

PRESS

FASHION CUBE: THE TRENDS FOR FALL-WINTER 2010/2011

Curated by Sergio Colantuoni, one of the most famous stylists and visual designers in Italy, ***Fashion Cube*** is the trend area of **Modaprima** the place where **the new directions and most innovative trends in fashion** are showcased for **large scale distribution**.

Fashion Cube, made possible thanks to the generosity of our exhibitors, features **5 installations** each dedicated to one of the **major themes/guidelines for the coming winter season**.

SAUVAGE

Bold colors from India: periwinkle, orange, light blue and white. Lace and ornaments, centered prints on cottons and wools; vinyl plastics and synthetics for a trip through a colorful, kaleidoscopic and, naturally, *savage* world.

USEFUL

Variations in blue are the only shades, ranging from dark to bluetto to white, in solids, sfumato and striped versions. Comfortable cottons and wools; denim is the forte. Classic cuts, work-wear cuts: jackets, trousers and skirts join hands for an elegant look that's comfortable...for working and living.

WOOD

Beige, browns, orange and aviator blue. Wood and geometries. Forest colors expressed through geometry and the volume of tricot wool, tweed and bouclé. Innovative stitches create thickness and depth. Natural looking reed matting and braided effects.

EDELWEISS

Greens and browns; strings and laces; leathers with a strong and sturdy look. Cottons, wools and felts for a look inspired by the Tyrol but embellished with gold and sparkle.

POTTERY

White, black and gray for patterns and embroideries evoking Raku pottery. Plissé and houndstooth, fabrics with special effects, and tricot wools with miniscule graphics.

Milan, 28th November 2009