



SPRING SUMMER 20

FITWAY: SHAPES EXPLORER



MEIDEA FOR DENIM PREMIÈRE VISION

SPRING SUMMER 20

FITWAY: SHAPES EXPLORER

We are entering a profound **cultural revolution**, driven by technology, by increasingly urgent needs related to **the protection of the environment and biodiversity** and by the multicultural richness of a globalized world.

The transformation is happening in an accelerated way and comes with **opportunities and responsibility** for people and companies that have vision and open minded, ready for the new change.

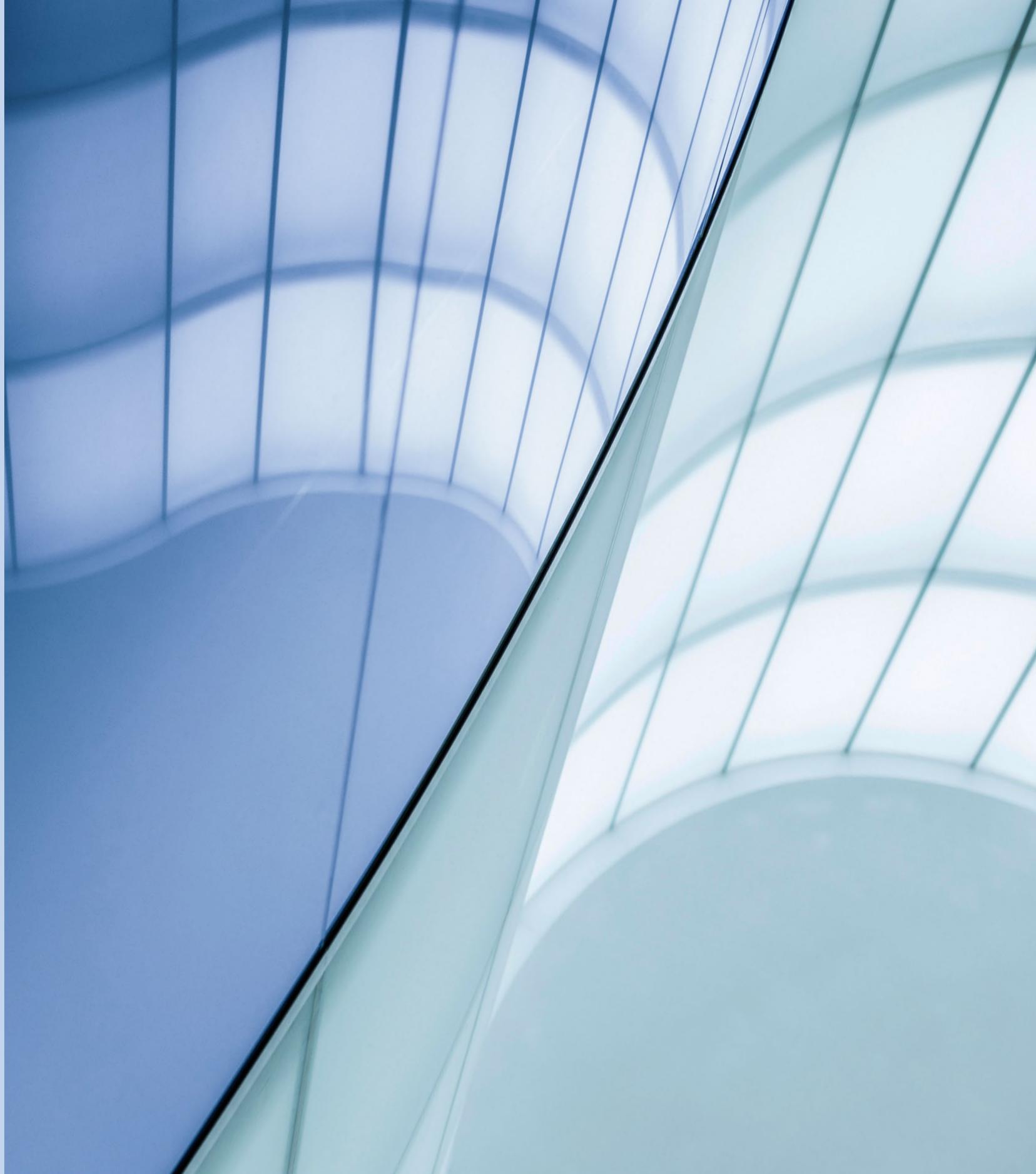
Our way of dressing reflects and adapts more and more to the **changing needs of the new lifestyle** that is emerging.

