

MONNALISA®

Fall/Winter 2014-2015

The ironic "bon ton" of a collection inspired by a "petite Parisienne"

Pitti Bimbo - January 2014 - Monnalisa upsets the coldest, most austere season with the joyful irony of its collections. The daring and funny little girls face winter with a wardrobe inspired by Paris "bon ton": elegant small jackets with applied beads, embroidered tulle and organza skirts. Yet nothing is actually as it appears: fashion is an irresistible game reinterpreting classics and making them fresh and amusing. The "bon chic" little dress comes from sea bottoms; it is made of a scuba fabric with delicate floral patterns. The iconic Chanel fabric is blended to create style details. Tartan is reinterpreted in a rock version matched with gritty eco-leather or it is printed on neoprene. Home textiles just look like joyful mélange. Tulle in "flame-shaped" skirts for mischievous little witches or as a decoration of light down-feather jackets. Colourful ministuds and applications everywhere, just like irreverent jewels. What about colours? Black and white, Prussian blue and crimson, a romantic palette from pale rose to mauve for floral patterns. For the most daring little girls, lily with honey yellow - bon ton with a touch of irony.

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Bebè

The **Bebè** collection (0-36 months) is always sweet and tender. Inspired by the most touching fable, Bambi, it is made contemporary by photographic prints and extralarge Polka dots with jacquard inlays. For little princesses the story inspired by French tapestry: rompers with cachemire feeling and down-feather jackets with tulle. For tartan-lovers, a British print with "yarn effect" declined in down-feather coats, georgette and jersey. And, as a sort of tribute to a new-born life, a theme featuring, as its guiding thread, light, embroidered flower buds.

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Monnalisa line (2-12 years) is rich in vintage suggestions: from tapestry fabrics in seducing colours brightened up by very large applications to a rock theme matching college bombers with ecoleather sleeves and irreverent neoprene jackets which look like plaid blankets, to the story celebrating the mythical Coco using Chanel fabrics and knitted items with pearls to close with rétro prints presenting white telephones and typing machines in a winter rarafied atmosphere underlined by long Mongolia ecofur.

Chic
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The **Chic** range (4-16 years) is inspired by a petite, incorrigibly bon ton Parisienne, who is too ironic to refrain from playing with irreverent details like inlaid roses which seem to "emerge" from warm fabrics. Tulle skirts are in flame shape, dresses have applied feathers, a tribute to glittering, roaring years.

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Couture

The Fall-Winter 2014-5 **Couture** collection (2-14 years) is inspired by international cinema masterpieces. For the most important occasions, neoprene dresses with velours effect: a bustier with cream-white skirt evoking the dress code of a jet-set girl starring in a Hitchcock movie. Or scuba fabrics in a new, versatile match with tulle in romantic dresses conceived for a little, modern Rossella O'Hara. And to conclude with, glittering, amazing metal-coated, pleated brocade in a sumptuous gold, a tribute to Daisy in "The Great Gatsby".



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Jakio

The **Jakio** tweens (6-16 years) are military chic, with applied tabs evoking the brave acts of a contemporary aviatrix or they show off "scuba" items with details in Chanel fabric or copper studs. A funny capsule in jersey brightening up grey sweaters with fluo colours and jewel buttons.

NY&LON

For leisure time with a gritty, casual-chic mood, the **NY&Lon** collection (up to 16 years) draws from American colleges and the most traditional cartoons. Yet the look is contemporary and fresh with disassembled graphics, sorts of modern collages with tributes to cubism.

hitch-hiker



The **Hitch-Hiker** brand (3 months-14 years) proposes little boys with "well-designed" details for a careful and yet easy-going look, just like their young fathers. Slim-fitting five-pocket trousers or fleece trousers with velours profiles, checkered-shirts with knitted profiles, funny urban-chic prints and tie-micropatterns, warm pullovers with inlays. The shoulder items? Herring-bone or denim-pocket jackets and surprising knitted sleeves, ultralight slim-fitting down-feather jackets and felt-wool coats for small lords. The colours? From dark blue to forest green, from metal grey to dark brown, from hazelnut beige to saffron yellow. For younger or older but nevertheless irresistible little men.

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Monnalisa, azienda leader mondiale nel settore childrenswear di fascia alta, nasce ad Arezzo nel 1968. Distribuita in **oltre 50 Paesi nel mondo**, sia in flagship store diretti (Milano, Arezzo, Firenze, Forte dei Marmi, Roma, Napoli, Catania, Bari, Barcellona, Madrid, Vila-Real, Baku, Astana, Mosca, Sidney, New York, Los Angeles, Curitiba, Belo Horizonte, Florianopolis, Belgrado, Budva, Yerevan), che nei più prestigiosi Department Store del mondo e in oltre 1.000 punti vendita multibrand, ha un fatturato **2013 di 39 milioni di Euro** e un **export pari al 60%** della produzione totale. All'offerta di grande qualità e di interessante contenuto moda, unisce investimenti significativi in ricerca e sviluppo, grande sensibilità.



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