

SVEVO

PITTI IMMAGINE UOMO 105

## SVEVO presents the bomber “Circular-Eco Lamb” and avoids waste

The SVEVO bomber jacket “Circular-Eco Lamb” in baby merino wool with furry interior made with the recovery of the Italian ovine chain leathers, already in the excellences recognized in Italy, among the most outstanding countries in Europe, is now part of the circular economy branch.

The fur of lamb is so preserved to ennoble an item of clothing among the most requested internationally, proposing a further creation totally made in Italy that is alongside the iconic bomber SVEVO made with the inside of beaver, of Argentine hunting origin.

The “Circular-Eco Lamb Bomber”, proposed for the first time in the FW24-25 collection of SVEVO at Pitti Immagine Uomo 105

and declined in exclusively white-natural color, avoids waste, avoids the alternative of eco-friendly fur, whose

production processes can be polluting, and guarantees a 100% product made of natural and recyclable materials.



*The “Circular-Eco Lamb” bomber jacket is in baby merino wool with internal vest lined in lambskin, available in natural white*

### Tailored knitwear for 120 years da 120 anni

The history of the SVEVO brand is inextricably linked to the Somma family, which in the last century transformed its manufacturing talent into a real art of “tailored knitwear”.

Pioneer of this enterprise was Nicola Somma, who settled in Bari in 1892 to open a chain of men’s and women’s knitwear shops, whose production aimed - then as now - at excellent quality and authenticity. The first knitwear factory founded by his son Mario in 1955 focuses on the production of top quality knitwear in cashmere, wool and silk made by the expert hands of local

artisans: each garment requires at least 24 distinct processing phases, more than half of which are handmade. In 1990, thanks to the initiative of Nico Somma, the third generation, the company moved to Fidenza (PR) in a historic knitwear factory dating back to the 1950s.

Today at the helm of this emblematic reality of Italian craftsmanship, which has always been open to progress, there is the fourth generation: Mario Somma, CEO of SOMMA & C and Creative Director of the SVEVO brand, and Vittoria Somma, Production/Product Director of the SOMMA & C. The two brothers are ready to direct the company and brand towards new challenges together, preserving the unmistakable heritage and exploring new technologies and materials, such as carbon fiber blended with cashmere and cotton for the exclusive SVEVO 6TLK capsule collection.

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