-after materials which are also eco-friendly.





MATERIALS

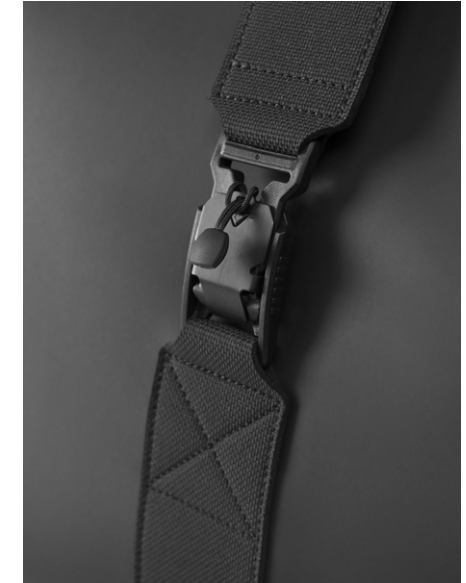
Lyliane microfibers, widely used in luxury bags as inner reinforcement to improve the properties of leather, now constitute the main body.

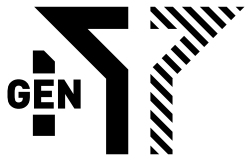
Coatings such as anti-scratch and soft-touch TPU and silicon are used in outer parts to increase the product durability. Smart magnetic buckles give a pleasant and quick use to all the functionalities.

A collection that breathes the vibrant notes of the city transforming them into a minimal-tech design: black reflective tapes, modular pockets, magnetic buckles and strap closures.

Using only black is a choice to keep the focus on the properties of the materials, the textures, on the shape and function of the accessories.

Colors are distractions to the main aim: performance and modularity.





