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ALBIATE 1830: WELCOME TO THE #DENIMEXPERIENCE

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By: Denim Freaks

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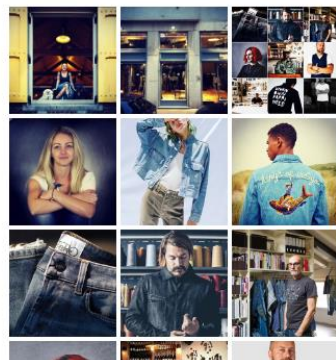
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The new Italian Spring/Summer 2020

Quality and variety are the values and the keywords that better describe Albiate 1830, the brand of the Albini Group dedicated to contemporary casualwear that revolutionizes the excellence of lightweight fabrics with creativity, knowledge and experimentation.

For Spring/Summer 2020 the path of new explorations pushed the brand to transform denim into a real #DenimExperience. A journey amidst 13 different types of fabric, each one with its own personality: from the sophisticated and elegant double twisted "Royals" to the "Ethereals", so lightweight; from the "Wilds" with innovative textures, made unpredictable by slub-effects to the "Hybrid", created by the union of elements of a different nature, such as cotton and TENCEL Lyocell giving it a soft finish and innovative look, all the way up to Everywear, in which Denim of Albiate 1830 reached weights that are perfect for the realization of trousers, bermuda shorts, jackets and overshirts.

For this contemporary casualwear, Albiate 1830 chooses prints and jacquards: wild designs lead the wearer to travel with its imagination, dreaming a safari in Africa looking for zebras, leopards and giraffes. The inspiration comes from old-school tattoos, roses, tigers, while bananas, parrots and butterflies stand out on camouflage bases, for the perfect interpretation of summer and holidays season.

Big attention has been given to the prints: we find again animals and their graphics, landscapes and fluo colors, without forgetting the "Vintage Hawaii", which is the real must have. Exotic inspiration for a mixed sporty and eccentric look, Hawaiian palm trees with blue hues contrasted on a tie-and-dye denim base, in which the color range goes through all the nuances of a typical Californian sunset, reaching fluorescent nuances. In the must-have the exotic meets the dynamism of the metropole, giving life to an iconic garment. The military camo color meets fresh shades of green, orange and yellow, to increase the personality of the items.

Julie Parfaits