The styles, the genre, the areas of expertise mix and produce unexpected interpretations and this guide, in turn, transforms further into a movement of continuous and fluid generation.



MEIDEA FOR DENIM PREMIÈRE VISION

DISCOVER
LEISURE LIGHTNESS



SPRING SUMMER 20
FITWAY: SHAPES EXPLORER

ESSENCE

Light

Poetic and breezy

Timeless and clean

Deconstructed easy
dressy

Geometrical mix
overlay

SHAPE

Trapezoidal

Masculine-Feminine

DISCOVER
LEISURE LIGHTNESS



SPRING SUMMER 20
FITWAY: SHAPES EXPLORER

LE·I·SU·RE

/ˈleɜ.ər/

*from Latin licēre “be permitted”;
from old English lipian
“to unloose, release”*

**Ease without haste,
freedom after work or duty,
during rest, relax and
have fun.**

**Increasing shared activities
and happiness, can enhance
people’s lives, and allow them
to live a fuller life.**

CARE & SHARE

MOLDED HARMONY



SPRING SUMMER 20
FITWAY: SHAPES EXPLORER

ESSENCE

Conscious

Cocoon

Gender neutral

New wellness

Pastels

Early 90's influence

SHAPE

Elongated ballooned

Outdoor hippie influences

CARE & SHARE

MOLDED HARMONY



SPRING SUMMER 20
FITWAY: SHAPES EXPLORER

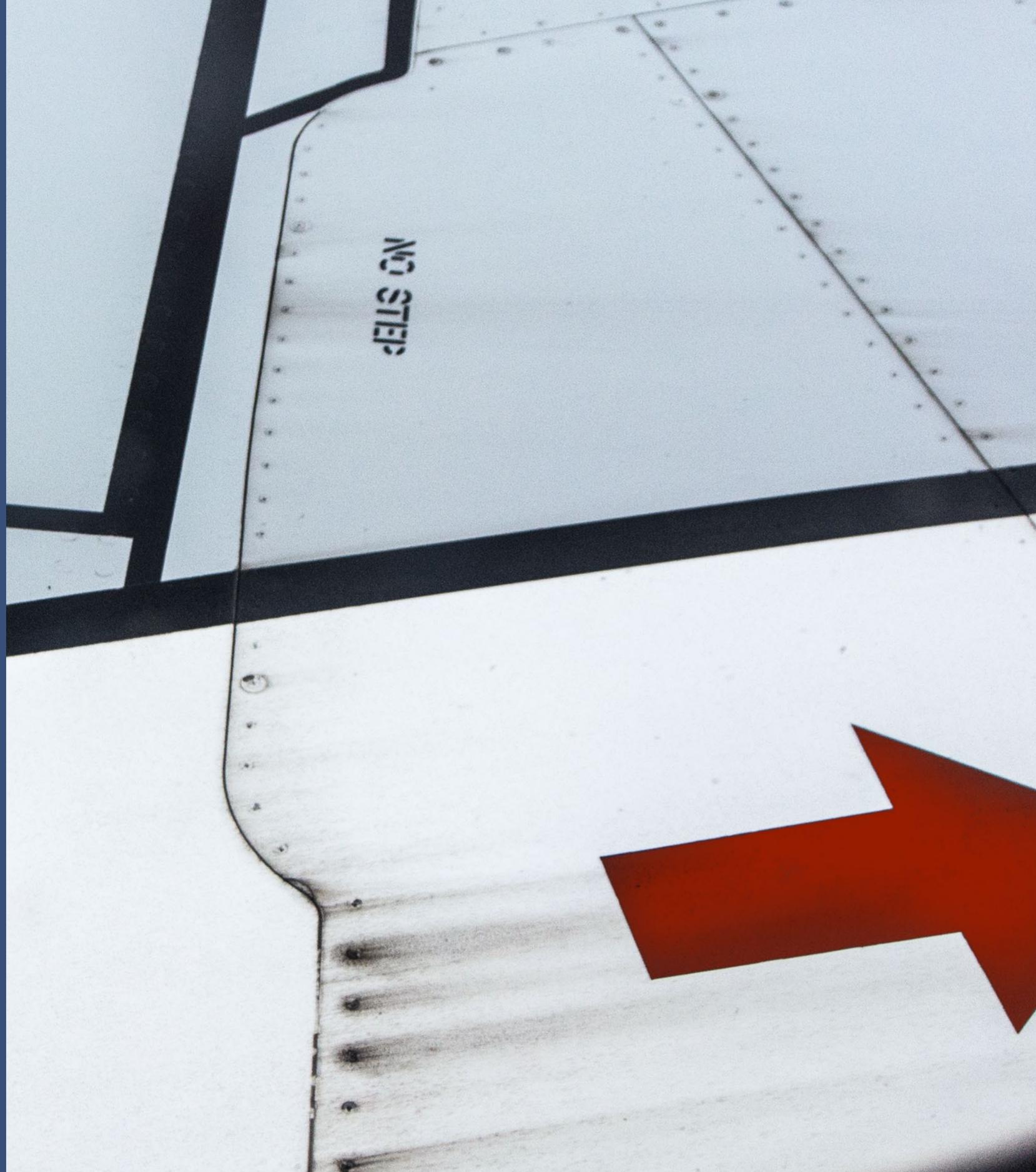
HAR·MO·NY

/ˈhɑ:məni/

from Latin harmonia concord of sounds, from Greek: harmony, from harmos a joint

The sounds of things that go well together, a situation in which people are peaceful and in agreement, or when things seem correct; the way in which its part is combined in a pleasant arrangement according to shapes, colors and qualities.

