



BRUNELLO CUCINELLI

## Men's 2017 Spring-Summer Collection

### SUMMER CROSSING

The new 2017 Brunello Cucinelli Men's Collection narrates the clear and vital spirit of summer. The inspiration arises from an encounter between a delicate morning breeze and clear beach sand, increasing with the light of sun-kissed days, contemplating the red hint of long sunsets and the enchanting sparkle of cool starlit nights. Uncontaminated landscapes and natural colours intersect the white terraces in the shade of light linen cloth.

Transported in the summer atmosphere, the man reveals a sophisticated *Leisure* soul, which interprets the season through the elegance of a tailored jacket in dialogue with exquisite more informal elements. A synthesis of a new dynamic style, the men's collection merges seaside atmospheres and elegant dinner parties, relaxed moments and informal encounters.

### COLOURS

The fundamental tones are explored in their entire depth: from very light nuances of grey to formal variations, from intense blues to lighter and summery shades, from dark beige to the delicate and lighter hues. It is an important palette that endows this season's look with an elegant game of tonalities, modulation and chiaroscuro.

Touches of colour complement the different shades with intense reds inspired by the natural nuances of the earth's fruit, such as Cherry and Tomato, while Army green adds a harmonious modern note. Mixed with the more colourful blues and the range of denim, the hint of colours enriches the dynamic and balanced dialogue between the fundamental tones.

### COMBINATIONS

The new *Leisure Set* offers a new formula for suits, with exquisite summer fabrications used for informal trousers as well as tailored styles – alternative ways to interpret traditional dressing. A concept that evolves and follows the man throughout the entire day, from more relaxed daytime looks to evening's social elegance, with all combinations reflecting the collection's spirit of leisure.

Detailed polos and T-shirts developed in refined materials complete more elegant looks with informal and sophisticated touches. Trousers in traditional fabrics are revolutionised by sporty elements such as drawstrings and pockets; straight silhouettes emphasised by a crease alternate with relaxed volumes on the waist.

## SHAPES

From very light technical jackets to longer topcoats for early spring, from soft and contemporary shapes to more structured tailored trousers – the variety of designs enhances the modern allure of the collection, where layering and combinations are accurate and dynamic.

Technical outerwear garments are designed to be worn over jackets, polo style knitwear introduces refined craftsmanship and leather jackets with hoods are inspired by sportswear. The collection develops an elegance through movement, lending itself to any occasion that may arise during the course of the day.

## MATERIALS

Extremely lightweight fabrics enhance the collection's summer spirit; suits made of twill and poplin enrich the range of the more refined outfits. Very fine leathers, ranging from suede to *plongé* nappa, convey a lightness that recalls the most exquisite silk.

Lightweight knitwear crafted in new summer yarns expresses a feeling of precious and irregular textures. Striped shirts update dressing with a sophisticated touch thanks to a variety of patterns.

## ACCESSORIES

A significant range of accessories accompany the man for all moments of the day. Elegant styles are modernised paired back to sneakers, backpacks and small informal leather items, while sportswear is combined with traditional accessories that embody the quality of the materials and the importance of artisanal methods.