



PRESS RELEASE

For Pitti Immagine Uomo 102 IED presents REFLECT

Faces, reflections, multiple perspectives, and the beauty of the meeting in the convivial evening at the Istituto Europeo di Design. There will be ten *capsule collections* by Fashion Design students from IED seats in Italy, Spain and Brazil in the exceptional location of Piazza Ognissanti

15 June 2022 from 8 pm (by invitation only) | Piazza Ognissanti, Florence

Milan, 15 June 2022 - The **Istituto Europeo di Design** presents **REFLECT**. This event - which will be held on Wednesday, 15 June, from 8 p.m. - will light up Piazza Ognissanti in Florence with faces and reflections on the occasion of the summer edition of **Pitti Immagine Uomo**. An evening of conviviality in the heart of the City which combines the **pleasure of human relations** with the **presentation of ten men's/women's capsule collections** designed by **IED Fashion Design students**. To showcase to the international Pitti Uomo audience, the Istituto Europeo di Design has chosen a selection of the best projects by the Group Fashion school, located in **Italy** in Milan, Cagliari, Florence, Rome, Turin, Venice and in Como with the Accademia di Belle Arti Aldo Galli; in **Spain** in Barcelona, Madrid and Bilbao; and in **Brazil** in Rio de Janeiro and São Paulo.

"We bring to Florence a variety of the best collections from Fashion Design students from our seats in Italy, Spain and Brazil, and in the context of an international fair such as Pitti, the sector's largest open showcase. This is an excellent occasion for enhancing the creativity of our young talents and stimulate their future development", says **Fabrizia Capriati, Communication Manager IED Group**.

REFLECT is an invite to rediscover the pleasure of spending time in person with themselves and others. A **reflection to start all over again from the basics**, opening up to others with greater awareness and a convivial, inclusive spirit. This is the leitmotif of the event, where the reflection is indeed **an image reflected back by a mirror**, but also **an invitation to personal reflection**.

"Since we live between two millennia, it is vital to reflect on who we are and want to become. Recently, we have relied heavily on social media to portray ourselves, but I believe that it is time again to meet face to face in a public setting, with the students' work dialoguing directly with those in attendance. This is the mirror we have in mind, something ancient and contemporary at the same time". declares **Danilo Venturi, IED Firenze Director**.

For one evening Piazza Ognissanti will thus be transformed into a living kaleidoscope that amplifies perspectives, reflecting the city and opening up its views. A mirror installation will give form to the event's concept: a large mirror wall will amplify the interplay of multiple reflections, asymmetries and colours. The pleasure of spending time with others will thus be experienced in an open-air lounge, with seating and soft lighting that gives the piazza an intimate ambiance once the sun goes down. The installation will frame a static display of the men's/women's capsule collection - **Persona, You may as well bloom, Anestetico, Indoor generation re-drawing reality, Helter Kobayashi, Kaì, Pop Porn, Seis y Cuatro, Feral and Love** - by the young IED fashion designers: an introspective tale that is shaped by the reflection of the individual expressed in the outfits.

CAPSULE COLLECTIONS

Persona men's/women's capsule by **Giulia di Bitonto** - IED Milano

In this project, a number of letters from the Korean alphabet are analysed: each is associated with an interesting word that is consistent with the theme. These words are broken down into syllables and then into letters. The individual letters are turned upside down, reflected, sometimes repeated and used for the construction of silhouettes that will later form patterns. The syllables that make up the names, chosen according to the semantic field to which they refer, represent a sort of *nomen omen* for the bearer and in a way decree what their place in the community will be.

You may as well bloom women's capsule by **Federica Tomei** - IED Roma

Darkness: the sense of nothingness, bewilderment, trying to get out of a situation without initially succeeding. This is where adaptation comes in. In the dark, our eyes strain to be able to see. This is the only way to navigate obstacles: by adapting.

Anestetico men's/women's capsule by **Paolo Belleri** - IED Firenze

"I abandon myself to the nothingness that anaesthetises me. I think I am distant from reality, I think I am empty. I am distant from me. The departure is always a leap in the dark, we do not know where we are going and above all what we will become. At that moment we are blank canvases ready to be painted. I translated this concept by creating a trench coat, a garment that has always reminded me of the concept of travelling. I imagined a person leaving, the wind blows old newspapers and thoughts onto me, in one hand a suitcase full of hopes that want to be released and in the other an old soul to be dragged along".

