

Tollegno 1900

Tollegno, June 2022

LANIFICIO TOLLEGNO A/W 23/24 FABRIC COLLECTION: SEASONLESS, FLUID, AND UNCONVENTIONAL ATTITUDE

*The Biella-based brand's next cold season collection forgets the seasons and gendered destinations, placing innovation, performance, and sustainability at the centre. With its valuable features (super stretch, crease resistance, and stretch recovery), the absolute protagonist is **3D WOOL**, as underlined by the several bunches in which the 'Dynamic, daily, different' fabric is proposed.*

Going beyond seasonal conventionality and gendered destinations, promoting a more 'global' and fluid vision, the result of a constantly evolving market: Lanificio di Tollegno's Autumn/Winter 2023/24 fabric collection is the perfect representation of this vision, which speaks the language of innovation, research, and sustainability. Products, designs, colours, and weights of different consistencies become interpreters of a universal 'feel', capable of meeting the needs of contemporary women and men, regardless of age and latitude. A collection with a friendly approach centred on high-tech materials and processes whose aim is best performance.

The iconic **3D WOOL** fabric is a prime example of this: thanks to a series of upgrades resulting from the research carried out by the technical staff of the Lanificio di Tollegno in the field of applied processes and technologies, it is now even more valuable, emphasizing strengths never seen before. Elasticity, super-elasticity, stretch recovery (the ability to go back to its original size and shape after being stretched), crease resistance (resistance to creasing and easy recovery), and washability in water thus become the distinctive features of a product capable of creating a dressing experience between comfort and performance without forgetting aesthetics. 'Dynamic, Daily, Different' by name and by nature, **3D WOOL** for the A/W 23/24 collection is thus proposed in several different bunches, to make its intended use immediately understandable.

So, make way for 'Super-stretch' proposals – fabrics in wool or in a wool & viscose or wool & Tencel-lyocell mix and with elasticity greater than 25%, ideal for the creation of almost technical, super comfortable, and enveloping garments – 'Bi-stretch' – fabrics in various weights and finishes which, by mixing extrafine and ultrafine merino wools, lend themselves to suits, trousers, and double face dust coats also marked by particular melange and colour effects – and 'Mono-stretch'. 'This family,' Lanificio di Tollegno explained, 'includes a series of proposals specifically dedicated to trousers and suits, conceived both in cleaner, clear-cut versions, and in other sportier ones such as carded flannels, mouliné effects, and patterns on slub wool/cotton bases.' But the **3D WOOL** range also offers other interpretations, such as those expressed by the 'Lavabili' (Washable) line dedicated to sustainability – fabrics produced with special wools and yarns suitable for washing in water – and 'Blazers', in which wool and wool

Tollegno 1900

blends represent the ultimate material for modern, deconstructed, informal jackets, even in balanced patterns. Finally, *'Luxury coats and jackets'* is the selection specially developed for fine coats and jackets thanks to noble fibres such as cashmere, camel, and the iconic Harmony. *'These fabrics, which reveal their value at first sight,'* Lanificio di Tollegno continued, *'are available in two-tone double face, they have zibeline, drape, cut velvet effects, but also sportier, more woven looks. The goal is to create outfits that concretely translate the philosophy of quality and attention to detail that is part of our creed.'*

Faithful to this is also the **3D WOOL** line that thinks of the female wardrobe through a series of specific products more suited to interpreting their requests: maximum fluidity, extreme pleasantness to the touch, depth of colour nuances, attention to the proportions of macro- and micro-designs.

Finally, as was the case for previous ones, for the A/W 23/24 collection, the implementation of the innovative component went hand in hand with the green commitment and the desire to offer an increasingly precise service: not only can most of the fabrics be made, on request, with RWS wool (*Editor's note*: certificate that ensures a production of the raw material attentive to strict standards of welfare of the sheep and of the land they graze on, as well as traceability for the entire subsequent production chain) but, in the name of saving paper, the charts of the collections, also created in digital format, will be downloadable directly from the company website. *'Finally, to respond to the needs expressed by tailors and by all those customers who make tailor-made garments, we provide an extensive stock service that quickly offers a wide range of ad hoc fabrics.'*

Press office: Raffaella Borea – raffaella.borea@gmail.com – tel. 3383255367