

Tollegno 1900

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TOLLEGNO 1900 COLLECTION F/W 23/24: MAKING WAY FOR ESSENCE AT THE HEART OF AN IDENTITY

Two books tell the story of the company through its iconic yarns, inviting you on a wool journey brimming with visual and tactile connotations. With “Cosy” and “Soulful”, space is also reserved for the latest products focused on self care. Sustainability remains at the forefront as an element

The history of a company is also told through its products. Starting from this premise, Tollegno 1900 affirms its identity, developing a collection for fall/winter 2023/24 which is a summary and expression of the values (research, innovation and sustainability) and production capabilities that have transformed it into one of the leading companies in the Italian and international textile industry.

On the strength of this knowledge, for the upcoming fall and winter seasons, Tollegno 1900 has placed itself symbolically at the centre of its collection, taking an in-depth look both at its yarns, which have over time made it instantly recognisable, and at the latest products which are already destined to become icons.

“After years dedicated to innovating and developing new products, we felt the need to take stock of how far we have come, so we can continue on our path with greater clarity. “Brand recognition”, “identity awareness” and “essence” have become the guidelines in creating the F/W 23/24 proposal: a collection that truly represents us and is a reflection of who we are, recounted through our yarns ”, the company explains.

The “Collection Book” and “Collection Stitches” were, therefore, created to showcase wool in all its forms, using natural yarn to tell their story.

COLLECTION BOOK: A WOOL JOURNEY

A journey into the world of wool in its pure form or blended with other fine and natural yarns, such as cashmere, silk and cotton. A path of excellence that highlights the inspiration and multiple features that make it suitable for myriads of uses. An itinerary mapped out by 19 yarns that retrace the history of Tollegno 1900 and open up new paths.

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Collection Book is all this. But also much more, it offers a visual&touch experience that replaces words with the senses of sight and touch, thanks to cards in which ample space is given to the tangible product.

The section entitled "*Harmony world*" opens the first part of the book, showcasing all the products linked to the 100% extra-fine Merino wool yarn which is the company's hallmark: "Harmony" (2/30-2/37 - 2/48 and in the multiply version 3500/4500) , "Harmony 4.0", with its 4 features total easy care, compact, high twist and eco-hydro, "Harmony NT" (for felting), "Evolution", a super comfort yarn with its stretchy component, "Nuage", with its signature fineness, tactile softness and ultra-lightness, the new "**Cosy**" - 96% Lana Merino Extrafine and 4 % texturised Nylon - offers a new style focused on the quest for well-being and the sensation of cosiness and comfort on the skin - "Free" and "Free Nt" (for felting).

The first part of the book is brought to a close by "Wild", 100% Pure New Wool with a soft feel and appearance, and by "Explorer", wool with untreated and sustained fineness, that makes it suitable for flat knitwear, both in full-bodied and compact products, and in garments with a boiled wool effect. What makes it a unique, intrinsically environmentally-friendly product is its natural sustainability highlighted by its washability with water even without non-shrink treatment.

"The second part of the book instead focuses on super fine wools, in their pure form, such as "New Royal" and "New Royal 4.0", 100% ultra-fine merino wool and total easy care, compact, high twist and eco-hydro, has all the credentials to best interpret the seasonal need for warmth, "Agréable", "Icewool", "Icewool" RWS, both mixed with fine yarns such as silk, cotton and cashmere", the company points out.

The latest products concern the wool & cashmere combination in particular, which include the new entry, "**Soulful**", introducing a new concept of self care and wellness best expressed in sporty, chic outfits, alongside "Sublime" (90% extrafine Merino wool and 10% cashmere), the epitome of refinement and sophistication, reflected in its name.

The collection is completed by "Sultano", "Delice" and "Harmony 4.0 Silk", in which extra-fine Merino wool is combined with silk, and "Woolcot" and "Woolcot Bio", a conscious core product with its signature combination of RWS-certified extra-fine Merino wool and organic cotton. A sustainable component which can also be seen in the decision to produce the book entirely from 100% recycled, biodegradable, FSC certified, chlorine free and natural carbon paper. *"Our identity can also be seen in the consistent manner in which we pursue our*

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project in every phase and component: being sustainable is part of our core beliefs and everything we create must, therefore, represent it”, concludes Tollegno 1900.

STITCHES COLLECTION: NOT JUST “KNIT AND PURL”

Experientiality is also the common thread of the **Collection Stitches**, a book dedicated to a series of classic, but also unconventional creations, obtained using some of the yarns from the F/W 23/24 collection.

Over twenty pages of “purls” that aim to offer insights, give ideas and indications, creating suggestions at a glance. Each proposal is the result of research, study and combinations that, although outwardly risky, do, in actual fact, work because of their uniqueness.

“In this book, it is the stitches to which ample space is devoted so that they can be scrutinised and touched. The product speaks for itself which is why we only give minimal space to the descriptions”.

Creative experimentation was behind the preparation of this book, whereas we looked to harmony and the mindful selection of shades in developing the colour palette of the collection. The result is 165 essential shades, persuasive and effective in their ability to express, whether whites and greys, natural earth shades, ocean blue or navy, yellow and “fluorescent” pink as well as green, orange and vibrant purple. Ample space is also reserved for blends, including “galactic cobalt”, “sage leaf dark” and “beige parchment” in particular.

SUSTAINABILITY FIRST AND FOREMOST

In the F/W 23/24 collection, sustainability is once again fundamental, as confirmed by the “nature” of the main yarn (wool is universally recognised as one of the most eco-friendly and high-performance fibres in the world) and by the certifications that we have obtained. In particular, the most prominent products are “**RWS**” (the standard for the welfare of sheep and respect for their environment) and “**NATIVA PRECIOUS FIBER,**”, a guarantee of garments made with natural fibres in full respect of the environment and animals.

“What makes wool a unique, green product,” Tollegno 1900 explains, “are factors such as its biodegradability, renewability, water repellency, its ability to regulate heat and provide protection from UV rays. But it’s not just that. Wool is also flame resistant, it can be mixed with all the other fibres, it is easy to care for and long-lasting, as well as having a broad range of uses. But above all it is intrinsically sustainable, an essential aspect for a company like ours that has always championed environmental protection”.

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Protection for the habitat that Tollegno 1900 demonstrates through its focus on key natural resources such as water and energy, through continuous investments in new machinery with an increasingly lower environmental impact and the constant innovation of production processes to avoid any toxic components.

“The commitment undertaken in this direction can also be clearly seen in the F/W 23/24 collection, a triumph for merino wool both in its pure form and in blends with other natural fibres such as silk, cotton and cashmere”, concludes Tollegno 1900.

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