

Tollegno 1900

Tollegno, 11th June 2019

2020/21 F/W FABRIC COLLECTION BY TOLLEGNO 1900: THE LUXURY OF SUSTAINABILITY

The collection for the upcoming cold season of the company based in Biella, showed at Milano Unica (9/11 June) is a declaration of love for sustainability, as confirmed by a new line made using regenerated cashmere, as well as a celebration of comfort thanks to the combination of noble fibres and high-performance yarns. The development of new patterns and colours that are the result of the reinterpretation of last century's styles preserved in the Tollegno 1900 historical archive, make this collection contemporary and captivating

From quality fabrics and excellent performances guaranteed by products such as 3D WOOL that makes "Dynamic Daily Different" its philosophy, to a new line of products made with cashmere fibre regenerated up to 100%, which reduces the impact on the environment; from a "capsule" collection dedicated to the iconic Harmony yarn to the use of camel hair fibre, a major alternative to the classic cashmere: the 2020/21 F/W fabric collection by Tollegno 1900 is a journey into the future that draws strength from its heritage, finds its guiding light in innovation, turns comfort and functionality into its vocation and make the reinterpretation of colours and patterns its distinguishing mark.

NEW STYLE JOURNEYS BETWEEN COMFORT AND SUSTAINABILITY

What are the characteristics the modern consumer looks for in fabrics? Naturalness, comfort, performance, ease of use and a touch of glamour while respecting the highest quality of the yarns. From these premises, Tollegno 1900 has developed fabrics for the F/W collection capable of giving life to garments that combine care for the environment and sustainability with more casual features so as to meet the needs of comfort and appeal imposed by everyday life. Inspired by the moods and colours of the late 70s, suits, coats and jackets are characterised by fabrics with full and compact features which bring back brown nuances that are enhanced within a colour palette full of chromatic evocations.

To outline new style journeys under the sign of "renewal", shades and weaves promote the use of large format Prince of Wales checks enriched with the

Tollegno 1900

addition of decorative threads, herringbone patterns, broken strings made richer by the use of multicoloured melange shades ranging from undergrowth greens to burnt browns alternated with yellow and orange shades. The new refined damié characterised by multicoloured yarns and a fine hand, made possible by the careful mix of prestigious fibres and fine wools, complement the proposal. The finishing is also noteworthy and is used both to enhance the luxurious feel of a product and to make it fuller (puffy) and more modern and is the result of "drap" and brush treatments that give a new look even to the most classic fabrics.

The reinterpretation of classicism in a contemporary key is made possible by the widespread use of stretch yarns, which has allowed us to implement the range of fabrics with unparalleled performance and comfort focused on the "Dynamic, Daily, Different" philosophy sublimated in **3D Wool**. 3DWOOL fabrics, made using mono or bi-stretch wool, imbued by their intrinsic characteristics that make them perfect for elegant, comfortable, distinctive and tailored garments thanks to the possibility of purchasing ready-to-make cuts to make custom-made suits, meet the needs of the contemporary man who seeks uniqueness and a personal style, defined by garments that are modern in taste, performance and design. "This proposal - Tollegno 1900 explained - currently represents 60% of our offer, which is presented in the upcoming cold season collection in yarn and piece-dyed solid colour and patterned products. The remarkable success of this line allows us to provide a wide stock-service organised in 56 versions, designed for the creation of garments for all seasons".

3 LINES TO REPRESENT STYLE ACCORDING TO TOLLEGNO 1900

"Tollegno 1900", "The Rainmaker" and "Tollegno Luxury": the 2020/21 F / W collection is divided into three lines that fully represent the different souls of the company while meeting the multiple needs of contemporary living. If the quality of the yarns is the main asset, the search for comfort is the goal, achieved through new processes and the use of methods and technologies that maximise the performance of the fabrics.

Tollegno 1900: a timeless Heritage

The "Tollegno 1900" line is a representation of the heritage soul of the company that offers pure wool suits in multiple versions based on the fineness of the fibre, the finishing (fulled or shaved) and the weight, and brings together most of the

Tollegno 1900

patterned suits and jackets, as well as all the solid and false-solid stretch and pure wool basic garments. There is also a wealth of new products, such as the classic fullered wool / cashmere fabric that becomes more vivacious thanks to the modern patterns with an elastic component and an innovative "saxony" fabric (patterned fabric for a lightly fullered casual day suit) that replaces the traditional wool melting pot or wool / cashmere with the updated stretch version in wool / cotton / linen. The jackets, characterized by wavy bottoms, made unpredictable by the reinforcements and the combinations of fibres that confer unusual and three-dimensional effects, are proposed in a wide range of patterns and complement the collection. Another "plus" is given by the melange and the piece-dyed fabrics with very articulated colour palettes that are always in line with the seasonal trends.

The Rainmaker: tech inspiration, formal vocation

Technical but formal, with a modern soul and an essential design: "The Rainmaker" line includes fabrics suitable for modern and contemporary outerwear, which, however, does not leave behind wool, the vocation of the company. Bi-stretch poplin, gabardine paired with polyurethane membranes or treated to become water-repellent and thus suitable for making jackets, trench coats and raincoats, which give this collection a technical yet formal style, with a modern soul and an essential design.

Tollegno Luxury: the nobility of the yarns

Cashmere, precious wools and camel hair selected by the main players in the world fashion scene make up the "Tollegno Luxury" line which, for the coming winter season, confirms its attention on the classic style further enhanced by the "noble" finishing which, in addition to giving it a zibeline appearance, is also applied on single-face, double-face and double-face openable fabrics. The collection also gives space to new proposals represented by products that combine luxury and a casual feel and give way to more ethereal and puffy features for a feeling of extreme naturalness. The coats, revamped thanks to the use of special structures in which the play of colours, fibres and weaves generates unique multicoloured marbled effects, are the beating heart of the line. If the colour proposal, mainly characterised by camel and natural shades in various nuances, allows designing outfits that are never the same, the shiny/matt effect of the zibeline finishing enhances the camel and pure

Tollegno 1900

cashmere fabrics, whereas the openable double-face fabrics, available also with patterns, offer the designers a wealth of opportunities for their creations.

The latest entries are a special “capsule” collection characterised by the refined Harmony yarn (100% extra-fine merino) used in fabrics for stretchy coats to which they confer a knitted fabric look, and the addition of camel hair fibres used for jackets and coats with unusual and three-dimensional structures characterised by a wide range of colours. In line with the corporate philosophy of respect and protection of the environment, Tollegno 1900 also promotes a new range of products with a reduced environmental impact made with cashmere fibre regenerated up to 100%. A process that, based on the recovery of the fibre from already made and used garments and preserved at its best thanks to specific operations, aims to promote the preservation of the habitat in all its components.

Press Office / TOLLEGNO 1900

Raffaella Borea - mobile +39 338.3255367

Mail. raffaella.borea@gmail.com