



## **HERITAGE**

### **The new theme of the SPAZIO RICERCA**

The Spazio Ricerca in the Salone M is the fair's creative lab and experimental observatory where the trends for future seasons are launched. Fall/winter 2020-21 is all about **HERITAGE** and how the patrimony of knowledge, experience and savoir-faire is evolving towards new interpretations to intercept the taste of the designers who distill lifestyle predictions into real products. This will be an edition expressly dedicated to fair exhibitors, the protagonists of six global trends. Along comes a new production chain tendency born out of a need for the clarity and linearity of forms that are able to transmit identifying concepts combined with a high level of portability. Everything is more valuable and classic, even the sportswear, while comfort is a certainty alongside assured elegance. A more defined and sculptural image for men and women as well as a new luxury inspired by the fashion system of the 1950s – 1980s.

An exhibition and an experimental project that is always surprising produced under the artistic direction of the fashion designer **Angelo Figus** and knitwear expert **Nicola Miller**. The layout is by **Alessandro Moradei**.

Research will orient itself towards six guiding principles, ingredients for realizing a collection or simply a well-made garment. Material is the starting point: it will be declared and exalted by clothes that highlight the quality of the yarn and of the knit, promoting the textile concepts offered up by the materials. The structures will be rich, but visibly tone-on-tone, presenting themselves on knitwear without overwhelming it, while making even the most ordinary clothes precious and extremely special. The patterns will speak of knitwear in a traditional sense, reinterpreting in a minimal and extremely sophisticated key the traditional patterns and motifs associated with the history and places of the most recognizable knitwear, from diamond patterns to houndstooth, which also in this case are tone-on-tone or glossy-matte. The shape will be studied to give the body a new importance and elegance, with apparel returning as a status symbol that would like to tell something about us and our choices. Volumes are alternated, defining knits through layering, transparencies, and matte effects: the worth of a knit garment is presented gram by gram. The color will be muted, dégradé, and sensitive, corresponding to the need to soften the tones and soothe the soul. The color, associated with water, will be a bona fide stylistic calling card; customization is a new frontier in luxury that will give even more credit and value to important and exclusive purchases. Six themes will develop the guidelines of these new trends: **made-to-measure**, a true revival and complete antithesis to everything fashion has represented over the last five years. **Parfum**, the essence of style, held within an exquisite vial and designed to survive the test of time, backed by ad campaigns that will allow it to go down in history. **Let's drink** - Wine is culture, tradition, and maybe even the only genuine depiction of local territory against the all-consuming phenomenon of globalization. **Precious**, the color card, inspired by jeweled reflections and especially diamonds mounted on the most expensive and exclusive settings ever. **Coupé** is inspired by the varnishing of the most iconic cars of all time and by the most diversified prototypes for the season to come. **Patternity**, the museum as an icon of conversation, an almost sacred place of transmission. Knits and designs that blend into one another, mixing the most iconic museum architectures together.

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