

The 1970s reverberate like an irresistible soundtrack in the Autumn/Winter 2025 collection by 1989 Studio, crafted by Creative Director Pietro De Nardi. Following last season's warm-up, this marks the first true statement from the brand, founded in Los Angeles in 2021 and acquired by the Italian group Folli Follie in 2022. Contemporary streetwear meets the timeless glamour of an iconic decade in a geographical and cultural dialogue between the U.S. and Italy. The collection channels the energy of strobe lights and the crackle of vinyl records (which also double as the invitation for the Milan Fashion Week Men's calendar) alongside a style that reflects the individuality of its wearer.

A seamless interplay between masculine and feminine wardrobes results in pieces designed to be shared—not in the name of a generic unisex approach, but to enhance diverse attitudes through oversized or sleek proportions, depending on the individual. Each piece tells its own story, whether it's a double-breasted suit (in polyester or military-inspired fabrics) with slim-cut, elongated jackets and flared trousers evoking the dancefloors and characters of Saturday Night Fever, or classic overcoats in bouclé or solid-coloured wool. The narrative continues with the versatility of blousons (crafted in leather or woollen cloth) featuring distinctive raglan shoulders, or varsity jackets in velvet with distinctive embroidery on the back.

Workwear undergoes a transformation, finding a hybrid identity in sportswear. Overalls are reimagined in chore coat canvas, while suede zip-up jackets reinterpret hoodies, complete with a cashmere-blend teddy lining. Tracksuits take inspiration from Cassius Clay's iconic ensembles, while chenille polo shirts channel John Travolta's charisma, and knitted wool leggings echo Mick Jagger's audacious flair. Denim also plays a starring role: wide-leg trousers with distressed detailing or patchwork knees recall John Lennon, while laser treatments produce pixelated or dripped effects. Knitwear borrows heavily from sweatshirt design. Jogging suits are reinterpreted in boiled wool or knitwear, while crewnecks and hoodies are presented in wool-nylon double or soft blends of wool and cotton, enriched with meticulous detailing.

The materials are as diverse as they are luxurious: lived-in leather with an elephant-grain texture or bold ribbed finishes, technical nylons, robust cottons, velvets, and moleskin, which gives a fresh twist to classic pinstripes. The colour palette embraces the warm, earthy tones typical of 1970s sportswear: burgundy, dark green or sage, caramel or chocolate brown, soft pink, ivory, red, melange grey, and black, punctuated with flashes of yellow and electric blue.

Accessories complete the narrative, bridging past and present with distinctive details: canvas or leather caps with Seventies-inspired graphics, must-have knee pads reminiscent of Mick Jagger's live performances, and rubber Texan rain boots, set to become to become instant classics. Unisex ankle boots in burgundy or black leather with a 5cm heel, alongside loafers in leather, corduroy-inspired suede finish, or tweed, bring the story to an elegant close with an extra touch of refinement.

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