

Tollegno 1900

Tollegno, 6th December 2019

2021 SS COLLECTION: TOLLEGNO 1900 CELEBRATES ITS 120TH ANNIVERSARY WITH WOOL, INTERPRETER OF A UNIVERSAL CODE

'Wool Universal Code' inspires the collection for the next hot season, focusing on some of the yarns that are emblematic of the company's evolution. A journey longer than a century, an important milestone for one of the textile companies still active in the Biella area. Vitality and creativity that give life to iconic yarns like Harmony 4.0 with the innovative Harmony 4.0 Silk, Woolcot in its multi-coloured version, New Royal, New Royal Topwash, Harmony Bright Wool, and Abarth Tollegno 1900.

Wool as a universal code, as a language and culture, as an expression of creativity and a source of well-being. Wool as an inspiration to develop projects that promote sustainability as a distinctive trait. Wool as an emblem of the company's history, which is preparing to celebrate an important milestone: 120 years of activity. An important date not only for longevity, but most importantly for the vitality and creativity that continue to characterize Tollegno 1900, which at Pitti Immagine Filati will present an encapsulation of its way of being and working: a company with solid roots, but that projects itself with enthusiasm and continuous research into the future.

The 2021 SS collection takes shape from this knowledge, making 'wool universal code' its identifying element. "A collection that aims at rationalization thanks to yarns that are strongly representative of our path defined by constant explorations and research aimed at developing new products, by process and treatment innovations toward increased quality and performance. Our goal - explained Tollegno 1900 - is in fact to offer our customers yarns of great value that originate in an environment that makes biodiversity a staple, respect for animals a rule, and traceability and certification of the whole production process an asset. Choices that fully express the spirit of our company aimed at maintaining a constant balance between commitment and business, between ethics and the market".

EVOLVING TO CREATE VALUE

Faithful to the principles that made Tollegno 1900 a company in constant evolution for the past 120 years, is the collection for the next hot season, which summarizes in a single book all its essence. The three 'Luxury', 'Classic', and 'Performance' cores merge into one another in a game of contaminations and contrasts, continuity and evolution, that allows the maximum enhancement of each yarn.

The result? High-quality yarns (*'Charme'*, high-quality Ultrafine Merino ideal for enhancing the finest and lightest knitwear, *'New Royal'*, 100% Ultrafine Merino also offered in the Topwash version) which, thanks to their value, lead the way toward markets that are sensitive to a refined product, alongside products with highly innovative and functional technical characteristics for making sportswear and leisurewear.

An expression of this is *Harmony 4.0*, which, thanks to its 4 high-tech features - 'Total easy care', 'Compact', 'High Twist', and 'Eco Idro' - confirms itself as the emblem of this philosophy dedicated to performance and as the starting point for new developments.

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Its natural evolution is in fact *Harmony 4.0 Silk*, which, result of Tollegno 1900's research, will be presented at Pitti Immagine Filati 86 only in its 2/60 variant. "This is a first step that will develop into a more articulated series in the next autumn/winter collection. A unique yarn because it is able to combine the maximum performance qualities of Harmony 4.0 with the advantages of silk in terms of skin contact and naturalness".

The focus on natural yarns is also expressed through Woolcot, whose pleasantness to the touch, practicality, and ability to adapt to different climatic situations combine with a new multi-coloured version that accompanies the traditional monochromatic one.

The 2021 spring/summer collection is finally completed by super-comfortable yarns due to their elastic quality – *'Royal Elité'*, *'Evolution'*, and the brand-new Harmony *'Bright Wool'*, with a charm between glamour and tech thanks to its metallic effects created by the inclusion of a transparent thread that once dyed animates the background colour making it bright and slightly metallic – sporty & casual products by vocation, like *'Sixtywool'*, and versatile by attitude, like *'Abarth'*. By taking advantage of the characteristics of the *'Pure New Wool'*, of the polyamide, and the multiplicity of the fineness, the performance-oriented yarn of Tollegno 1900 allows the creation of practical garments, ideal for the needs of comfort and performance of the contemporary man, attentive to the functionality of what he wears but sensitive to the sustainability of the yarns and its treatments. Areas in which Tollegno 1900 has so much to say.

COLOUR, DISTINCTIVE CODE

When wool as a universal code embraces colour as a global language, the result is products with a strong aesthetic impact and an innate qualitative value. This fellowship is represented by the 'Trends' chart, articulated into 36 shades with full yet not aggressive tones in which nuances win over strength.

Maximum attention was reserved for the world of blues, available in thousands of variations ranging from azure to powder tones, from light blue to navy, proving to have what it takes to be the best alternative to black, with a more autumnal soul. Lastly, in the name of continuity is the 'Colours' chart, defined by 165 classic shades that represent the evergreens of the wardrobe.

THE ENVIRONMENT: A CONSTANT PRIORITY

Environmental friendliness is part of the Tollegno 1900 DNA, as confirmed by the use of technologies that, combining innovation and respect for the habitat, ensure zero-impact washing and finishing. The 'Washingballs' and 'Brushing Balls' method by Sergio Sala is in fact a corporate best practice that has also been applied to the yarns of the 2021 S/S collection.

The green core can also be seen through some of the certifications, like RWS (standard that addresses the welfare of sheep and of the land they graze on), and Nativa Precious Fiber, which guarantees the quality and traceability of the wool fibres along the entire value chain, ensuring authentic garments made with natural fibres respecting the environment and animal welfare. "All our work and our choices - explained Tollegno 1900 - arise from the desire to contribute to the dissemination of a sustainable culture consistent with our philosophy and from the desire to offer our customers yarns and services of impeccable quality and sustainability".

A further recognition of the importance the company attaches to the preservation of the environment has also come from the organizers of Pitti Immagine Filati who have once again invited it to exhibit in the area called SustainAbility. To be presented will be Explorer, one of

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the most eco-friendly yarns of Tollegno 1900 thanks to its natural sustainability underlined by water washability even without unshrinkable treatment. To personalize it will be the sentence "End Food Waste" worked on by Jaquard specifically requested by the representatives of the Florentine Fair.

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