



Stefano Chiassai and Corinna Chiassai

present

“Velvet mi amor”

The book and the collection at Pitti Uomo 105

The beauty and versatility of a fashion that still makes people dream and, through those dreams, kindles ideas. Amidst the daily routines and projects that need to be brought forward, where there is never time to find time, good will is everything. This is how the dream led to the birth of the idea for “Velvet mi amor”. A leap from the monochromatic blue world of BlueTailoring to the welcoming multicolored lights and reflections of the world of velvet.

Velvet is a material that is always fashionable but, effectively, is never in fashion. It is an “ancient fabric” steeped in history, a material from the past which, in the hundreds of years since its creation, has been transformed and has changed the interpretations for which it is used. First it became more lightweight and increased its performance, then it was embellished by processing techniques. However, ever since it has been used for clothing, it has never (not even today) managed to get past that image that places it in a classic and Baroque world – as far as plain velvet is concerned – and in the sporty world of hunting and fishing – for corduroy.

Starting with this very concept, in our collection and new book we have experimented with velvet. On one hand we have decided to present it with a different vision than usual, while on the other we have been looking towards the future. We have played with the volumes, exalting their versatility through the types of processing methods and experimenting with photographic printing techniques that allow us to create “velvet-look illusions”.

A careful creative exercise on the color rendering and a study of the light which, according to its inclination or intensity, makes the velvet more glossy or more opaque, more three-dimensional or flat. The improbable chromatic matches see the more classic colors like burgundy, camel, brown or rust placed alongside bright technicolor shades like fuchsia, acid green and electric blue. The play of cuts made in the direction of the ribbing (vertical, horizontal, diagonal), or the mixture of ribbing dimensions and different materials break the technical rules of the “grainline”, highlighting the malleable and three-dimensional look of this fabric.

The construction of our idea did not follow the rules of the collection but rather those of creative instinct and curiosity. Focusing on a single material, we have made it the subject of study, analysis and experimentation. We have broken it down then put it back together, trying to find its inspirational features, elevating its functionality.

The diversity and myriad things that can be created starting from the same base surprised even us and turned this into an exercise in style distinguished by the uniqueness of the garments revealing an extraordinary artistic potential through the synergy of colors, fabrics and shapes.



Stefano Chiassai

Stefano Chiassai is a fashion designer, artist and author. He began his education in the family business at an early age, creating his STEFANO CHIASSAI brand in 1980. In 1985 he founded SCS Studio Chiassai together with his wife, Alessandra, a style bureau focused on providing stylistic consultancy for luxury brands. In 1987 he presented his own brand on the catwalk at Pitti Trend, Pitti Uomo and at the Milan fashion weeks. Since 1994, the work of Stefano and his style bureau has been concentrated on consultancy. Since the early 2000s he has been designing menswear lines for international brands, with his esthetics attempting to reconcile the world of craft tradition with that of new technology. From 2009 to the present day, he has designed the menswear collection of a famous luxury brand. Over time, the artist and designer has collected 20,000 vintage garments which today are kept in TheCube Archive research hub of which he is the co-founder. Chiassai's books include: "CaosOrdinato" published by Nuova Libra in 2016; "RitmoEmotivo", published by Nuova Libra in 2018. "BlueTailoring" (2020) and "Diario di un Lockdown 8 marzo 2020 - 31 agosto 2021" (2021) were both published by Silvana Editoriale.

Corinna Chiassai

A designer, class of 1985, born into the fashion trade. After studying fashion in Milan, between 2008 and 2010 she worked in Como and Milan as a consultant for clothing brands and fabric manufacturers. In 2010 she moved to Amsterdam where she worked for many years as the design manager on the team of a famous US brand and as a consultant on various projects, building herself an international career. She joined Studio Chiassai in 2016 as the design director responsible for all the consulting projects curated by the style bureau. Together with her father, Stefano, she is the co-author of the books "CaosOrdinato", "RitmoEmotivo" and "BlueTailoring". In 2020 she co-founded TheCube Archive, an exclusive vintage men's fashion and creative hub, of which today she is the curator and art director.