

## PESERICO FALL/WINTER 2017/2018

The elegance is sober and dynamic. The comfort of the sports line is in the background, while the refined materials and details take the stage. The pants and sweaters as comfortable as sweat wear, but they are made of impalpable cashmere that can be worn directly on the skin. The soft lines of the overcoats, all with hoods and zip closures, are characterized by precious lines and exclusive designs. No effort, all is casual because women have other things on their minds ...elegance is a natural process.

Colors are desaturated and never ordinary, the green Verona and the frozen raspberry light up the timeless neutral basis: white, pale pink, delicate grey, all the nuances of a winter sunrise. The most daring experiments with colors result in shiny or frozen effects.

The lines and the materials allow full creativity with mixing and matching. The overcoats and the slim shirts with a male cut are accompanied by silk and taffeta, and are brought to life by gleams of lurex. Longuette sweater dresses display feminine neck cuts to go with everything. To follow the line of the extremely high-waisted pants, the shirts tend to be short.

The flawless classics, like pinstripe and tartans, have a subtle eccentric twist of interrupted, broken or scratched lines, and the checks are transformed into a checkered board design. The details are very refined, with horn buttons, ribbons and internal needlework that reveal quality and style.

This is a collection that expresses force and sophistication, necessary elements to dress a woman who is elegant yet constantly on the run.

*Peserico embodies the passion for high couture and great manufacturing tradition in the region of Veneto. The company was created in 1962 by Maria Peserico in Cornedo Vicentino, in the province of Vicenza, as a small workshop specializing in pants for women, and in less than a decade, it became a larger company with 50 employees. In 1975, Maria's husband, Giuseppe Peruffo became the Manager and added to the work done for third parties, the brand name collection of pants and skirts. The production was rooted in the local tradition, but in the 80s the distribution started expanding abroad. The constant growth and the international success lead Peserico to expand its creative universe: in the 90s the collections grew to cover the total look, and were produced exclusively in Italy. The firm is led today by the second generation of the same family: Riccardo Peruffo is the CEO and the Creative Director, together with his wife Paola Gonella. The Peserico brand is distributed to 1110 stores all over the world and in more than 15 brand-stores. Cappellini is also part of the company, the young, sporty and contemporary line of women's wear.*

*For further information and additional material:*

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