

# Tollegno 1900

Tollegno, June 2021

## **TOLLEGNO 1900 'COLLECTION BOX FW 22/23': THE VALUE OF CERTIFICATIONS, THE APTITUDE FOR SUSTAINABILITY, THE UNIQUENESS OF WOOL**

*'We certify our willingness to act for the well-being of the world that hosts us. A commitment, that of preserving the context to which we deeply belong, that translated not only in having acquired the most important eco-friendly certifications in the textile sector, making them part of our green passport and our sustainable identity, but also in basing all our activities on the principle of the 3 Rs. Reducing, reusing, and recycling is a practice we do not sacrifice, in order to avoid waste and minimize the use of new natural resources.'*

The AW 2022/23 collection by Tollegno 1900 takes shape from this declaration, bearing tangible signs of the company's eco-friendly attitude, its vocation for innovation, and its constant commitment to research not only for new products and processes aimed at making them more and more high-performance, but also for services and solutions designed to improve the efficiency of the supply chain and the quality of the relationship with the customers.

In the name of these principles, 'Collection Box AW 22/23' reinterprets the values, giving them new strength, that have contributed to the growth of the company to the point of making it a leading global reference in the field of Merino Wool.

And it is precisely this yarn, in its ultrafine and extrafine version, that is the protagonist of the next cold season collection which, divided into 8 different worlds, interprets as many lifestyles all united by a single trait: the Tollegno 1900 style.

*'Harmony and Free', 'Eco Attitude', 'Felted and Hairy', '4.0 Area', 'Refined', 'Bulky Wool', 'Stretch', and 'Blends',* from simple families that contain a series of yarns with common characteristics, they thus become the materialization of all the values of Tollegno 1900, starting from the attention to sustainability.

To express it concretely, in addition to the constant investments in Green Label machinery and the use of renewable energy produced internally, is also the choice to focus on entirely recycled cardboard to contain the presentation cards of the collection.

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## **8 cards, 8 worlds, one style, that of Tollegno 1900**

The 'Collection Box AW 22/23' is the natural evolution of what was presented in previous seasons, enriched, revised, updated, and developed thanks to the permanent research work of the internal Laboratory of Tollegno 1900 and its R&D division. The result is 8 families of yarns that are the perfect synthesis of know-how, innovation, creativity, and eco-friendly attitude.

### *HARMONY AND FREE*

For AW 2022/23, the emblematic yarn of the Biella-based company can count on a particularly rich colour chart with an important stock service even for its RWS certified version.

For Tollegno 1900, Harmony is an icon that still represents the company in the world, a symbol of quality, a universal product for its versatility thanks to its nuances, characteristics, and its timeless cores. Harmony's Extrafine Merino Wool remains, even for the next winter season, the tile of a mosaic of interpretations and, at the same time, the inspiration for the development of basic, concrete, and essential variants (Free).

### *ECO ATTITUDE*

The attention paid to sustainability is one of the strengths of Tollegno 1900, as also expressed by all its yarns that can be produced in the RWS version. The Greens yarns further emphasize the company's habitat-friendly attitude, the value attributed to traceability, and the choice of using non-toxic products in the processing. For AW 2022/23, alongside Explorer and Re-Abarth, comes Woolcot Bio, a conscious core product whose distinctive feature is the partnership between RWS-certified extrafine merino wool and organic cotton.

### *FELTED AND HAIRY*

If Harmony NT and Free NT are the ambassadors of this group of yarns that combine the value characteristics of extrafine and fine merino wool with a deliberately worn & felted look, 'Nuage' (French for 'cloud') is instead the novelty for the year 2022/23. Fineness and tenderness to the touch, softness and hyper lightness are the characteristic traits of this brushed pile yarn that reveals its airy essence already with its name. Cloud in name and in fact.

### *4.0 AREA*

Performance and aesthetics, high-tech characteristics, ability to give well-being to the skin, and versatility are some of the strengths of Harmony 4.0, innovative starting from the four features that qualify it: Total Easy Care, Compact, High Twist, and Eco-Idro. Thanks to this specific treatment, the iconic Tollegno 1900 yarn is not only water-repellent, but also prevents all non-greasy liquid stains. A benefit that is also shared by New Royal 4.0, the evolution of one of the company's most classic and popular yarns (New Royal). Precisely for these two

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products of the '4.0 Area', a complete range of colours in stock service has been developed for the different counts that make them the most suitable products for knit and jersey creations.

## *REFINED*

Thanks to their fineness, the pleasant hand, the versatility, and the sophistication of the blends, Agreeable, New Royal, Sultano, Sublime, and Delice have always been the best interpreters of a lifestyle whose trait is exclusivity. Universe of softness and shine, comfort and lightness with innate elegance, the five 'Refined' yarns, for autumn-winter 2022/23, are joined by the new Icewool product, a thin crêpe in extrafine wool, dry and consistent to the touch, ideal for light garments in their essence but structured in appearance.

## *BULKY WOOL*

The rough and bold look and the deliberately raw yet instinctively comfortable image are the essence of Wild (100% Pure New Wool) and its twisted cablè plies which, in the 'Collection Box AW 22/23' too, continue to be the main actors of a new way of conceiving and experiencing domestic life. The Harmony Multiply yarns (100% Extrafine Wool) 3500 and 4500, instead, are still an expression of the same style philosophy, but focus on their intrinsic softness, quintessence of pleasantness on the skin, making comfort and ease their trait. A return to the origins in which well-being comes from the very first touch.

## *STRETCH*

Interpreters of a way of feeling that places sensoriality at the centre thanks to their softness, enveloping nature, and fluidity, 'Royal Elitè' and 'Evolution' are the representation of a new textile concept in the name of elasticity. Evolution of New Royal and Harmony respectively, the two yarns, perfect for making 'in and outdoor' garments that aim at comfort without sacrificing look and style, thanks to the combination of Stretch & Comfort, make room for a new way of dressing that combines sport attitude and refinement in the name of ultra and extrafine wool.

## *BLENDS*

Only one denominator – extrafine Merino Wool – an innate aptitude for protection, and an intrinsic ability to embody infinite styles. Only one goal: to interpret the needs of the contemporary man in search of quality, aesthetic appeal, refinement in combinations.

Sixtywool and Woolcot, in different blends, thus give their welcome in the world of 'Blends', divided into proposals designed for garments dedicated to domestic life whose points of excellence are comfort, versatility, and vocation for 'easy wear'.

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## *Make room for colour: not just white*

Never underestimate the power of colour, the strength that refined nuances can give to a yarn, the personality that a skilful play of shades can generate. 'For the Collection Box AW 22/23,' Tollegno 1900 explained, 'we have developed an important work on colour, aware of how it can contribute to qualify the value of our products'. With this awareness, the company has thus focused on a decisive renewal of the Harmony colour chart, currently divided into an important stock service between melanges, solid colours, and mouliné. 'Many new shades have also been introduced for melanges and solid colours: the goal is to offer a range of colours that is as wide as possible, able to meet the needs of both classic-oriented customers as well as those who are more sensitive to trends.' Trends that for next autumn elect white as king both in its purest variants and in those mixed with greys and beiges. A white mood that, starting from its most 'absolute' version, reaches even its more neutral nuances. Completing the 2022/23 winter colour offer, in addition to the burnt shades, terracotta, oranges, mustard, and greens in all their variations, there is finally a palette of impactful colours (fuchsia, red, lemon yellow, orange, and cornflower blue) which, lively and bright, thanks to their expressive charge, they give character and personality to every outfit.

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