PERFORMANCE
UTILITARIAN SMARTNESS



SPRING SUMMER 20
FITWAY: SHAPES EXPLORER

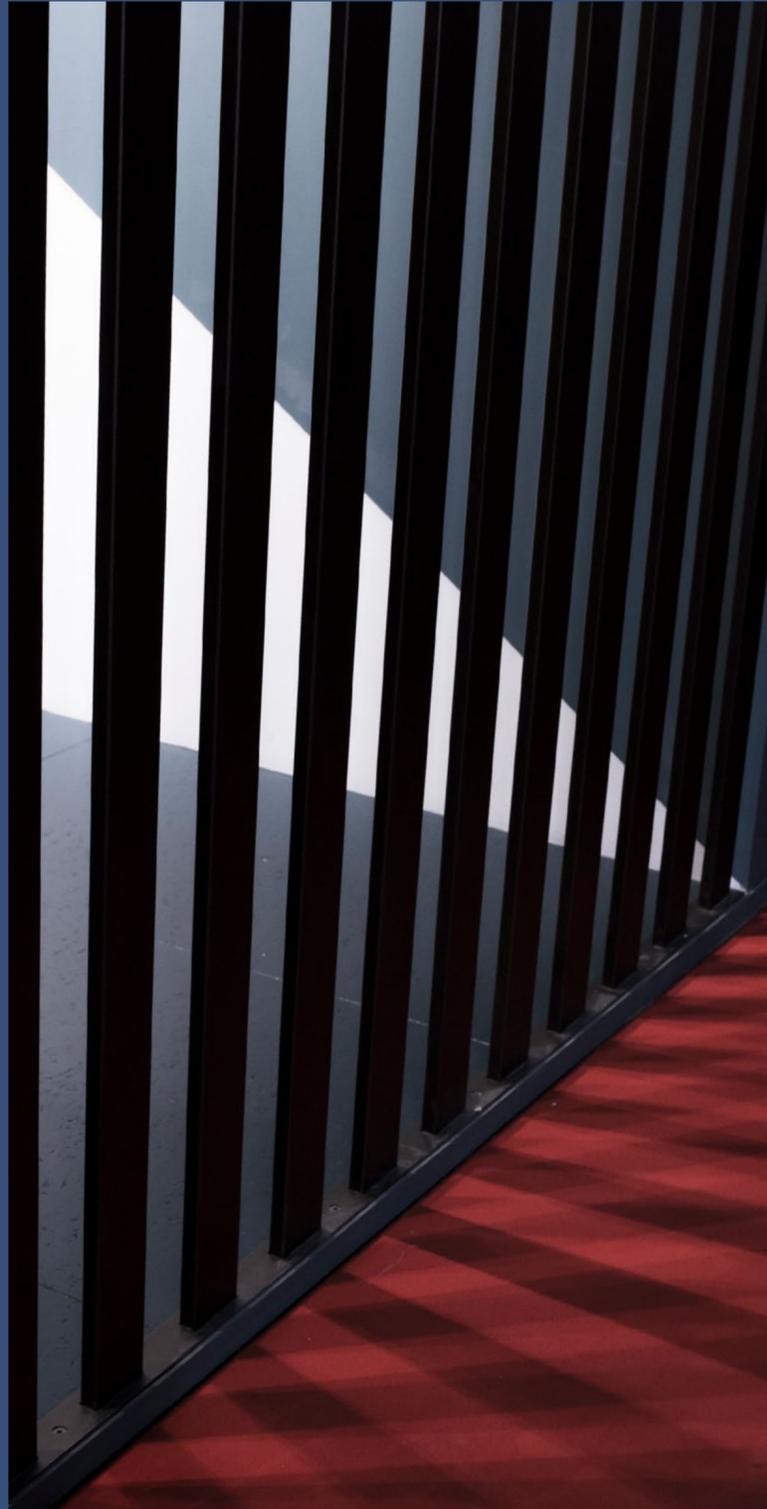
ESSENCE

Smart and cool
Bright contrast
Thermoregulation
Digital
Hybrid
Athlounge
Tech accessories

