

76° Pitti Uomo

text by Barbara Tassara
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The fashion community

A light, contemporary wardrobe with references to the sporting world marked by distinctly elegant plain colours and meticulous sartorial care. More formal proposals include transverse, free moving garments such as colonial free-jackets by Laura Biagiotti Uomo, others of Swinging Sixties inspiration by Tween and techno-sartorial imprinting by Cerruti. Gazzarrini stakes all on glam rock whilst Gianmarco Messori revamps a tennis-club look with garment dyed items and high tech treatments; Private Lives opts for cashmere and double jersey jackets. Rainbow coloured shirts, in fresh spring hues and a modern style, for Bagutta and Alteà; Brooks Brothers realises extremely handy non-iron models with zero impact and polo shirts in 87 different colours; Eton revolutionises the business-look with soft shading and patterns whilst Del Siena ranges from contemporary dandies to 60's preppy models and unstructured kimono cuts. From India and Hawaii, Coast+ Weber+Ahaus opts for pyjama trousers and exotic linen, practical globetrotter proposals from Il Viaggio and 40weft, colonial uniforms by Henry Cottons and tea dyed suits by Avirex. College style for Franklin Marshall and artistic chromatist for Brooksfield in collaboration with Ugo Nespolo. In the denim sector, Rifle dedicates a

race line to Marco Simoncelli; Crossley presents c-denim the first jeans with a cotton-cashmere blend lining and Gas celebrates its 25th anniversary with the Rainbow capsule collection (the bestseller with new invigorating colour input) and a limited edition of an iconic deep blue garment, plus a special celebratory t-shirt. Shaft stands for precious bio-jeans and Ikoon for sartorial models made from over dyed canvas with hook fastening. Giuliano Fujiwara presents 8 elegant models in different fabrics for Closed to thus complete a range of chinos and unstitched, re-sewn denim. For Mila Schön, contemporary tailoring, dynamic and metropolitan. Lean coats are refined and versatile. Stretch cotton jackets, double bombers, ultra light silk K-way, intarsia waistcoat. For Who's on Next mention goes to Max Kibardin shoes presented as deluxe handmade contemporary jewellery, in vibrant colours and supple woven precious materials. Leitmotiv combines artistic research and sartorial passion, Umit Benan is inspired by Cuba and cinema, with a purposely understated outerwear, in refined materials. Starck with Ballantyne presents an intelligent line, in cashmere with thermal regulating properties that offer protection from damaging UV rays and keep body cool.



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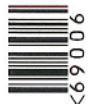
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