



***Tradition and continual search for innovation.  
Timeless, indispensable, essential, Italian.***

*Alea's constant mission: stand out among the top players of Italian shirts. Its indispensable path of innovation is based on the search for avant-garde materials, exclusive prints and fine details and culminates with a careful interpretation of seasonal trends together with a re-reading of the traditional shirt. H-performance (Heritage + Performance) and Season Edit (The Trend + Urban Leisure) are the two worlds that shape the new Alea Collection.*

## **H-Performance**

*From Heritage to Technology 4.0*

### **HERITAGE**

*An essential collection to create the perfect timeless men's wardrobe. Alea presents its classic shirts in the traditional range of colours, white, blue and light blue, plain or micro pattern.*

*The proposal, based on the use of fine Egyptian cottons, develops the theme of the under jacket made modern thanks to the care of modeling and fit.*

### **PERFORMANCE**

*This line is created for a cosmopolitan nomad who demands maximum performance from himself.*

*A fashionable look with attention to details that guarantees at the same time the maximum aesthetic expression in everyday busy life. A mix of tailoring and technological innovation to ensure high performance fabrics.*

*In the new Collection, this line is enriched with a new base solid colour twill, knitwear effect prints in the shades of blue, geometrical micro pattern, exclusive prints with a floral theme, a new interpretation of the camouflage and, to finish, jacquard or gradient tone-on-tone prints.*

*Novelty of the Collection is the vintage revival of some models of the historical archive of Alea.*

*With a modern reinterpretation of the fit and fabrics, Alea proposes the much-loved collars with long tips typical of 60s and 70s. Bi-stretch fabrics are the basis for exclusive jacquard or flock tone on tone prints creating a three-dimensional effect.*

## **Season-Edit**

*The Trends of the Season in the Style of Shirts*

### **THE TREND**

*A fancy palette, composed of different tones and undertones of nude, green, yellow and new shades of blue, articulates the trendiest line of the Alea Collection. Prints, both in cotton and viscose twill, are proposed in small floral and geometrical designs, while stripes and squares complete the collection.*

## URBAN LEISURE

*The washed effect is the common denominator of this line that wants to make your free time a sensory experience. Fabrics range from Oxford twisted to traditional armour made exclusive by washing treatments and accessories. Colorful flannel with macro squares for the over shirts and the gabardine with metallic thread reveal a subtle grunge aesthetic; while a wide experimentation with denim, proposed in new washings, dyes and prints, adds sophistication to the most sporty part of the Collection.*