



PONTETORTO

FALL/WINTER 2023-2024 FASHION COLLECTION UNVEILED BY PONTETORTO

The fashion collection for Fall/Winter 2023-2024 is unveiling the distinctive features of a unique heritage, made of passion and dedication yet interpreted in a modern and sophisticated spirit. On the occasion of its 70th anniversary this year, Pontetorto is pouring the whole of its knowledge and exclusive flair into a special technical and stylistic proposal whose extending in different spaces and contexts does not prevent it from remaining consistently loyal to itself within the fil rouge of refinement, confidentiality and a striking universal semiotics. Even the theme of sustainability, inspired by the Prato company ranking among the European pioneers with an ante litteram circular economy, is almost exasperated in the relentless search for 'the beautiful' and 'the good' as well as the 'luxury' with a low environmental impact. The color palette ranges from elegant white and black to light blue and blue, red and pink till wisteria through earth shades and bright greens. Soothing tones, sometimes shouted, sometimes whispered. The graphics are a very tribute to the classic style par excellence, English and Italian. Micro and macro checks, pied de poule, prince of wales, closed and open pinstripes, resche and jacquard. The fibres always set the value of the collection. Wool, wools blended with cashmere or alpaca, viscose for an unmatched hand. Fluidity, softness and comfort are running throughout the entire collection. The Classic range for coats with its huge color palette stands out as a very sophisticated proposal. Evolution instead, is disclosing the reinterpreted patterns for jackets, coats and trousers while Avantgarde reaches the universe of fine thread counts blended with the latest man-made fibres for a more travelwear and upper casual style. The trait d'union between the fashion world and the technical universe at Pontetorto is marked by the Avantgarde jersey range, a crossover including the added values of both sides of production, dedicated to quality knitwear with a strong sporty accent.

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