

## HITCH-HIKER - Spring/Summer 2015 Collection

### *Lessons of style in the metropolitan jungle*

On important occasions, the **Hitch-Hiker** boy moves in the metropolitan jungle with slim dyed gabardine jackets, waist fitting damask muslin shirts, boy scout Bermuda shorts with an elegant fold. When he takes off his light summer neoprene jacket, he uncovers impertinent safari shirts with zebras and lions.

Yes! This is a versatile boy who can indulge in perfect cruise style, wearing denim blue and crimson red, flaunting tie print shirts, slim fit trousers and ribbed pique jackets which barely cover the candid t-shirts of a perfect sailor man. Whenever he wants to be fashionable, he is partly a bad boy and partly a wave rider. He boldly wears lime colour Hawaiian trousers with prints of majestic parrots. The jackets are impeccable just as those of his young dad and they alternate with printed muslin sweatshirts.

For leisure time, **Hitch-Hiker Sport** proposes sweatshirts and pre-washed denim bermuda shorts as well as camouflage patterns rendered vivid by octane colour touches and fun patches.

...So many ways of being with a unique and secure style....

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Monnalisa, a leading high-range childrenswear company, set up at Arezzo in 1968 is distributed in **over 60 countries all over the world** through own flagship stores (Milan, Arezzo, Florence, Forte dei Marmi, Naples, New York, Los Angeles), exclusive international department stores and over 1,000 multi-brand boutiques. The company closed **2013 with a turnover of 39 million Euro (forecast for 2014: 40 million Euro)** with **export taking 65%** of the total production. Top-quality and interesting fashion contents go alongside with noticeable investments in research and development, great sensibility.