

# Tollegno 1900

Tollegno, 25 June 2020

## **'COLLECTION BOX': AN EXCLUSIVE COLLECTION TO CELEBRATE THE 120 YEARS OF TOLLEGNO 1900**

*A unique collection for organization and presentation and a new high-sustainability 'colour' project – 'GZ! - Green Zone' – mark the important milestone reached by the Biella-based company which, for A/W 2021/22, groups the yarns in 9 families that convey its philosophy and lifestyle.*

'Future in the origins': 120 years of history are the foundations and the springboard on which to build the future. With this awareness and strength, Tollegno 1900 celebrates an important birthday, making it the beginning of a new phase of its journey centred on tradition, innovation, sustainability.

Three cornerstones that have defined the company since its inception, gradually taking on a key role for its growth.

The centuries-old knowledge of Merino Wool and its blends has in fact embraced the attention to the protection of the environment, represented by the use of eco-friendly processes and certifications, by the implementation of green energy resources, and by the choice of #zeroimpact as the guideline.

On these pillars, the world of Tollegno 1900 projects itself toward new challenges. The A/W 2021/22 collection is among these. The traditional 'Luxury', 'Classic', and 'Performance' collections give way to a new organization and presentation of the yarns which, grouped into 9 family cards, are shown in a box made of recycled cardboard.

'Collection box' – the name coined for the collection – thus becomes not only the representation of all the values promoted by Tollegno 1900, but also an 'extraordinary edition' developed to leave a tangible mark of the company's 120 years.

To give further value to the important milestone is the 'GZ! - Green Zone', which focuses on the use of natural dyes to preserve the ecosystem.

## **'COLLECTION BOX': THE TOLLEGNO 1900 WORLD REVEALS ITSELF**

Nine cards to represent 9 universes that make Merino Wool their sun. With 'Collection Box' the traditional subdivision between the 'Luxury', 'Classic', and 'Performance' lines is left behind and the yarns are grouped into families united by the manufacturing, style, and intrinsic characteristics.

The cards, representative of the world that they interpret already from the name of the families – *'The Harmony and Free', 'The Greens', 'Just Felted', 'The 4.0 Area', 'The Ultra Wool', 'The Bulky Wool', 'So Comfy', 'The Fancy', and 'The Blends'* – are grouped together in a sustainable box made of entirely recycled cardboard. Tollegno 1900 thus confirms to be eco-friendly not only by vocation, but also by the coherence of its image. 'We focused on a new way of presenting our products that, in addition to highlighting their individual value, would contextualize them within a project of a wider scope. Each yarn is part of a cosmos defined by characteristic features which in turn are an expression of the principles in which the company believes', Tollegno 1900 explained.

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## *THE HARMONY AND FREE*

Harmony is Tollegno 1900 and Tollegno 1900 is Harmony, with its nuances, its characteristics and its timeless cores, between classicism and creativity, continuity and experimentation. A world of expressions that make the Extrafine Merino Wool the main tile and a mosaic of interpretations for a yarn that has been the inspiration for basic, concrete, and essential variations such as Free.

## *THE GREENS*

Respectful of the environment, sustainable, certified to be habitat-friendly, traceable in all phases of their journey, subjected to processes that use non-toxic products: Harmony Green, Explorer, and Re-Abarth [the yarn, compared to when it originally belonged to the 'Performance' collection, has been revised through an eco-friendly lens thanks to the employment of recycled nylon – Ed.] make #zeroimpact and #maximumcomfort the traits that unite them.

## *JUST FELTED*

'Boiled wool' effect for understated yet naturally charming outfits that combine the valuable characteristics of fine and extrafine Merino Wool with a worn & felted look. In Harmony NT and Free NT the compactness of the workmanship embraces the comfort and value of the yarns to make easy fit and contemporary design in 2-mile style their trait, without ever compromising on the softness to the touch.

