

# Tollegno 1900

Tollegno, January 2021

## **Fabric collection Spring/Summer 2022: a world in 3D (WOOL)**

*For the upcoming warm season, the super performing fabric of Tollegno 1900 is broken down in two lines – “Smart working” e “Smart time” – while the innovative “Freedom Feeling” family of products combines the benefits of knitted fabric with the value of woven fabrics*

The Covid-19 emergency and the resulting pandemic have had a great impact on lifestyle, generating profound transformations not only in the approach to relationships, but also at work and in daily life, as well as bringing about changes in clothing and in the personal image. An epochal passage of which fashion, starting from the raw materials that are at its core, has become a witness and interpreter.

In particular, formal clothing, already a victim of crisis in the previous seasons, has gradually given way to a more leisure-oriented and casual style in the sign of comfort and performance.

To give impetus to this new direction has been research carried out in the textile sector, with the development of products that, increasingly high-performance for their use functions, versatility and wearability, have made sustainability and eco-compatibility their bulwarks, without losing anything in terms of style, elegance and imagination.

“This research process, global in its widespread nature - Tollegno 1900 explains – aided by the far-reaching wave determined by the virus at all levels, has undergone a sharp acceleration that has led to relegating to very limited niches many fabrics and products that up until last year were considered immovable from the collections. But that didn’t really happen. To correctly interpret the future of clothing, giving concrete answers to what are and what we imagine will be the demands of the market, we have speeded up our industrial strategy that had already in place for some time, concentrating all the study and innovation efforts in the fabrics, designs, structures and colors of the 3DWOOL range. In fact, we believe that these fabrics perfectly meet the needs of the modern consumer who, for his or her wardrobe, seeks increasingly comfortable, high-performance garments, able to make him or her feel protected and, at the same time, comfortable while facing the appointments of the day.”

In the office, just as in free time, in business meetings just as in those with friends, the watchword is “casual” represented by outfits that combine comfort and technical finesse with style and elegance.

To make 3DWOOL the best interpreter of the looks to dress the “new normal” are its intrinsic characteristics: **high-performance** - for its specific construction it counts on high qualities of elasticity in extension and recovery of the original condition (Stretch recovery) - **exclusive** - made with yarns and colours produced only by the Tollegno 1900 supply chain, it is manufactured entirely under the control of the company (from the selection to the purchase of the most suitable wools for each individual fabric, from preparation to spinning, from the warp to the weaving to the special finishing, every phase is carried out in-house) - **innovative** (every step of processing and production is the result of the most modern technologies and latest generation production processes and procedures) and **modern**. Thanks to the work of the company’s creative staff in collaboration with all the divisions of Tollegno 1900, every season the fabrics are in fact updated on the basis of new trends and moods.

But making 3DWOOL the best “travelling companion” for everyday life is also its **sustainable** and **eco-friendly** nature. “The production of these fabrics - Tollegno 1900 points out - takes place in full compliance with current regulations in terms of ecology and respect for the environment, being carried out in production plants whose use of clean energy and water purification is something we are very proud of. Last but not least, many products of this type are available with fully traceable wool and production processes that guarantee sustainability and complete realisation in respect of the environment. An example of this is the RWS certification, acronym for Responsible Wool Standards, a

# Tollegno 1900

certification that traces and confirms the entire production chain of the fabric, the provenance of wool and considers the welfare of sheep, from their health to their habitat”.

## **The “Spring” of 3DWOOL: from Smart-working to Smart-time**

A single common thread – 3DWOOL – and a single philosophy of approach (be smart) define two different but complementary needs: professional life (from the office to the business trip up to institutional commitments in the most formal interpretation) and free time in the name of comfort.

3DWOOL gives them the right weight with two dedicated lines: **Smart-working and Smart-time**

If in the most professional version, the “Smart-working” fabrics, with super-light weights and with compact textures are expressed in rigorous designs and colours, but not rigid ones (natural colours, blues, classic navy, black and shades of melange grey), in the variant for formal clothing, making their way are the wool/silk combination and textured fabrics in micro-jacquard wool. Specific finishes give fabrics slippery, soft, bright surfaces that are sometimes shiny, but never flashy.

The range of “Smart-time” proposals instead veers on pure wool fabrics with creative designs, bright colours, rubbery textures and enhanced by the super-stretch structures (elasticity greater than 25% in elongation). In this line there are also fabrics created by blending wool with other fibres such as cotton, linen and viscose in order to obtain more rustic and sporty appearances or more slippery and soft textures.

Also worthy of note are the jackets, studied in the designs and in the structures to have a three-dimensional look, and the trousers that take on new patterns and colours to give the wearer a more casual verve.

Finally, an added value is the water-repellent treatment that makes bi-stretch structures suitable for creating garments intended for outerwear.

The collection of the upcoming warm season, however, brings with it further innovation and the development of a new “woman’s” project.

A new finishing, new structures and combinations of yarns give life to a new product that is the synthesis of all the themes inherent in the two “Smart-working and “Smart-time” lines. It is a family of fabrics renamed “**Freedom Feeling**” which, despite having characteristics of performance, elasticity, appearance and texture closer to a knitted fabric than to a woven one, its orthogonal fabric, however, maintains the values of dimensional stability. Fabrics that are easy to understand, suitable for casual but elegant clothing, fluid but snappy, resistant and naturally anti-wrinkle, simple to process and suitable for the creation of modern jackets, trousers and suits.”

As a corollary of the main collection, traditionally masculine, **a line has also been designed aimed at the female universe**, strongly distinguishable for types of colors, designs and patterns.

## **Innovation and sustainability: always two cornerstones**

New fabrics and new style concepts go hand in hand with choices consistent not only with the company philosophy, which has always been aimed at creating a virtuous cycle between ethics and business, but also with the global “revolutions” that are giving a new course to history.

Thanks to this awareness, Tollegno 1900 confirms the continuation of its project of sustainability, growth and innovation expressed by actions such as making the spring summer 2022 collection available both in physical folders and in digital format. “A choice that responds to two precise drives: to be always less impacting on the habitat and to provide a fast and qualitatively impeccable service in the event of restrictions on movement.”

## **Press Office/TOLLEGNO 1900**

Raffaella Borea – mob. +39 338.3255367

Mail. [raffaella.borea@gmail.com](mailto:raffaella.borea@gmail.com)