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TOLLEGNO 1900'S WOOL JOURNEY: NEW VISIONS FOR THE 2024 SPRING/SUMMER COLLECTION

Research as a premise for identifying new areas of growth. Research as an ambassador of a philosophy that makes constant evolution its cornerstone. Research as a functional tool to open new paths and channels of expression. The 2024 Spring/Summer collection by Tollegno 1900 fully embraces this feeling, focusing on *rethinking some of its iconic yarns* which, due to their characteristics and usability, become a *guide on how to interpret the world of knitwear in new ways*. In the name of innovation and sustainability, the collection for the next warm season opens up to *new visions* that overcome the limit of time and leave room for free interpretation and creativity.

The protagonists of this further step in the "Wool Journey" that symbolically began with the 2023-2024 Fall/Winter collection are the yarns that have already marked the cold season, reinterpreted in a different key as regards processing, stitches, and techniques. The resulting products lay the foundations for the future steps that the brand will take in the coming years. *"We are working on new projects, in which wool will be able to express itself at its best thanks to its innate characteristics and intrinsic value. This collection is a further step forward in a journey that started in the previous seasons, which have focused on factors such as sustainability, innovation, and creativity and have opened up to new areas of application. The 2024 spring/summer collection continues along this path, but defines new perspectives and identifies unexpected points of view for the use of our yarns"*, commented Tollegno 1900. The goal is clear: place emphasis on the yarns that have contributed to the identity and growth of the brand but, at the same time, give them a "different" look, responding to the needs of an increasingly fluid market that is always on the lookout for inspiration.

TIME FOR NEW VISIONS: TOLLEGNO 1900 REINTERPRETS SOME ICONIC YARNS

The 2023-2024 Fall/Winter collection was thus the starting point for the development of the 2024 Spring/Summer proposals, some of which stand out for their green soul, thinness, transversal use and non-seasonality. To continue on the path traced by Tollegno 1900's wool journey, Biolino, Flaxi, Harmony RWS 2/30 and 2/48 and Harmony 4.0 2/30- 2/48, Icewool, Woolcot Bio, New Royal 2/60, Agreeable 2/80 and Nuage were given a new interpretation.

What makes these products significant "milestones" on the wool journey are their characteristics: this is underlined, for example, by **Biolino** with a natural and plant-based DNA, low-impact by attitude, inherently light and fresh, versatile and genderless: the yarn, made from 60% Linen from sustainable agriculture and 40% RWS-certified Extra-fine Merino Wool stands out for the soft but structured hand and the slightly flamed effect that confers it a

wavy appearance, and also by **Flaxi** (60% Linen from sustainable agriculture and 40% RWS-certified Extra-fine Merino Wool), which differs from its Biolino twin for its double weight and cordonnet twisting. The special colour chart developed for the summer, in which the natural nuances alternate with full yet never extreme pastels, also contributes to enhancing their green component. The central role of the "eco" component is however also expressed in other yarns, such as **Icewool** (100% Extra-fine merino wool), a thin *crêpe* in extra-fine wool, available in the RWS version on request, which is dry, consistent to the touch, and "untreated" (chlorine free) as well as **Woolcot Bio** (53% RWS-certified Extra-fine Merino Wool and 47% Organic Cotton), compact but never heavy, with a soft but snappy hand, ideal for knitwear to be worn in off-seasons. The wool journey then continues in the footsteps of the ultra-fine, soft, and super-light **Agreable 2/80** (100% Ultra-fine Merino Wool), the timeless and iconic **Harmony RWS, New Royal 2/60**, a combination of softness and shine, comfort and lightness, and **Nuage**. The gauzed pile yarn, which makes thinness, delicate feel, softness and lightness its must-haves, is offered in off-gauge to amplify the cloud effect.

The 2024 Spring/Summer collection is not only enhanced by the processing, but also by the **colour palette**. In keeping with the style, the colour palette of the yarns is the same as the one used for the 2023-2024 winter collection; natural shades, reminiscent of the earth and hues inspired by iridescent colours are instead used only for the presentation of the garments at the stand. The fact that, for Tollegno 1900, the "nature mood" is a winning card, can also be deduced by observing the **Collection Book** and visiting the stand at Pitti Immagine Filati, where the company's logo was made using recycled cardboard and the garments on display were dyed with **plant-based dyes**.