

Tollegno 1900

Tollegno, June 2021

TOLLEGNO 1900 AW 22-23: future is now

Three lines – Tollegno, Luxury, Donna – interpret the needs of modern men and women, all in search of high-performance, comfortable, aesthetically captivating fabrics that are pleasant to the touch. 3DWOOL is the absolute protagonist, whose ‘Dynamic, Daily, Different’ essence is also available for women. The spotlight also shines on sustainability thanks to the NOW collection, which makes regeneration its characterizing element, and to RWS certified wool.

New purchasing habits, but also other priorities in the choice of garments to wear and values to promote, such as protection of the environment and centrality of the person and their well-being: the pandemic has imposed a substantial revision of the paradigms of life with consequent repercussions for the industrial sector.

Tollegno 1900 interprets these feelings with the autumn and winter 22-23 fabrics collection, focusing on a range of products that envelop, embrace, and protect people’s bodies with softness and tenderness. Products that do not compromise on performance and eco-friendly attitude, using traceable and certified raw materials and making use of the most advanced and efficient technologies on the market.

Innovation and sustainability remain cornerstones for Tollegno 1900, which gives them shape through concrete actions, aimed at creating a virtuous cycle between ethics and business and maintaining a constant balance between production efficiency and respect for the environment. With these objectives, the company constantly invests in systems and machinery to keep the impact on the environment under control and preserve the well-being and health of its resources, chooses partners who share its eco-friendly philosophy, and certifies its efforts with certificates that truly evaluate how much the production and processing of yarns and fabrics respond to precise ‘green’ provisions.

The collection for the next cold season is in line with these principles, as confirmed by the three distinct lines in which it is divided: **‘Tollegno’, ‘Luxury’, and ‘Donna’**.

Three lines, a common sentiment: high-performance well-being first

Emblem of the company’s *modus operandi* and concretization of all the values that define it, the **Tollegno Line**, represented by the exclusive 3DWOOL label, collects and interprets the most widespread products dedicated to men’s clothing. Fabrics for trousers, jackets, and suits with consolidated roots have been updated in style, designs, and colours to meet the needs of the contemporary man, in search of garments that know how to combine modern design and classic flavour. Thanks to the most advanced technologies and to the constant research in the spinning, weaving, and finishing sectors, the fabrics of the historical line of the company, all elasticized so as to be high-performance in yield and comfortable and enveloping to wear, are suitable for the creation of non-formal garments, aimed at casual elegance.

Four main strengths characterize the collection: informal moods for the aesthetic aspects inspired by knitted fabrics, three-dimensional, matt, loose; super-stretch fabrics that, most extreme evolution of the 3DWOOL family, are characterized by maximum elasticity and softness as well as by the particular hand and hang; products that can be washed in water and, for the first time, also fulled; blends of different fibres capable of enhancing the intrinsic qualities of each fabric so that the consumer always experiences new sensations. The result is

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wool/viscose products with soft and slippery hands, more sporty aspects typical of wool/cotton/linen, and with a three-dimensionality typical of shiny/matt jaspé.

Alongside this collection, with the aim of interpreting outerwear, jackets but mostly men's and women's coats, is the **Luxury** Line. 'The fabrics in this collection,' Tollegno 1900 explained, 'are made by selecting the best noble fibres, the best cashmere, camel, and wool from the Harmony range, an iconic product of our yarn division. Cashmere gives life to precious double openable fabrics even two-tone, beaver, drap, zibeline effects in various weights and colours, while camel creates more sporty interpretations of the products, with raised and structured effects. The Harmony wools, instead, produce combed beavers and three-dimensional patterns.' Next season's autumn-winter will also feature NOW (acronym for No Waste) products, fabrics made with high percentages of regenerated fibre that are a perfect combination of performance and comfort in the name of sustainability.

Another protagonist of the winter collection is the **Donna** Line, expressed by a wide range of 3D WOOL fabrics dedicated to women's clothing. Presented in colours and patterns specially designed to represent the style and taste of 'her' world, the employed fabrics also distinguish themselves by other characteristics – fluid hand, hanging, elasticized – which make them the ideal travel companions.

'While each of these lines has its own specific destination, all three have some elements in common, starting with the colours, adapted to the characteristics of the products and fibres: inspired by nature for the blends with cellulosic fibres, almost metallic for the blends with artificial fibres, of urban influence for clear-cut wools, warmer and more enveloping for the fulled, in natural tones for cashmere and camel. The melanges are instead a separate chapter, ever more colourful, thanks to the mixes and blends of yarns that generate new nuances. The exclusive extra-melange processing technique also allows us to offer a particular palette of almost iridescent colours. Finally, the chromatic range of the piece dyes is very wide and combines classic masculine colours with light, very light, and neon shades that are decidedly more feminine.'

A valuable continuity

The collection for the next cold season is not only defined by innovation and development, but also continuity and coherence. Just like in previous years, in 2022-23 Tollegno 1900 not only continues to provide its customers with the stock service for the products of the 3DWOOL bunch dedicated to tailors and those who need ready-made goods, but also makes many products available in a version made with RWS certified wool (Responsible Wool Standard), a standard that addresses the welfare of sheep and the land they graze on. In the name of environmental protection, the company also makes its collections available not only in the traditional format (charts and fabrics you can touch by hand), but also in digital version, which can be downloaded from the website www.tollegno1900.it by entering a password.

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