Indoor generation re-drawing reality men's/women's capsule by **Francesca Caranzano** - IED Torino

Interiority as a refuge and imagination as a gateway to an alternative horizon are the starting points for reflection, an escape from the ordinary that allows us to see reality through new eyes. The imaginaries we create are coloured lenses through which we view the world, sets of symbols with which we interpret reality. Within the collection, the concept is translated into the reworking of printed and recovered fabrics by means of artisanal embroidery and overprinting techniques. The use of these quasi-artistic methods, such as the airbrush, produces graphic plays of overlapping, making the garment a unique piece.

Helter Kobayashi women's capsule by **Riccardo Cotta** e **Matteo Mojana** - Accademia di Belle Arti Aldo Galli Como

The project develops from a fictitious character who goes through a series of adventures that help him understand different concepts such as: prejudices, stereotypes, personal dualism, masks and questioning the aesthetic codes of contemporary society. The two macro stylistic influences come from the 1990s, in particular the street pop of Shibuya and the dark Goth of Los Angeles. The resulting fashion product is therefore a mix of these two subcultures according to the students'specific interpretative key.

Kaì men's/women's capsule by **Chiara Autiero** - IED Cagliari

This project, KAÌ, stems from a profound reflection on the cyclical nature and transience of life, which is approached through a three-chapter journey aimed at understanding how the individual can leave his or her mark on time and space. These reflections were then concretely represented in the designs through the use of minimal geometry and primary colours, such as black and white.

Pop Porn men's capsule by Giaco di Paolo - IED Barcelona

Pop Porn is a collection inspired by pop iconography, the designer's first contact with queerness, sexuality and gender. Using easily recognisable fabrics such as denim, leather or plush, and exaggerated silhouettes, combined with more wearable garments, he has created a parallel between the different theoretical aspects of the concept (pop banality - queer philosophy) and an eclectic style that combines garments from different worlds (male - female, sport - tailoring). As for the prints, the inspiration comes from the most reactionary segment of the population, mostly linked with the most stereotyped kind of Spanish iconography. The palette combines cold and warm colours, stimulated both by works by artists such as Sarah Lucas or Alina Szapozhnikov, and by Spanish iconography.

Seis y Cuatro women's capsule by Olalla García Robles - IED Madrid

Although the final result of the project is a women's prêt-à-porter collection of clothing and accessories, the main focus is on developing a new design methodology conceived as something to be shared. Seis y Cuatro puts the process in the limelight, without initially revealing the result, in order to then create unexpected and unique garments. This method uses the dissection of images into their most simplified and purest shapes, through the act of experimenting with them. It challenges anyone who tries to observe the design through a different perspective. Simultaneously the project develops a textile research line that showcases the ideas of "line" and "matter and/or vacuum", concepts that are part of this method in itself. This vision produces a collection in which functionality and comfort coexist. Unusual pattern making, organic and unique hand prints achieved by upcycling knitted garments, and uncontrolled screen printing.

Feral men's capsule by Rodrigo Evangelista - IED São Paulo

This collection is inspired by a legendary festival in Rio called "A noite dos Leopardos" (The Night of the Leopards'), created by the famous show-woman Eloína dos Leopardos. It was a joyful strip tease show for women and gays, attracting personalities from the entertainment world such as Caetano Veloso and Madonna. This is the universe featured in this collection, as it explores the relationship between instinct and rationality, human and animal... stimulating new animal print patterns, in artistic and pop versions. Since the festival took place in the 1980s and 90s, two opposite approaches are explored: power dressing and Japonisme. These characteristics can be seen in volumes, pleats and shoulder pads. The festival events ended in the late 1990's, due to the increase of HIV cases, and is seen today as a landmark in gay culture. With this collection, the intention has been to bring up subjects that still remain taboo in our society, such as sexual freedom, and the lack of awareness of a new generation that has never experienced that trauma of sexually transmitted disease.

Love women's capsule by Erica Rosa - IED Rio

The project has been created using light, floating, comfortable fabrics such as silk, neoprene and tulle, and filled with pink hearts, manually cut and applied. Pink is the colour of emotion, affection, understanding, companionship and romance. It symbolises feelings connected to the heart, such as deep love. This collection was developed especially through awareness of the moment we are all experiencing today. Fear of the future, wars, climate collapse: we all ache for the power of love to regenerate human relations. Here, the whole and broken hearts express reconstruction, and the importance of love in our lives.

With the patronage of **Comune di Firenze** and **Pitti Immagine Uomo 102**.