MUST HAVE

CORE



MOBU

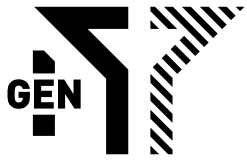


CODE



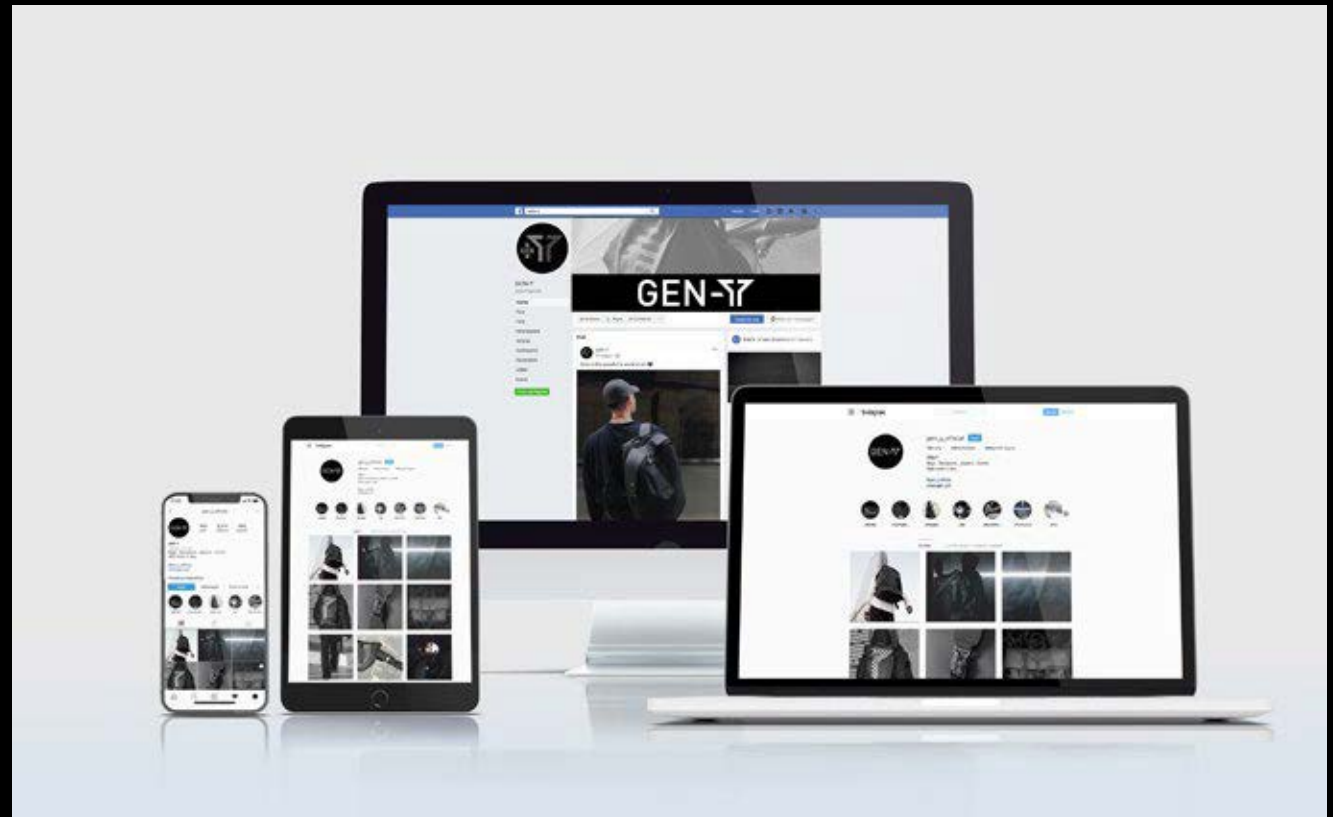
DARE





SOCIAL MEDIA

The artistic direction of the different profiles is the philosophy and aesthetics of Gen-Y with a palette of dark and desaturated colors. The style is urban and industrial, photography is treated in detail and is not a commercial enterprise, they are mainly composed of few but clear elements.





FOCUS TARGET



THE COMMUNITY



Italy

Greece

Germany

Finland

Japan

South Korea

Spain

France

Australia

Portugal

China

England

Iceland

USA

Taiwan



RETAIL

ITALY

Tindaci, **Padua**

Nekromanciè, **Venice**

Shiro Kuroi, **Venice**

Josè abbigliamento,

Tom The Stylish Box, **Venice**

Slash, **Venice**

Slash, **Treviso**

Colognese, **Treviso**

Colladon, **Vicenza**

Campana Abbigliamento, **Vicenza**

Stilemisto, **Trieste**

Barrow Biba's, **Bologna**

Closer, **Modena**

Agrodolce, **Rimini**

Introspectum, **Arezzo**

Marty, **Prato**

Gibot, **Rome**

Le Passage, **Turin**

SPAIN

Blue Marlin, **Ibiza**

Sune, **Barcelona**

GREECE

Motorbike, **Athens**

Lapin House, **Athens**

SOUTH KOREA

Hyundai Department Store, **Seoul**

Louis Club, **Seoul**

PRESS

L'OFFICIEL (NL)

L'OFFICIEL MC

HOMMES

Zien: streetstyle tijdens Pitti Uomo

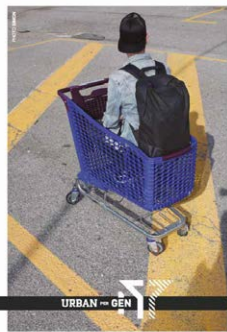
De meest opmerkelijke looks worden gespot tijdens het grote internationale mannenmode-event: Pitti Uomo.

15.06.2018
by Suze van As



Foto's door Stefano Coletti

URBAN (IT)



GEN-Y, IL MATERIALE COME METAFORA DELLA VITA

GEN-Y è un marchio nato per gioco dopo l'incontro non proprio casuale tra Silvio Rollo e Lorenzo Lorenzi. Il brand è creatività e tecnologia, ricerca estetica e performance, geometria e animo urbano. Il risultato è riflette contaminazioni e ibridazioni. La forza di GEN-Y sta nella vitalità che traspare nel prodotto, unita al fatto che proprio nei materiali non si fa alcun risparmio e anzi si tende sempre ad utilizzare il meglio di tutto. Nonostante i due designer non siano proprio young, sono riuscito comunque a trovare un forte punto di connessione con i Millennials che, in questa tendenza con le precedenti generazioni, pare non amino la pelle. "Parlando con gli studenti della IUM con cui collaboriamo, troviamo sempre più spesso studenti che si rifiutano di usare la pelle". Per rendere questa idea reale, concreta, la scelta dei materiali è stata dunque essenziale e la straordinaria sensibilità tecnologica della Lorenzi, sempre alla ricerca di materiali alternativi alla pelle come il silicone, è stata determinante per realizzare un mood originale, valorizzato da accessori smart. I prodotti Gen-Y per questo motivo sono spesso modulari, mobile, adattabili, sempre in movimento, liberi, connessi, fuori dagli schemi, caratteristico di un contesto socio-culturale che vive nel pieno di una rivoluzione digitale.