## *THE 4.0 AREA*

Emblem of the history of Tollegno 1900, but also of its evolution and its vocation for innovation, Harmony 4.0 elevates performance and look, tech characteristics, and the ability to give a sensation of well-being on the skin. Versatile in its use and sophisticated in the blends (Harmony 4.0 Silk), 4 times excellent for its features (Total Easy Care, Compact, High Twist, Eco-Idro) it leads the way for new experimentations (New Royal 4.0) applied to Ultrafine 17.5 Micron wool.

## *THE ULTRA WOOL*

The value of gauge, the excellence of workmanship, the pleasant texture, the versatility of use, and the sophistication of the blends: welcome to the world of the Ultrafines, universe of softness and shine, comfort and lightness, elegance and style. Five yarns that, starting from their name, tell a story of refinement and precious details: Charme, New Royal, Sultano, Sublime, and Delice are the only interpreters of a lifestyle that makes exclusivity its trait.

## *THE BULKY WOOL*

Voluminous core but a light embrace, rough and decisive look, deliberately raw yet instinctively comfortable image: this is the essence of Scout and Wild, yarns that interpret a new way of experiencing the home. In the name of comfort, authenticity, and naturalness, pure merino wool and pure new wool, in their biggest count, offer a return to origins where well-being comes from the very first contact on the skin.

## *SO COMFY*

Soft, enveloping, fluid yarns to give snuggles and comfort for a stylish 'indoors and outdoors'. Stretch&comfort becomes the duo of a new way of dressing, of a contemporary lifestyle that combines sportiness and refinement in the name of ultrafine wool ('Royal Elitè', 'Evolution', and 'Elatrendy NT') and cotton ('Elascot').

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## *THE FANCY*

Soft and light to the touch, smooth on the skin, delicate and velvety in essence, but striking in appearance due to the singularity and uniqueness of the processing which makes perfect fit and maximum comfort the main asset. Thanks to the 100% extrafine Merino Wool, the classic core of the Bouclè of Astrakhan and the brushed one of Air live a second youth with unexpected and unmistakable aesthetic effects.

## *THE BLENDS*

A single denominator – extrafine Merino Wool – an innate aptitude for protection, and an intrinsic ability to embody an infinity of styles. Only one goal: interpreting the needs of the contemporary man in search of quality, aesthetic performance, refinement in combinations. 4 items (Sixtywool, Bright Wool, Woolcot, Vicky), 4 different blends, and 4 ways to charm: in the ‘Blends’ world, the sustainable component marries the tech core between classicism and experimentation.

## **GZ!: GREEN ZONE FOR STYLE, APPROACH, SENSITIVITY**

Nine families (of yarns) plus... one (of colours)! Completing the ‘Collection Box’ is ‘GZ! - Green Zone’, a sustainability project that distinguishes the Tollegno 1900 yarns, certified to be naturally habitat-friendly and subjected to processes that preserve the ecosystem.

Starting from their dyeing entrusted to non-toxic products that make zero impact their strength. A range of natural tones for shades and dyeing processes, a panel of nuances that protect the environment while colouring it with a thousand hues, eco-friendly in essence.

‘All our items in 100% Wool or natural blends also certified RWS or Nativa Precious fiber,’ Tollegno 1900 explained, ‘can be dyed *on request* following the GZ! - Green Zone formula, which, in natural dyeing, uses dyes of vegetable or mineral origin. It is important to underline that, due to the particular sensitivity to the different characteristics of the dye itself and of the components of the water and the material, the dye bath could have different characteristics, shades, and solidity values. The dye may go through chromatic variations over time which are not directly identifiable with a fade in colour, but with a change of nuance. This alteration, however, is not a defect but a quality that distinguishes the uniqueness of the garment that will be made.’

## **HARMONY COLOURS: NEW SHADES FOR A RENEWED IMAGE**

The ‘colour’ chapter, in addition to GZ! - Green Zone, also includes a renewed ‘Harmony’ chart made up of 150 shades in stock service and 20 mouliné ones.

‘The key hues of the next autumn/winter will be both cold and warm: they will range from whites to greys with powerful colour accents, mainly greens, purples, neutrals, but also nuances of the earth such as orange and brown.’

## **Press office/TOLLEGNO 1900-filati**

Raffaella Borea – mob.338.3255367

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