



BRUNELLO CUCINELLI

Women's Collection Spring Summer 2014

Active couture

A spirit of both luxury and sportiness emerges clearly in the new Brunello Cucinelli "Women's Collection Spring Summer 2014", with the creation of shapes and contours defined by the materials and the hi-tech elements.

Artisanal craftsmanship incorporates more and more technological innovation: a mix of modern techniques and traditional luxury in which "glam" and feminine meet "active" and sporty.

Contours are geometric – boxy, t-shape, square, trapezoid, even kimono: an East-meets-West mix for daily wear rich with multicultural overlappings and contaminations. Tops are coupled with pants whose styles are often shorter like bootcut, sporty like biker or jogger, or masculine like boy-fit or slouchy pants. The skirt selection boasts a variety of models: from the "fluid" high-waisted double-silk pencil skirt, to the light-as-a-feather maxiskirt in silk muslin, to the trapezoid skirt crafted with a mix of materials and techniques.

The collection is enlivened by strong plays of colour, for a graphic effect in which alternating darks and lights contrast in combination with touches of vivid colour that is never garish: blush, ginger, and pink grapefruit, or navy, royal and deep space blue are used graphically in combination with greys, khaki, camo, and biscuit.

Technology steps in and gives the most traditional handicraft techniques a new tempo: "aristocratic" fabrics like lightweight wools, couture silks, cotton muslins, voile, gazar, organzas, and exquisite materials are treated with hi-tech techniques to create the new collection themes with geometric patterns and new graphic and three-dimensional forms.

And so knitwear becomes embossed, enriched with floral designs in relief thanks to a sophisticated printing technique; and the "bonded" technique creates graphic design elements, flowers, and geometric patterns on sweaters and pants using a unique filled-in embroidery procedure.

Metal details give sparkle to shoes and handbags. A wide selection of sandals and sneakers, both flat and heeled, are sometimes enriched with gold or silvery metal threads. Both large, roomy handbags and small clutches for evening wear glow in the collection's new hues.

The inspiration comes from the sports world, which now meets the rarefied universe of haute-couture. Thus silks replace acetates, colour contrasts make for a more graphic look, and the shapes and contours of sportswear become "active couture".