

SS 2021
dres/set
skilled lines

unrefined leisure nonchalant superimpose wanderer ultrahuman defender



MEIDEA FOR DENIM PREMIÈRE VISION

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skilled lines

In this era we are living in constant acceleration,
with significant changes that converge,
guiding us towards a new **sensibility and awareness**.

The social transitions, the environmental emergency and our
personal desires are transforming our way
of thinking and dressing.

Our feeling is divided between constant **interactivity**
of online life and the need for community,
experience and manual creativity.

The new **spring/summer season** takes its cue from this and
proves to be **dynamic, innovative** and full of ideas for the
reinterpretation of a living material like denim.



MEIDEA FOR DENIM PREMIÈRE VISION



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u n r e f i n e d

l e i x u r e

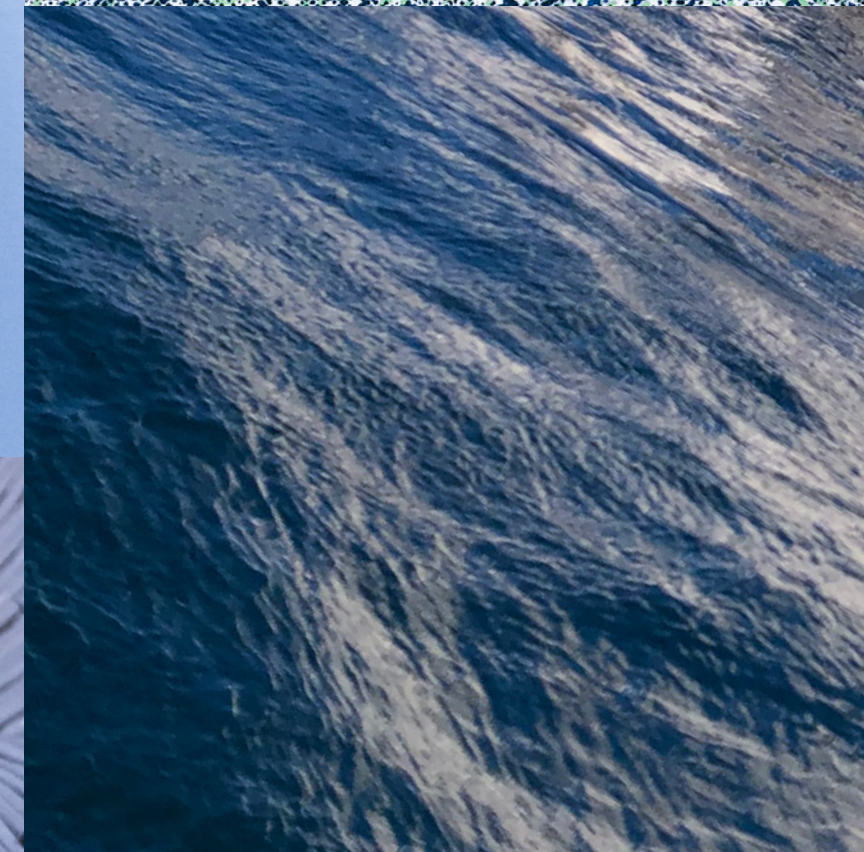
n o n c h a l a n t

s u p e r i m p o s e

w a n d e r e r

u l t r a h u m a n

d e f e n d e r





u n r e f i n e d .

