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TOLLEGNO 1900 WOOL JOURNEY: NEW 'STAGES' IN ITS RESEARCH PATH

Wool as inspiration, as an element that defines identity and opens new paths. Wool as an expression of individual well-being – physical and mental – as a connection with one's essence and the environment. Tollegno 1900 continues its journey of growth in the name of 'Humanly Body', 'New Reality', and 'Organically crafted'.

Tollegno 1900 focuses on the intrinsic value of wool, which, as the noble fibre par excellence, becomes synonymous with the **care the company reserves for people**, their physical and mental well-being, their comfort, and their pursuit of harmony. Thus, wool remains a factor of **connection with oneself** and with nature.

But there's more.

The yarn goes 'beyond' its soul and, thanks to its innate characteristics, interprets the contemporary human's need for safety and tranquillity, their pursuit of balance between body, mind, and spirit, and their desire for harmony. A journey into essence that Tollegno 1900 entrusts to wool, as trace and inspiration for **new visions**.

From these foundations, the brand continues its 'wool journey', punctuated by three new stages: **'Humanly Body', 'Organically crafted', and 'New Reality'**. *'In recent years, all our choices,'* comments Tollegno 1900, *'have been aimed at placing people at the centre and promoting the definition of a comfort zone where one can fully and freely be oneself. A space for the soul where wool becomes reassurance and warmth, relief and pleasure.'*

'Take your time and choose your Humanly body' thus becomes more than a slogan: a hymn to life, an invitation to refocus and set new priorities. *'This theme focuses on the close bond between knitted fabric and the body, on the sensations generated by their contact, on the sensory experience. Touch and sight become the most involved senses thanks to the softness and fluidity of the yarns and to the evocative colour choices. The "nude" tones indeed embrace the nuances of green,*

evoking a deep connection with nature and the sense of well-being the body feels when surrounded by it.'

This immersion in nature also lives on in '**Organically crafted**', which makes Biolino, Flaxy, and the new hemp-based yarn its interpreters, and 'natural' colours its signature. *'This theme is a tribute to purity and imperfection. Indeed, the stitching is all irregular, imperfect, and rough, with the aim of underlining the beauty of authenticity.'*

Authenticity that cannot overlook '**New Reality**', made up of digitalization, technologies, and cutting-edge innovations. So, make room for glossy, futuristic yarns in both look and DNA, and for contrasting colours that generate highly evocative combinations.

'Take your time and start your journey.'