

# \_ M A L L O N I

## MALLONI Spring Summer 2017: #POETRICITY

The spring summer 2017 **Malloni** collection continues to define the feature brand image through thin, delicate and almost diaphanous lines: creatures dressed in transparent and light volumes.

Clean lines, minimal and neutral colors ranging from black to white, through ivory and cream color. Among the many neutral tones it bursts the red amaranth. Everything is light and fluid.

Soft and masculine high-waisted trousers with overlapping blouses and extra long blazers shape a nostalgic look with romantic details which soften the rigor of the most structured garments, perfect to mix with more feminine pieces.

The sophisticated simplicity, discreet and charming, defines the high-class and sensuality of Malloni woman that to be noticed she just needs to be herself.

Variety types of pleating predominates, sometimes mixed on the same clothing. Big folds and pleats, manual stitching and embroidery on trimmings recall the craftsmanship that identifies the Malloni style, always able to preserve its stylistic individuality.

The highlights of the collection are: suits mixed with pieces of knitwear, leather details applied on small asymmetrical aprons, back openings that catch sight of the body wrapped by laces. Plastron on shirts and wrists laced on jackets are other equally important components that refer to crafts manual processing.

The silhouettes are often harnessed by ribbons and ties that emphasize the body lines in a poetic and ethereal mood, reshaping the figure in its particular special characteristics, contaminating it with grace and delicacy.

Everything is possible through the research and materials test which always distinguish the brand. Almost all garments are made mixing elements such as linen, viscose and silk, while the combination of textures has a strong visual impact.

The ever-present femininity of the Malloni woman is also underlined from pleated gauze, double matting, linen / cotton jacquard with typical design of the '800.

The new collection **Malloni** lets itself to be led in an Intellectual mutability that has Poetry as the main inspiration path. The contrast between the simplicity and the impressive cloths creates a strong and incomparable final result.

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Showroom & Press Office  
Via Carlo Botta 8 - 20135 Milano  
Phone +39 02 55181112 - Fax +39 02 54019849  
pressoffice@malloni.com - www.malloni.com