

PESERICO SPRING/SUMMER 2017

The quality of the material comes before everything else. The sophisticated blends of silk and linen, cotton jacquard and eyelet, are the result of great manufacturing skills, and the main strength of Peserico. The relationship with tradition and the territory is passionately strong, and each item is the result of the local manufacturing mastery.

The excellent quality of the yarns allows the imagination to break free and create unusual and surprising shapes and combinations, adding audacity and modernity to the look of the entire collection.

The materials are well balanced, expressing the class of traditional and contemporary style at the same time: rough linen, silk georgette, or light organdy and primitive wicker reinforced, or with a high tech surface finish. The final result is refreshing and sensual, highlighted by a very refined touch.

The geometric prints that characterized the previous collection have been updated and are now smoother. The chevron print was reinvented in a great-looking brushed line, and the polka-dots exit their constrained space and become a detail in a floral and paisley pattern. The equilibrium is balanced also in the shapes, where the iconic brand items are reinvented. The famous cocoon lines are smoothed by light, summer fabrics like washed linen and soft cotton muslin, creating an open and airy wearability.

The starting point of the whole collection is the color white, in every shade of its spectrum, from optic white to more milky tones, all the way to shades of beige, and in summer it becomes more lively and rich. Pink, in a light coral hue, warms the otherwise more neutral shades. The dusty blues are now completed by an additional hue from the spectrum: robin's egg, slightly low in saturation, that turns on the darker shades of metallic blue and blue-grey.

The details are luxurious, and always applied by hand: starry skies of light elements, rimmed ribbons of crepe-de-chine, sequined stripes, single or combined with diamond encrusted chains, they are now part of the unmistakable look of Peserico.

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 lead 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.

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