

# Tollegno 1900

Tollegno, 20 giugno 2018

## **ALL THE STRENGTH OF WOOL IN THE 2019/20 A/W COLLECTION BY TOLLEGNO 1900**

*The new Harmony 4.0, quintessence of performance, comfort, and style, is the flagship of the collection of the next cold season that enhances Wool in all its variants.*

Italy's history is also marked by the experience of some families of entrepreneurs who have been able to contribute, with their work, to define a unique and identifiable style for taste, skill, and "know-how", thus deserving a leading role on the world stage. Generations of fathers and children who, remaining faithful to the culture of their origins, have built specialised companies capable of predicting market trends, interpreting their needs, and addressing their desires, thanks also to the development of products that are highly recognisable for their quality, details, functionality.

The Germanetti family at the head of Tollegno 1900 is an example of this. Tradition and innovation, historicity and contemporaneity, craftsmanship and experimentation are the pillars on which the over 100-year-old Biella company is based, and on which projects are built that identify its deep commitment to people and the environment with a goal: to offer not only a product, but a way of being and working.

The 2019/20 autumn/winter collection proposed at Pitti Immagine Filati 83 (I/4-6 Central Ground Floor) does not betray these dictates, establishing both a continuity with its own path and an evolution entrusted to the latest generation's yarns that are the result of the study and the experimentation of the Research Laboratory of the Fabrics and Yarns Division of Tollegno 1900. Interpret of this constantly evolving process is "WOOL" employed in all its variations, from the most basic to the most precious, from the pure version to the one mixed with silk or cashmere. An absolute declaration of love from the company to the yarn that has helped make it a point of reference for the sector in Italy and in the world.

### **4 TIMES HARMONY: THE EXCELLENCE OF INNOVATION**

Yarn-emblem of the Biella company, Harmony is presented in the a/w collection with a completely renewed image and an improved performance compared to the previous "top wash" version. Harmony 4.0 (100% Extrafine Merino Wool) is in fact the new frontier of super-performance, able to meet the needs of practicality and ease of use imposed by everyday life without forgetting style and pleasantness to the touch: total easy care, water repellent, crease-resistant, hyper-elastic, and compact in appearance, the yarn lends itself to the creation of sporty garments and to the reinterpretation of the most classic clothing, thus demonstrating all its versatility.

To make it a "4 times as excellent" yarn is the simultaneous application of specific treatments, of processing methods that give greater regularity to the yarn with consequent "compact" appearance and higher torsion modes than the average. Last but not least, the decrease in pilling, a key factor in terms of performance. Result: strengthening of its functionality and its intrinsic characteristics.

"Harmony 4.0," Tollegno 1900 explains, "is the best expression of the desire to further increase the quality of our products with the aim of responding to the needs of a rapidly changing market. To support us in the development of this project are research and innovation, which have always been part of our DNA."

The new "made in Tollegno 1900" product thus completes the range of proposals of the "Performance" line, which, for 2019/20, will put the accent on "Wooltech", "Racing", "Abarth", "Cooper", and "Pagoda"

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in the total easy care version. Yarns that, exploiting and enhancing the natural qualities of merino wool (high thermal insulation power, maximum elasticity, high absorbency, antibacterial and hypoallergenic function), are confirmed to be qualitatively impeccable and multi-tasking in their use (from sports to underwear, from leisure to casual look). Merino Wool is one of the interpreters of the collection in its entirety.

## *ONLY CLASSIC: THE CERTAINTY OF EXTREME QUALITY*

A partnership in the name of value is the one between Tollegno 1900 and wool, as confirmed by some iconic products that have helped define the company identity (“Free” and “Harmony”) and some yarns (“New Royal”, “Charme”, “Sultano”, “Sublime”, and “Delice”) which, thanks to their excellence, have been the forerunners for the opening of new markets that are sensitive to high-quality products.

Absolute sovereign of the collection of the next cold season, in which the “classic” imprinting and the “luxury” contaminations are evident, is Merino Wool, which, in the Extrafine version combined with Nylon gives life to two new entries - “Harmony Astrakan” and “Harmony Air” - recognisable for their visual aspect -karakul in the first case, and teased in the second - and tactile sensation. A sporty imprinting in appearance, instead, for the new “Explorer” (basic untreated wool with a modest fineness, suitable for use in straight knitting, also thanks to the light boiled wool effect) which, with its own colour chart, completes the yarns family “Wild Scout”, ideal for the creation of casual or sports garments.

## *COLOUR: RENOVATION TIME*

2019/20 also brings a deep revision of the “COLOURS” chart, articulated in 165 colours among “monochrome”, “mélange”, and “mouliné”. Catching the attention in the more structured chromatic collection of Tollegno 1900 are then 3 specific focuses - “Fluos”, “Pastles”, and “Whites” - available in 5 shades each.

The “TRENDS” line, available in 42 proposals - natural completion of the “monochrome” range of the “Colors” line - prefers the neutrals (from whites to greys, from rosé to camel nuances) and the fuller, strong nuances (from yellows to reds up to oranges, from light blues that tend to blues, to greens), also putting the accent on 7 colour families. To visually represent them, a series of evocative images of the “humanistic” philosophy of Tollegno 1900, which has always been sensitive to the man-environment relationship.

## **Ufficio stampa/TOLLEGNO 1900-filati**

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