CREDITO: A CURA DI GIUSEPPE DI ROSALIA

PHONK (DE)

PHONK.
DER REPORTER

in FASHION, LIFESTYLE

GEN-Y - Minimalismus trifft Innovation

by redaktion Montag, Juli 30, 2018



Diese Merkmale setzt GEN-Y durch die Kombination von italienischem Modehandwerk mit zeitgenössischen Innovationen um. Die Kollektionen umfassen hochwertige Taschen, Rucksäcke und Accessoires wie Laptop-Cases oder Notebook-Covers. Zusammengehalten werden alle Stücke durch minimalistische Designs und Texturen, die von den Geometrien urbaner Stadtbilder inspiriert wurden. Die ausgesuchten Materialien sind dabei nicht nur umweltfreundlich, sondern für den Einsatz in jeder Situation des Alltags ausgelegt.



ESQUIRE (IT)

Esquire

3 accessori di culto da portare in aereo

Le cuffie wireless di Skullcandy, la borsa di Gen-Y e le sneakers di Stella McCartney.

DI ANGELO RUGGERI 12/07/2018

I voli intercontinentali sono infiniti, soprattutto se la destinazione sono le vacanze tanto attese. Dieci ore in aereo, guardando film, leggendo, dormendo, mangiando e parlando con la persona seduta al tuo fianco. La comodità, in fatto di vestiti, in questi casi è d'obbligo: è

consigliabile indossare una bella tuta, T-shirt, calze e sneakers. Per quanto riguarda gli accessori, invece, possiamo ancora sbizzarrirci, tra tecnologia e design. Ecco una selezione da portare e sfoggiare a bordo.

Un accessorio "a-gender", che combina elementi differenti e contrastanti, come la creatività con le tecnologie più evolute, l'artigianalità tipica del saper fare italiano con le innovazioni contemporanee e la ricercatezza con la performance. La borsa si ispira alle geometrie urbane. I materiali sono innovativi, ma sempre attenti al rispetto dell'ambiente. Con un design minimal tech.

2
LA BORSA GEN-Y



PRESS

FURTHERMORE (US)

furthemore/
from Equinox

7 men's activewear brands to know now

04

They're collaborating with the likes of Nike, Converse, ASICS, and Alyx.

Following trails blazed by recent success stories like Off-White and Alyx, a new group of buzzy labels is betting heavily on athleisure. "It's notable that these brands have gone from ready-to-wear that primarily looks sporty, to actual, usable fitness apparel that passes as runway ready," says New York City-based stylist Sara Zaidane.



Here, the most exciting contenders:

WRITTEN BY
Samuel Anderson

DATE
09.24.19

Gen-Y

Another Italian label, this one specializes in black, tactical accessories, forged from vegan-friendly synthetic leather. Their newly-launched **fanny-pack** goes wherever your workout takes you.

KALTBLUT. (DE)

KALTBLUT.

BY MARCEL SCHLÜTT / FASHION, LIFESTYLE, TRAVELBOOK / JUNE 11, 2018

INTRODUCING: GEN-Y


#MustHaveOfTheWeek! High quality materials and design are at the core of GEN-Y, an exclusive, unique product that excellently combines creativity with advanced technologies, Italian craftsmanship with contemporary innovation as well as research and performance.

Hi-tech bags, backpacks and accessories with a minimal and urban design created to meet our everyday life. Designed and Made in Italy

A collection of bags, backpacks and accessories have been created for every moment of the day: from work to free time and from indoor events to outdoor ones for a complete athleisure look.

The collection is composed of a-gender elements that evolve with the consumer. The collection adapts its consumer needs in everyday life: from yoga to after-work cocktails and from business meetings to travel for pleasure.

GEN-Y's design gets its inspiration from urban geometries. The materials are sought-after and innovative, but also eco-friendly, breathing vibrant notes of city-life and translating them into a minimal-tech design.




FIV MAG (DE)

FIV FASHION MAGAZINE

BLACK IS THE NEW BLACK

GEN Y – URBAN ELEGANCE AND 100% MADE IN ITALY

Discreet designs for everyday life, "black is the new black"! Today I want to introduce you a new fashion label from Italy – thanks Instagram. Unlike many, Gen Y does not rely on sparkling extras or bright colours but on simple designs, soft materials and elegance. Typical Italian! My name is Stephan, I like to wear simple designs in everyday life and rather an accessory or a piece of clothing that catches the eye. In summer the pockets are missing, of course, shorts, tank top, that's it. But somewhere the mobile phone has to go in and the water and and and and. But with backpacks and bags I have the problem that a mix of elegance and fashion is hard to find. All have embroidered fancy logos or are too conspicuous for me. I didn't want to search forever at 32 degrees downtown either: In sport, everything is a little too much of everything. But even in the big shopping houses in the city centre, from Zara to H&M, you won't really find what you're looking for. Instagram brought Gen Y to my attention! Already one hour later I had our Iva on the phone for a quick photo shoot, because I had the first samples sent to me directly! You can find the looks at: **Gen Y Instagram**.



CONTACTS

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SHOWROOM

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