

Tollegno 1900

Tollegno, 7 January 2019

TOLLEGNO 1900/FABRIC COLLECTION Spring/Summer 2020: TECH & CLASSIC STYLE

With continuity in mind, the Biella Company elects 3DWOOL as its main interpreter for the upcoming warm season while focusing on updating products through new designs, fabric structures, blends of fibres and yarns, special reinforcements and colours that promote shimmering, fading and double-dye effects. The result? A contemporary and dynamic collection that breaks the mould of traditional standards, combining style and performance without discarding its classic spirit.

“Beyond seasonality”: this is the guideline of the Tollegno 1900 spring/summer fabric collection for 2020, which makes **3D WOOL**, made of single or bi-stretch wool, its spearhead. Its intrinsic features make it perfect for elegant, comfortable, performing and distinctive garments. 3DWOOL’s tailoring DNA, thanks to the availability of functional ready-to-wear cuts for tailor-made clothes, meets the needs of contemporary men seeking uniqueness and a personal style, thanks to an assortment of 56 colours in stock service.

“Contemporary Tradition”, the identifying pay-off of the brand, thus becomes the expression of a lifestyle that finds its quintessence in the Lounge area of the exhibition space set up for the 28th edition of Milano Unica (5/6 February 2019 - Rho Fiera, Milan) : black, orange and gray, emblematic shades of 3DWOOL, give life to a warm atmosphere and an evocative ambient, entrusted to the furnishings’ shades, an array of black and white photos dedicated to the company’s history and an island-reception area renewed thanks to its surrounding fabric panels. *Dynamic, daily and different*, 3D WOOL gives voice to the Tollegno 1900 philosophy for the 2020 collection based on modern products with taste, performance and design which, using advanced technologies, give even the most classic and formal garment a new look.

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ACTUALIZE: THE DIKTAT

It all begins with Merino Wool which, in purity and blend with valuable fibres and yarns (cotton, linen, silk, camel and viscose), expresses a valuable collection, made modern by the study of new designs (patterns and colours), types (fabric structures) and a combination of colours that focus on the iridescent effects of the "solaro", the "faded" linens, the double dyes of various fibres and the renewed "extra-melange" shades of bi-stretch fabrics.

Special reinforcements combined with stretch fabrics and the use of slub yarns made with a mix of natural fibres allow for the development of jackets, trousers and dresses with a strong contemporary imprinting and a determined "Italian style" allure.

JACKETS: ICE LINEN AND RAINMAKER ARE A MUST

Research and experimentation: these are the words that outline the collection of jackets for spring/summer 2020 which offers micro-designs, ton-sur-ton squares and gritty patterns in which macro white squares are combined with shades of blue and beige. Hence, all the fabric takes on a new image: the super-classic, three-colour damier looks different because it is proposed with special yarns and the men's blazer does not appear predictable thanks to the three-dimensional stretch fabric, luxurious camel and silk structures, wool/cotton "seersucker" effects and irregular slub yarn stretch mats with double dye effects.

The "**Ice Linen**" label highlights proposals that promote new reinforcements or colour effects using fantasy yarns to characterize the foundations and special fading on the linens and "**The rainmaker**" capsule collection. Its tech essence is made possible by the use of stretch wool combined with polyurethane membranes and water repellent treatments.

CLOTHES: NOT JUST CLASSICS

Canvas, robes and twills by Lana Merino. Lana Merino super 100's and super 120's reinterpreted in both designs and colours give space to naturally "classic" clothes, while stretch fantasy products, including natural fibres mix, "design" modern solutions. The contemporary world is also expressed through the study

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of "frosted" silk, translucent and "shantung" in wool/silk and "unevenly dyed" in silk/mohair effects, ideal for ceremonies or evenings.

A young appeal, instead, for daywear garments in wool/cotton/linen stretch slub yarns and for clothes that have the characteristic iridescent "solaro" effect proposed in two versions (wool/linen and stretch wool/cotton). And finally an "adventurous" soul for the "**Voyager**" label fabrics made with exclusive 3-ply yarn, also combined with silk.

TROUSERS: THOUSANDS OF COLOURFUL SHADES

From classics to basic wools right up to super-comfortable stretch washables in water at 30°C: spring/summer 2020 trousers are the result of an in-depth study of single and bi-stretch reinforcements in various weights and "revolutionary" colour options. Next to a new "extra-melange" range is the bi-stretch fabric; in fact it's an expanded range of traditional melange, a complete piece-dyed palette which interprets all the fabrics, through infinite shades, along with an innovative proposal of special "fluo" threads for fancy designs.

The style begins with the choice of the shade.

SPACE FOR HISTORY

Milano Unica, along with being the stage for the new collection, will also be a showcase for the presentation of a new issue of the "Quaderni dell'Archivio" series in which original images and watercolours represent Tollegno 1900's participation in fairs and fashion events since the last century. The new notebook, number "4" of a unique series of its kind, complements the previous releases respectively dedicated to the history of the company and its archives (No. 0), to the world of "Lana Gatto" (No. 1), to women's fashion from the forties to the seventies with reference to the fabrics produced by Tollegno 1900 with a focus on LanBe (n.2) and men's fashion from the forties to the seventies with reference to the company's fabrics and with a focus on the first festival of men's fashion held in Sanremo (No. 3).

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