

ALAN SCOTT

PITTI IMMAGINE UOMO 105

ALAN SCOTT dresses the man of tomorrow in lightness

with a revolutionary new 'Cashmere Stretch' fabric technology, exclusively made in Italy, in partnership with Ardizzone

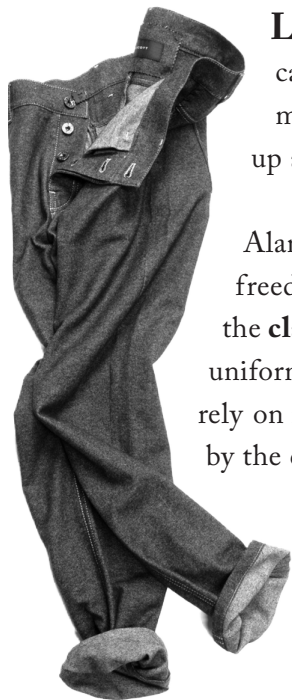
To present his first collection bearing his name, **Alan Scott**, a British designer with experience in New York, Milan, Tokyo and England itself with collaborations in director posts for Donna Karan and Loro Piana, has chosen the international fair-platform **Pitti Immagine Uomo 105**.

After the **test debut Harrods**, which generated excellent sales results in the autumn of 2023, the collection, created in partnership with **Ermes Ardizzone** using an innovative **Cashmere Stretch**, a patent from the historic textile company from Biella, is enriched with new iconic elements such as hand-made double-face outerwear, casual jackets, pants and polo shirts, fulfilling the 3 years of research by Alan Scott, to craft this fabric into garments that have been **carefully tailored in Naples**, by RWE srl.

Thus the tradition of style that has linked the city of Naples to London for over two centuries is renewed, when Neapolitan tailoring adapted the rigid and heavy clothing of the British world to the Mediterranean climate, **creating a new style softer and lighter**.



From the splendour of the past to today, lightness is still the keyword that defines Alan Scott's style.



Lightness in the innovative textile solutions by **Ermes Ardizzone** that enables cashmere to with **stand tensions and stretching**, allowing it go beyond the perimeter of garments that are usually made in the precious fiber. Opening up a new future luxury concept based on travel and comfort.

Alan Scott has in fact been able to create **pants** with the utmost freedom, which in their design reflect the **"5 pockets"** denim or the **classic denim jacket**, preserving their vocation to be the ideal uniform for a man who works, travels and who needs to be able to rely on **resistant and strong garments**, even when they are tested by the climate or compressed in a suitcase.

This Cashmere Denim Stretch fabric is a world exclusive to Alan Scott.



PITTI IMMAGINE UOMO 105 - PADIGLIONE CENTRALE - PIANO ATTICO - STAND D/15

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Lightness in inspiration that flies high mirroring the **falconry's tradition**, through hand-worked leather inserts and intricate seams that recall the hoods and gloves of falconers, an activity that Alan Scott's father has done.

To complete the collection, a capsule of travel accessories, made **in collaboration with Tivoli of Florence**, brand owner of Smythson of London, that combines cashmere-stretch and deer skin, using leather details inspired by the falcons hoods and gauntlets and the authentic leather references from birds of prey. These are truly unique pieces that will compliment the clothing.

Inspiration Photography by Coppi Barbieri Styling

Lightness in style which uses essential expressive codes, where the lines of the garments are extremely clean, linear, designed **to define a new "tradition" in men's clothing**, where redundancy is banned and every detail has its own meaning.

The final goal is the creation of a **NO SEASON** collection, **free from the law of trend**, enriched from season to season and year to year with new proposals, sensual and sophisticated to let the wardrobe become in **Cashmere Stretch** more and more consistent and diversified.



ALAN SCOTT, the artist of cashmere

Alan Scott is a successful international creative director in fashion, with a 34-year career, spanning positions held in New York, Milan, Tokyo, Italy and the UK.

During his fashion career Alan trained in Naples working closely with Giovanni la porta who was one of the head sartorial tailors/ modelists working with Giorgio Armani, originally developing the first menswear range for Donna Karan.

Alan's experience is also deeply rooted in luxury and specifically in cashmere having worked with this precious noble fibre for most of his career in director posts in Donna Karan, Loro Piana, Alan Scott (Milan) and Johnstons of Elgin.

Alan Scott is also an established artist specialized in the representation of natural subjects such as horses and birds of prey, which he paints in oil or acrylic with extraordinarily realistic results, in the wake of the English pictorial tradition dedicated to the representation of hunting scenes.



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