

## MONNALISA – SPRING/SUMMER 2017 COLLECTION

### *Monnalisa's Neo-Romantic spirit*

The Monnalisa Spring/Summer collection is irresistibly committed to romanticism, interpreted in a fresh and contemporary way. The sophisticated rebrodè lace, from granny's trousseaux, "contaminates" daring clothes like the shorts and hide under the wide hippy-like skirts, in impalpable pleated prints. The white bon ton shirt, a must have for a romantic wardrobe, gains a new life with absolutely charming lace collars. The soft eco-leather jacket is a passe-partout, with very proper precious frilled wing sleeves. The tulip shaped lines with high waistline, lose their retro air when combined with small and contemporary box-shaped tops. The perfect outfit is a frothy tulle skirt which mischievously appears from under a tangerine coloured frock coat, with a comfortable line and the waist is highlighted by the thin coloured Plexiglas belt. The most ironic look of the true neo-romantic: sweat shorts and top with a superimposed tulle dress.. The designs are flora inspired – bouquets, vine cuttings and buds – but with contemporary prints such as iconic bags and cult objects – royal crowns, vintage clocks, creamy ice-creams. The fabrics are fresh like organza and broderie anglaise, but with a great use of ottomans and damasks for the festive occasions. The basic colours are those of the soft pastel palette, with touches of energy like bright red and flame pink.

The **Bebè** line (3-36 months) tells many sweet stories, tempting like sherbets and patch ice-creams, of lurex applied on the tulle skirts or printed on the satin backs of the micro sweats. Strawberries and majolicas enliven the small denim jackets and the plush dresses trimmed with broderie anglaise. A country inspiration for the lace shorts under the skirt and for the stones that enliven the stitching. For the most romantic story, floral fantasies on poplin playsuits with a draw string belt.

In the **Monnalisa** line (2-12 years) we celebrate nature. Flowering vines on the jeans and on the bayadere tops, with delightful small birds printed on the flight jackets. Prints of refined tea cups in pale colours on a collection of scalloped dresses and ultra-light jackets with collars. A folk touch for the story dedicated to exotic pearls, with dresses in crepe marocain with sequined flounces and fringed eco-suedes. Sorbet colours and black trim for the graphic collection, with tulle shorts and bold jeans dedicated to a sparkling sequined Minnie.

**Monnalisa Chic** (4-16 years) is inspired by gardens and celebrates the most sophisticated and sparkling Summer. Clean lines with printed plumetis fabrics. Muslin with a broderie anglaise effect. Applied pearls. Sequined tank tops.

**Monnalisa Couture** (2-16 years): six precious models created with knowledge and craftsmanship using the most up to date fabrics. Dream dresses ad classic lines enhanced with fabrics and laces of the highest sartorial tradition - taffeta, organdie, macramé or rebrodé lace – with connections to innovative fabrics such as neoprene tooled in cells with a beehive effect.

For the tweens **Jakioo** (6-16 years), mocking bag prints illuminate the soft jerseys, combined with Oxford shirts with surprising necklace-like charms. Quite military chic, softened by coloured stones on the stitching and matched with cropped with side bands and clothes in fringed eco-suede. For an ironic ceremony a jersey doubled with lace and jewel bowtie shirts, with a rain of rhinestones on the yokes and pockets.

**Monnalisa Fun** (4-16 years) accompanies free time with a sporty light hearted style, inspired by 1980s basketball. The protagonist is netting matched with jersey sleeveless shirts, to be worn with high rise pants and flight jackets with thermo-adhesive stars.

## HITCH-HIKER – SPRING/SUMMER 2017 COLLECTION

### Well-mannered style for the contemporary dandy

**Hitch-hiker** dresses a chic baby (3 months-3 years) with refined cream palettes, sand, cocoa and baby blue for the delightful checks and the seersucker stripes. It interprets junior's wardrobe (3-14 years) inspired by Polo, the sport, while evoking the relaxed elegance of men's clubs – with impeccable gabardine trousers, regimental details and sports jackets in soft aged leather. For leisure, bright summery colours – such as coral, sapphire and turquoise – and daring shiny floral applications on satin, in contrast with the matte jerseys.

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Monnalisa, a company operating in the high end children's wear sector, was founded in Arezzo in 1968. Distributed in **65 Countries in the world**, both in directly owned flagship stores (Milano, Arezzo, Firenze, Forte dei Marmi, Roma, Napoli, Bari, Barcellona, Madrid, Vila-Real, Baku, Astana, Mosca, Sidney, New York, Los Angeles, Curitiba, Belo Horizonte), and in the most prestigious Department Stores in the world as well as in more than 1.000 multi-brand shops, has a **2015** turnover of about **40 million euro** and it exports **67%** of its total production. To the high quality and interesting fashion content offer it unites significant R&D work, great social responsibility, conformity to the SA8000 norms and an ISO 14001 environmental certification. Since April 2016, it is an Elite - Borsa Italiana (Italian Stock exchange) certified Company.