

## MONNALISA – FALL/WINTER 2016/2017 COLLECTION

### *Lining up to Monnalisa's breezy bon ton*

The Autumn/Winter 2016-2017 collection has as its main theme a fun reinterpretation of classic garments. To start, we have soft young lady faux fur jackets with colourful bands on cuffs and hems that render them more laidback. Coats are in warm bouclé, like in neorealist films. Yet, they have rhinestones that render them irresistible. Skirts are made of tulle, graceful ballerina style, yet filled with fun floral overprints. Sweaters are long haired knits, micro and with jewel buttons, or of clean lines but with ruffled marabou feathers. T-shirts are replaced by muslin blouses with astonishing neck ruffs. 5-pocket pants have chandelier-style rhinestone applications or are colourful denim jeans with applied flowers. Dresses, as great protagonists, are made of ductile neoprene with amazing crepe, flannel or tweed effects. The most irreverent ones have shaped lines with lateral panniers of silk effect tulle, exactly for fun and modern young ladies. The rhinestones, which are baguette cut, drop or flower shaped, seem like ancient stones which ignite poplin shirts and the carré of sweatshirts. Stripes are also great protagonists, bicoloured or with inlays. The prints are patchwork or floral, with pasty or pale nuances stolen from the earth – hazelnut, chestnut, vermilion – or the sky – light blue, powder blue, Persian blue. Soft and unusual colours on coordinated accessories – mignon bags, long gloves and viscose stoles – are as delightful as sorbets. The boots are sheepskin style or slip-ons with all over prints. And if we really want to play the role of retro misses, why not flaunt with minuscule square heels...?

**Monnalisa Bebè** (3-36 months): What caressing outfits! The enchanted world of a little Alice in Wonderland in soft knitwear with inlays and romantic floral patterns.... A cute Teddy Bear peeking out amidst all over prints, alternated with polka dots. Trompe l'oeil prints for the young coquettish ones, with maxi pearls and small bows and the unavoidable small hearts alternated to charming skirts with velvet petals.

**Monnalisa** (2-12 years old): A passion for prints! To start, there are leopard prints enhancing neoprene skirts, fabrics and angora knitwear with feathers, emerging slightly underneath studded faux sheepskins. There are also marine stripes and gobelin or damask pattern prints embellishing dresses and silk touch tulle. Teddy Bear is also present, but in sequin version. Alice in Wonderland is also seen on exciting neoprene dresses.

**Monnalisa Chic** (4-16 years old): One is born to be romantic! There are dresses of great grandeur: with the unusual print of the Monnalisa logo formed with frames of flowers, or red roses applied over fabrics with stripes. Yet, nothing is as irresistible as black alongside pink in glamorous dresses concealed by embracing bouclé coats and capes with neck ruffs and 30's style hats.

**Monnalisa Couture** (2-16 years old): Five dream dresses! Made with artisan skill, of classic line but interpreted with precious and innovative fabrics such as laser velvet over georgette or neoprene with a cady-like texture. There is luxury denim going along with sculptural tops for an astounding way to interpret new couture.

**Jakioo** (6-16 years old): For bold girls, jeans with straps unveiling shiny studs, suede fringes and leopard print touches. For all dreamers, matelassé fabrics alternating with winter flower bouquets, lines highlighted by stitchings and chandelier effect applied rhinestones like cascades of light.

**Monnalisa Fun** (4-16 years old): For girls with an unstoppable energy: baggy pants, sweatshirts and wrinkled effect t-shirts. Free time also requires its style: mélange jersey is sparked up by lamé roses and faux fur applications.

## HITCH-HIKER - FALL/WINTER 2016-2017 COLLECTION

*The versatile souls of the Hitch Hiker wardrobe: natural, military or urban chic*

The **Hitch-Hiker** boy (3 months-14 years old) is in contact with his essence: nature and the free spirit of animals that populate forests. He walks amidst forests with soft aged effect sweatshirts in the most natural tones coupled with majestic branches and superb leafy branch ends. He is enveloped by light coats with faux fur linings inspired in wolf mantles, a symbol of strength and loyalty. He also wears jackets with unexpected linings with photographic prints of noble dwellers of the forests and sky such as eagles and bears. Cardigans have all over prints of leaves, some of which contain refined flock effects.

When our boy chooses an elegant style, he inspires himself in military chic: rigorous coats made of boiled wool or fabric, jackets with golden stripes – like great military men in display. Fabric stars and applied stripes are as solemn as on ceremony uniforms. In order not to forget the world of fantasy, there are playful or mythological details like unusual prints of anthropomorphic animals dressed as gentlemen.

In urban version, the Hitch-Hiker boy chooses a contemporary look inspired in neighbourhoods and skylines of metropolitan and modern cities: technical fabric sweatshirts with all over prints, young preppy waisted shirts, and sweaters with glimpses of fashionable neighbourhoods.

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Monnalisa, operating in the high level segment of the childrenswear sector, was founded in Arezzo in 1968. Distributed in **60 countries in the world**, both in the directly owned flagship stores (Milano, Arezzo, Firenze, Forte dei Marmi, Roma, Napoli, Bari, Barcelona, Madrid, Vila-Real, Baku, Astana, Moscow, Sidney, New York, Los Angeles, Curitiba, Belo Horizonte), in the most prestigious Department Stores in the World as well as in more than 1.000 multibrand stores, totaling a turnover of about 39 **million Euro in 2015** and **exporting 65%** of its total production. It unites a high quality and interesting fashion content product to important investments in research and development as well as great social sensitivity. It conforms to SA8000 and as of March 2015 it has obtained the ISO 14001 environmental certification.

