



BRUNELLO CUCINELLI

WOMEN COLLECTION SPRING SUMMER 2017

STREET STYLE COUTURE

The street is where cultures come together, ideas grow and languages merge. Different stories and locations of the world reflect a unique soul, with a harmonious and contemporary flavour, varied and unexpected. Rich daily exchanges coupled with fresh metropolitan perspectives revolutionise the outlook on day-to-day reality, as well as on the exceptional elements which surround us.

The Womenswear Spring Summer 2017 Collection captures the spontaneous and rich spirit that emerges from a fusion of contemporary influences: Street Style Couture seamlessly blends fun, unexpected and luxury elements to create an eclectic balance.

Every look is a snapshot, capturing the union of worlds, colour synergies and fresh new interpretations which overcome all conflicts and blur boundaries. A new style map has been drawn up, featuring sporty influences, highly feminine charm, masculine patterns and mirrored and pointy tips shoes. All these elements converge in a mix of tailored glamour and everyday functionality, paving the way towards a new style of dressing, daring and captivating.

All fragments are harmoniously composed through an informal and sophisticated feeling, completed by colour notes and special elements. Influences of past and present are stripped of their usual identity and acquire a new allure which not only reflects the evolution of the times, but is also focused on future dialogue between cultures.

Colour

The colour base features an exquisite palette enlightened by the summer sun: natural shades inspired by golden sands and sun-kissed lands engage in a dialogue with flashes of Gold and Silver laminates. Extremely dark notes of Ink Blue, Graphite and Black cut through the range of neutrals - Clay, Havana and Terracotta and even lighter Panama and Steel - conferring depth and character.

The energy of Poppy Red, Orange and Straw Yellow is expressed through the collection's diverse forms, from Activewear to tribal touches. The classic Oxford and Chambray are accentuated by notes of reds, or cut by more ethnic Tobacco and Gold.

Styling

At the crossroads of maximalism and minimalism, the collection explores unbeaten paths and maintains a *décontracté* allure, inspired by marvellous everyday life. This new dynamism is balanced between activewear and lingerie, characterised by a soft and fluid silhouette, with an agile yet feminine aesthetic.

Stripes inspired by menswear spread a new light over a rich tradition: evoking the world of sports clubs in macro vertical variations, transposing chalk stripe and Regimental patterns with monili and sequin embroideries, conferring three-dimensional knit effects thanks to contrasting materials.



BRUNELLO CUCINELLI

Knitwear

Knitwear lies at the heart of the collection, where patterns are combined and woven in a rich variety of yarns, textures and weights.

Different processes and techniques overlap to create a new splendour: refined mixes of fur-effect and rafia-effect yarns, *cordonnet* threads and *mallilé* confer three-dimensionality to traditional Argyle and new floral patterns. Details deriving from the sportswear world are enriched: sleeves and necklines feature Active monili bands, crochet Team Numbers embroidered on boxy sweaters, fringe detail ponchos reveal golden sequins or stripes, for an ethnic and carefree touch, even in the city.

Soft feminine silhouettes, deep necklines and volants are matched with thin Regimental style lines, enlightened by monili, whereas vertical macro stripes evoke historic men's club uniforms, decorated by shining crystal crests. Embroideries, jacquard knits and inlays alternate with pure and essential forms that enhance the new colours of English rib soft mohair.

Jackets and Vest

The jacket style is reinterpreted by a vast range of traditional menswear fabrics: tropical wool, herringbones and macro pinstripes follow straight and regular lines with details that always add an unexpected and feminine element. Colour inserts featuring Clay, Mars Red and Evening Red give a new interpretation to the look with an energetic note which is never boisterous. Feminine touches are introduced through luminous bezel Crests, refined monili stitching or bright laminated leather flowers. Light silk crêpe and liquid effect viscose appear in jackets with fluid shapes.

Outerwear

Versatile, informal and captivating: outerwear reveals the collection's modern character. Sporty lines, with flared volumes, hoods and zips alternate with colourful double breasted trench styles, reminiscent of water-proof ponchos. The informal note which can be added to any look, day or evening: the bomber is featured in a refined variety of materials, ranging from highly fluid viscose to opaque python, from mirrored duchess satin to soft silk crêpe or sharp taffeta.

Leather

Exquisite materials play in contrast: rich and natural leathers coexist with technical and laminated fabrics. Nappa leathers and suedes are featured in natural leather colours, from shades of honey to more decisive caramel, accentuated by touches of silver or gold details. Opaque python and bright suedes modernize the bomber with a new appeal, focused on the future.



BRUNELLO CUCINELLI

Trousers

Fluid and liquid fabrics give a soft and sensual appeal to oversized and relaxed trousers, inspired by the active or sartorial world. Elegant menswear patterns and fabrics feature bright floral monili embroidery, or coloured sequin Regimental stripes. Racing bands, contrast piping and utility details blend with the refined femininity of sharp and shiny fabrics, or crisp materials.

New lengths and proportions transform traditional tailoring into an informal and contemporary spirit: new cropped trousers come down to the ankle, flared bottoms are renewed with the godet cut, frayed edges and maxi lengths are fully expressed through the volumes of palazzo pants and long flare trousers. New joggers and utility pants explore fine or broad lines. Stonewash denim styles add a touch of the 90s and garment-dyed fabric are presented in the intense shades of the season.

Skirts

The skirt collection is characterised by two perspectives: a soft, airy and fluid aesthetic which accompanies the body's movement and enhances femininity thanks to liquid effect fabrics, or creased materials which bring to life structured styles featuring flounces and volants. Asymmetric cuts update the Midi and Maxi skirt.

Shirts and T-Shirts

Boundaries between shirts and T-shirts fade: materials, forms and constructions merge and bring to life essential elements of the season. Popeline and cotton gauze shirts transpose stripe patterns on new Woven Tops; vice versa, fluid silk and transparent georgettes elaborate the style of new extralong blouses or tunics.

Summer ponchos feature Regimental patterns thanks to shimmering silk fabrics or laminated raw linen canvases.

Accessories

Accessories feature a mix of influences, references and eclecticism which characterise the entire collection. Platform or espadrille soles for summer slides, bands of monili and mink for Slippers, mirror effects for new heels featuring sharp or geometric forms and *Western* details for Beate ankle boots.

Bags explore metropolitan forms and constructions: reduced volumes do not compromise practicality. Multifunctional styles follow the evolution of the day. Luminous monili fringe and luxurious furs define the balance between the high life and metropolitan functionality.

Natural materials and authentic colours contrast with liquid and shiny mirror effects. Tulip and Poppy reds add a touch of colour, with silver and gold laminated python interacting with caramel tones and organic surfaces.