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Rural pursuit

Clean colors

Holistic approach

Primitive shapes

Dense and compact

Sun-faded natural

Abundant volumes

White on ecru

Essential design



l e i x u r e

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Heritage archive

Artisanal research

Stylish utility fit

Refined look

Cargo luxe

Tech accessories

Dense weaving

Sheen and shimmer

Hybrid work suit



n o n c h a l a n t

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Wellness journey

Elongated shapes

Sorbet hues

Natural fibers

Inspired by beauty

Laid back blues

Serene floating

Lakeside feelings

Barefoot mode

superimpose

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Merging volumes

Focus on surface

Mix of feelings and textures

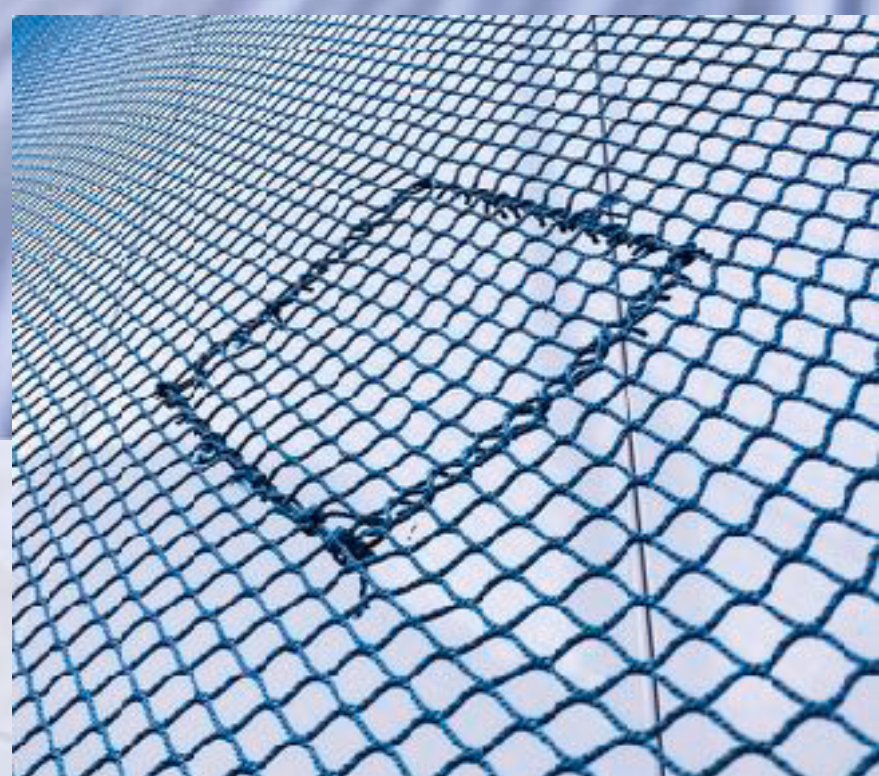
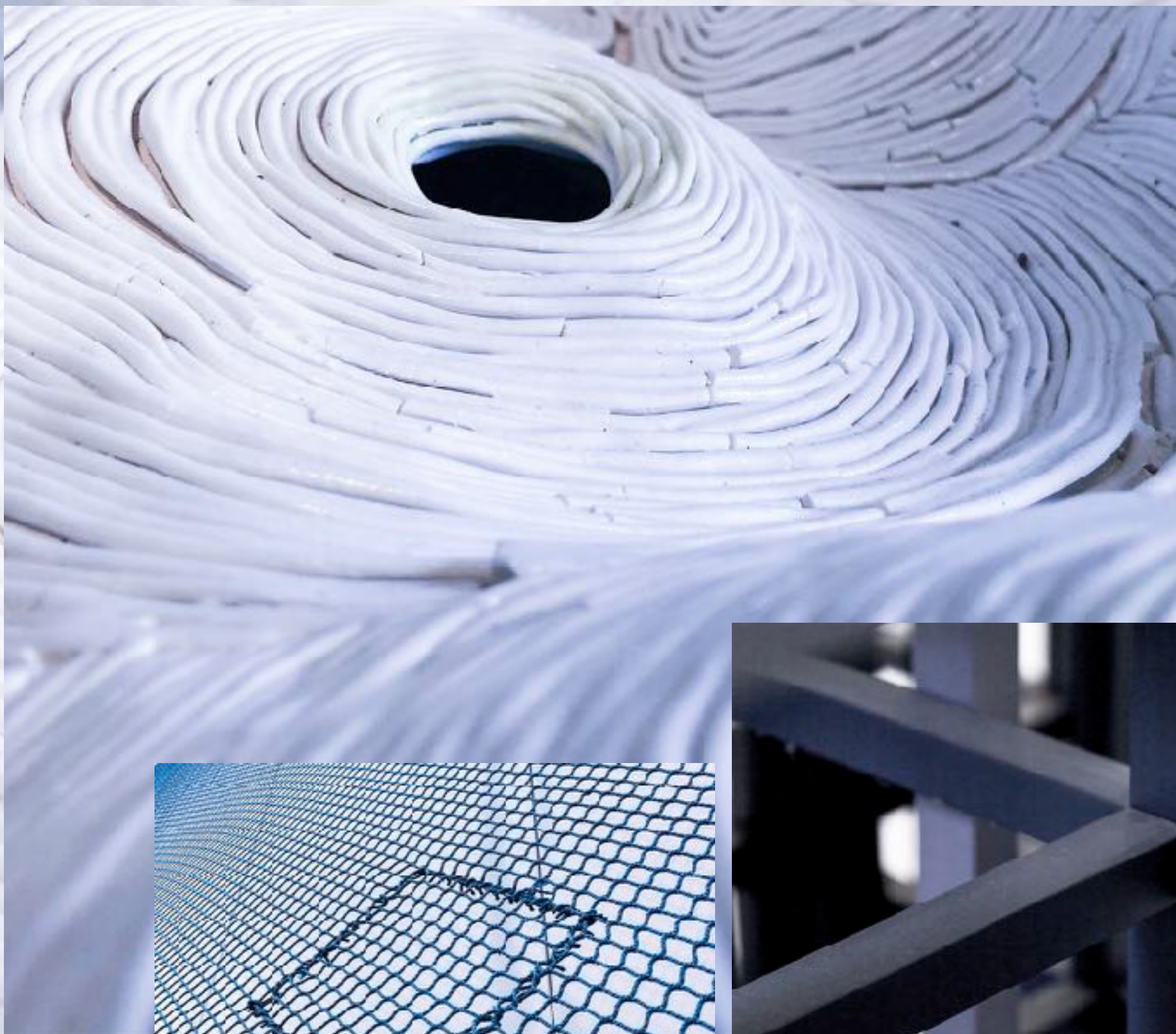
Alliance of volumes