SHAPE

Flexible slender
silhouette
Hyper volumed tops

PERFORMANCE
UTILITARIAN SMARTNESS



SPRING SUMMER 20
FITWAY: SHAPES EXPLORER

U•TI•LI•TA•RI•AN

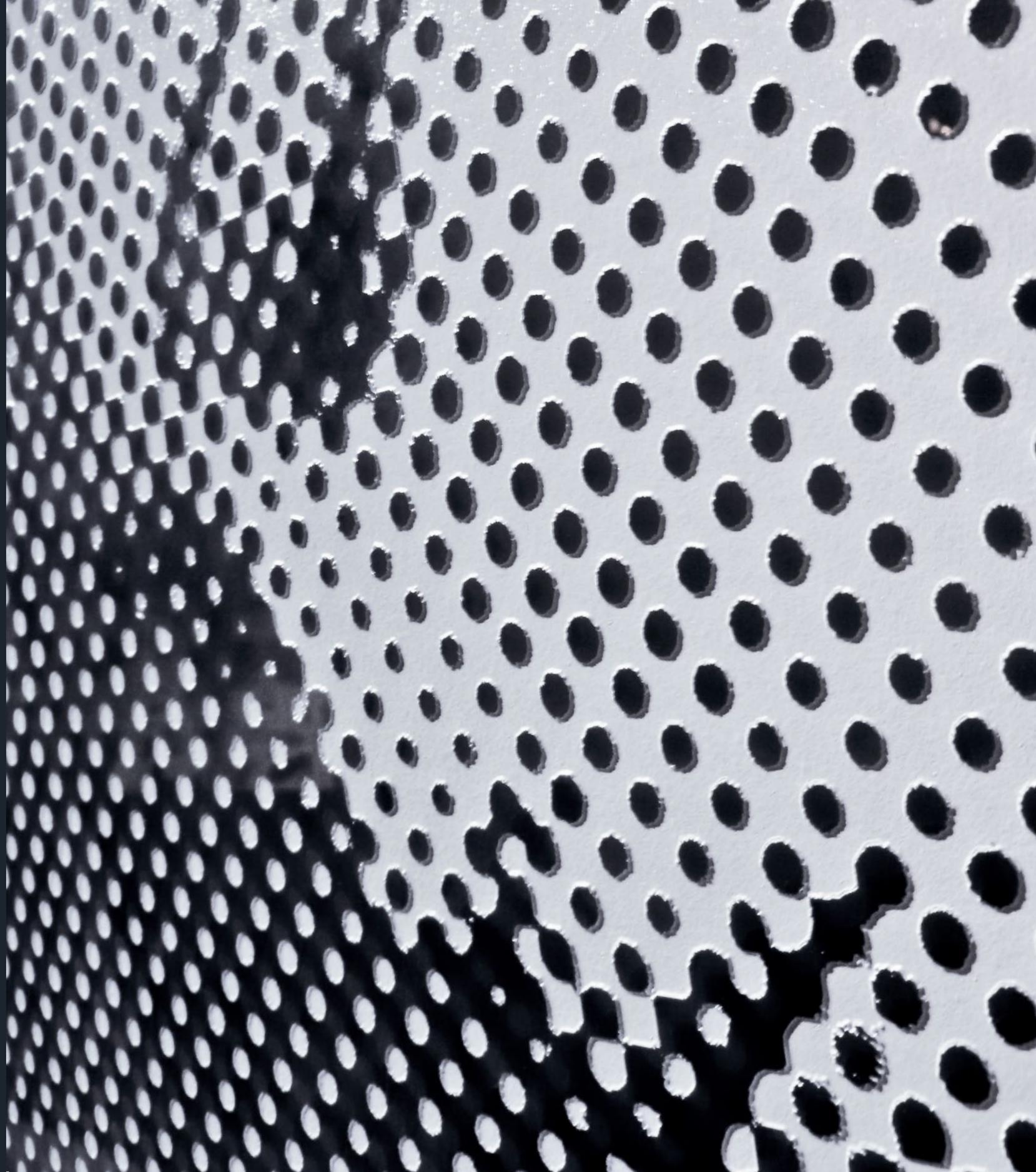
/ju:.ti.li'teə.ri.ən/

*from Latin utilis "useful",
from uti "to use"*

The usefulness of something, especially in a practical way; from the ethical theory of utilitarianism, utility is found in every thing which contributes to the happiness and the well-being of the community.

"Happiness is the highest good attainable by action." - 'Nicomachean Ethics' by Aristotle

PERSONALIZATION
CALL TO IDENTITY



SPRING SUMMER 20
FITWAY: SHAPES EXPLORER

ESSENCE

Self-important

Ostentatious

Street art

Eye catching prints

Color blocking

Re-make

SHAPE

Boxy fit

Empowered shoulder

PERSONALIZATION CALL TO IDENTITY



SPRING SUMMER 20
FITWAY: SHAPES EXPLORER

I•DEN•TI•TY

/ai'den.tə.ti/

*from Late Latin identitās,
from Latin idem "the same"*

**The complex of attributes
behavioral, temperamental,
emotional and mental,
that characterize a unique
individual.**

**The awareness of self,
providing sameness and
continuity in personality
over time.**

SPRING SUMMER 20 FITWAY: SHAPES EXPLORER

