



MARCELO BURLON

KIDS OF MILAN

FALL WINTER 2018

A cultural wanderer, jack of many trades and all-around mover 'n shaker, Marcelo Burlon operates fluidly under the moniker County of Milan. With its pervasive global appeal and pop grasp on the collective imagination, the language of fashion is a tool he is particularly familiar with.

What started as a visually-arresting t-shirt line has grown swiftly into a full collection, for men, women, and kids, that keeps a metropolitan vibe with an upbeat tribal flavor.

For his KIDS OF MILAN Marcelo Burlon selected statement pieces from his collections and downsized them.

Drawing iconographic elements from different cultures – Mapuches and Teleheuleches from Patagonia – as well as inventing them – snakes, space elements, geometries – Marcelo created his very own symbolism by remixing all the elements into endlessly morphing patterns which he splashed onto clean, pragmatic pieces, letting prints entertain the eye while keeping the design basic. A collaboration with Disney comes as a novelty. The collection is visually bold, yet extremely practical.

It is inclusive and playful, satisfying the widespread urge of belonging to a group while choosing pieces that truly feel individual.