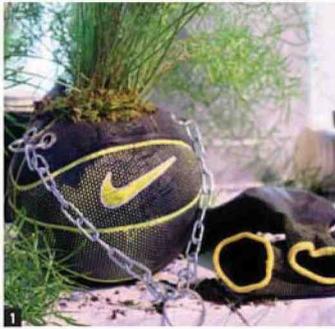


METAMORPHOSIS IN THE NAME OF NOVELTY AT WSM - WHITE STREET MARKET, THE BUSINESS&CONSUMER EVENT IN ZONA TORTONA, MILAN. ULTRA-YOUNG BRANDS AND ARTISAN FIRMS SHOWCASE A MIX OF DESIGN, INNOVATION AND SUSTAINABILITY, DEDICATED TO FORGING A GREATER AWARENESS AROUND COMMERCIAL APPEAL, RAISING THE AWARENESS OF VISITORS AS TO THE IMPORTANCE OF PROTECTING THE ENVIRONMENT, AND MORE INCULCATING THE IDEA OF THE IMPORTANCE OF QUALITY, AS OPPOSED TO THE QUANTITY, OF CLOTHES WE BUY IS A KEY POINT AT THE EVENT. BUY LESS BUT BUY BETTER.

BY ALBERTO CORRADO

RETURN TO SUBSTANCE



MANY BRANDS CONTINUOUSLY BREAK THE MOULDS OF HIGH AND LOW FASHION WITH HANDMADE HYBRID GARMENTS AND SURPRISING TEXTURAL INTERVENTIONS.

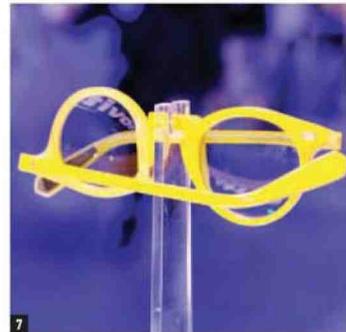


1 FOOTLOCKER X BODEGA Basketball Planter provided with galvanized metal chain and attachments for easy coupling. **2 OTTOMONDI** Tunic-waistcoat with full zip and flap pockets, for wear with a cross body waist pouch, featuring a sporty style with a hint of East Asia. **3 ENCLAVE MONARCHY** Jacket with large flap pockets, belt and central zip. **4 TEESHARE** Short sleeved t-shirt, with plunging round neckline and raglan sleeves. **5 NOVE 25** Grumette square chain bracelet with box clasp. **6 HAIRY FOOLS -DEE ROSSE** Rosse Slime model top in fluorescent lime green colour. **7 ROLD SKOW** Short sleeved shirt with jellyfish print. **8 NO MADE BOARDS** A project by three youths united by a desire to take surf culture back to its origins, by connecting design, technological innovation, research into materials and eco-sustainability.

FREEDOM TO MOVE



NEW GENERATION BRANDS
 ARE PUTTING SOCIAL
 RESPONSIBILITY
 ABOVE GLAMOUR
 AND PROFIT, HELPING
 THEIR CONSUMERS
 BREATHE A LITTLE DEEPER.



1 WALTER KULT Sweater and jogging bottoms. **2 SPEKTRE** Morgan model in acetate, with 22 mm bridge. **3 FREITAG** Shopping bag made from milk tetra pack packaging (up to 20), inspired by paper bags typically used for food shopping in Switzerland. **4 VIVIENNE WESTWOOD** Africa Bags made in Nairobi by the precious hands of local artisans, capable of reinterpreting prints from the brand's archive, using coffee sacks or the sails of boats. **5 CANDIANI DENIM** Denim in organic cotton and artificial fibres produced using sustainable technology, reducing water consumption and using recycled materials. **6 HUMAN WOT ATTITUDE** Multi-use trousers which turn into shorts thanks to zips on legs, with side pockets and pockets with flap. Silicon patch and adjustable belt around the waist. **7 MOVITRA** Volta C24, Demo Lenses model in cellulose acetate, with flexible stems. **8 FILA** A model in technical fabric with logo, laces, round-tip, fabric inner and rubber sole.