

MONNALISA COLLECTION – AUTUMN/ WINTER 2017/2018

Monnalisa : the most current fashion reflects renaissance

The seduction of velvet, Elizabethan sleeves, evoking antique ruff collars and antique laces for an enchanting collection.

The Autumn/Winter collection confirms the romantic yet modern inclination, using renaissance details which made the history of fashion: Victorian collars, 1930s hats, gigot sleeves, embroidery like antique lace, small knit capes recalling the early 1900s and art deco inspired rhinestones applied.

The white poplin or twill shirt is either straight or ample, but displays amazing bell, tulip or pagoda sleeves. Under a micro stockinet stitch knit cardigan with mink buttons or a tulle T-shirt with georgette ruffles; it can be matched to laminated shorts or plissé gold midi skirts longuette. The eco leather jacket matched to the hyper feminine dress of plumetis tulle with a round collar is a must, giving it a bolder touch. For the ones that hate the cold, an egg line bouclé coat with applied sophisticated embroidery or a plushy fur coat, also as an innovative looking vest. The trousers are cropped, with scalloped lace and Milan stitch, also in neoprene, wide at the bottom. Many jumpsuits with new details: fur trimmed, flower appliqués, seductive overall prints. Floral prints of flowers, bouquets, garlands and buds – also inspired by the people of the woods, as well as traditional stars and hearts. The fabrics include: sweats layered with laminated fabrics, damask for parties and special occasions and mainly soft velvet. The main colors are based on the soft winter palette – barley, grey, mauve – with some brighter touches of color and good mood, such as fuchsia and pomegranate.

Bebè (3-36 months), this line tells sweet magical stories for little girls: pointe ballet shoes printed on soft T-shirts, appearing under small pomegranate bon ton coats; irresistible and dainty kittens, with a superb crown, all over the warm chenille dresses and the warm snug caps for the colder days; a child Snow-white over a blossoming meadow to enrich circle skirts with spectacular tulle underskirts. Finally, the most classic of themes: plushy padded coats laminated inside and a brightly studded favorite teddy bear.

Monnalisa (ages 2-12), this line features dainty details: lily of the valley garlands over jean-sets with fur collars or over technical k-ways with matelassé interior; lace outfits with three-color sportive bands or Punto Milano track suits matched with pure white shirts with ample sleeves; inlaid embroidery on the knitwear inspired by the people of the woods can be matched with damask skirts and the amazing short eco-chinchilla T-shirts; mock turtle neck to be worn with box shaped T-shirts enriched with tone on tone flounces to enhance the Disney Inspired prints, dedicated to Snow White and the Seven Dwarfs.

Monnalisa Chic (ages 4-16): for the most elegant and sparkling occasions. Trompe l'oeil prints and fine lace details over technical fabrics as neoprene and over latest lines such as wide cropped trousers; tulle T-shirts matched with ample-sleeved shirts, optical white contrasting plumetis tulle dresses with cowl neck; eco leather jackets to match with romantic dresses or midi eco leather skirts longuette, plissé, gold coated.

Monnalisa Couture (ages 2-16): seven precious models made with wise artistry using cutting edge fabrics. Dream dresses, classic lines, superb details such as sparkling broches, velvet belts and mink trimming. The lines are trim yet made more interesting by tutu like multilayered tulle underskirts.

For the **Jakioo** tweens (ages 6-16), bold gigot sleeves over rock eco leather outfits or lace dresses with scalloped hems and flowery details. As well as A-line dresses with pagoda or trapeze sleeves with tone on tone ruffles, of light georgette.

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Monnalisa Fun (ages 4-16) a sporty but elegant style for free time: laminated sweats, chenille track suits, easygoing sportive dresses trimmed with velvet and stars.

HITCH-HIKER

Hitch-Hiker (3 months-14 years old): The Hitch-Hiker boy has a look inspired in the nature of Quebec. That is, that of a perfect woodsman with prints of animals and landscape partial view which populated tops with raglan sleeves, going along with robust five-pocket corduroy trousers and checked print reversible bomber jackets or canvas parkas with fur edges. The Hitch-Hiker boy has also a dandy and refined vocation with a piqué waist coat, a poplin shirts with British prints and a soft ribbed English knit top. As an overcoat we have a Montgomery to face cold and foggy London, a city in which the most formal theme is inspired. For a more easygoing attires we have collarless shirts made of non-smooth fabrics with exotic prints of spices and lanterns which remind us of the charm of Marrakech, all going along with prince of Walles jackets and bold lively jeans.

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Monnalisa, operating in the high level segment of the childrenswear sector, was founded in Arezzo in 1968. Distributed in **65 countries in the world**, both in the directly owned flagship stores (Milan, Arezzo, Florence, Forte dei Marmi, Rome, Naples, Bari, Barcelona, Madrid, Vila-Real, Baku, Astana, Moscow, Sidney, New York, Los Angeles, Curitiba and Belo Horizonte), in the most prestigious Department Stores in the World as well as in more than 1.000 multi-brand stores, totaling a turnover of about **41 million Euro in 2016** and **exporting 67%** 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 has the ISO 14001 environmental certification. As of April 2016 it has been certified by Elite-Borsa Italiana.