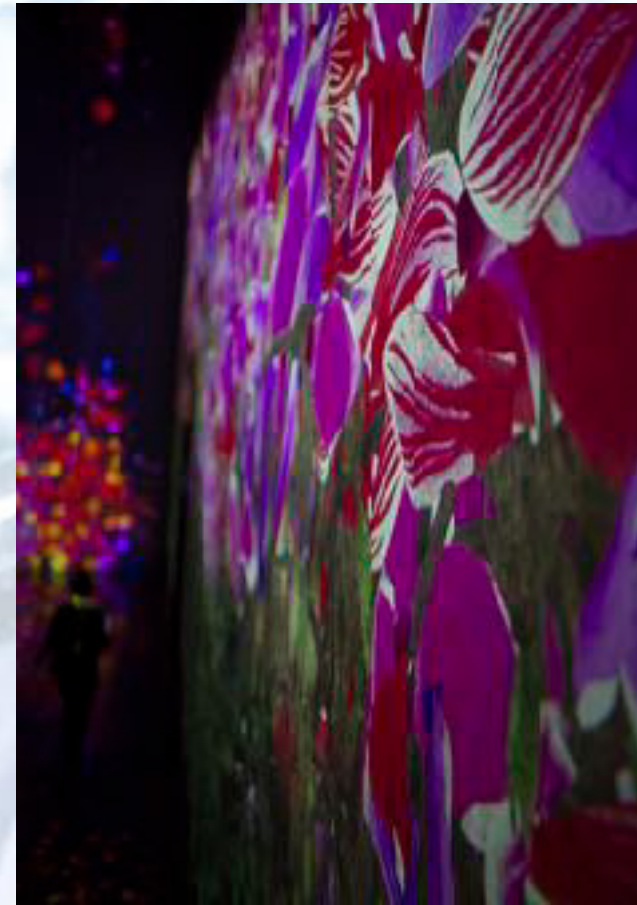
Craft techniques

Laser stratifications

Indigo shade games

Geometrical cuts





w a n d e r e r

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Pop art nurturing

Folk mix inspiration

Neon prints

Global nomad

Exaggerated volume

Journey experienter

Shapeless body

Absolute genderlessness



u l t r a h u m a n

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Constant connections

Smart processes

3D digital craft

New visual languages

Synthetic look

Reflective prints

Neon details and accessories

Engineered design



d e f e n d e r

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Hand made writings

Iconoclastic spirit

New inclusiveness

Grunge influences

Conscious design

Fresh slouchiness

Environmental activism

