

PRESS RELEASE

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TAIANA SPRING SUMMER 2021: THE SILK ROAD

The TAIANA collection celebrates silk, used in blends and its pure state for women and men. A sort of technical and stylistic tribute to a fiber that has made TAIANA famous throughout the years.

The mould is unmatched. Unmistakable. It is the signature style of TAIANA fabrics that has made them stand out and distinguish themselves in every corner of the planet since 1933. Within this there is an extraordinary story of Italian excellence, Como to be precise, to underline a belonging that is not accidental. Everything stems from the design department's incessant research and marked sensitivity that manages to intercept new expressions and the most innovative of languages that will define collections of the future. Then there is the production which always manages to make a difference and today, beyond the internal supply chain, a sort of ethical and environmental agenda is necessary, and TAIANA has always been seen as being one step ahead of things regarding this issue. This approach is not limited to the simple use of sustainable yarns but is one that instead permeates the entire production phase and above all the company structure, with all the necessary certifications, such as the extremely strict ISO 14001. It is a factor of company culture values and an attitude.

The TAIANA collection celebrates silk, used in blends and its pure state. A sort of technical and stylistic tribute to a fiber that has made TAIANA famous throughout the years. Scottish, check, organza, gingham, ennobled by precious laminations, breathable nuances, summer flock, and ones cut in lurex. This world is one that is tied to luxury which today requires more and more personalization. This is always a hot topic and is as intricate as a tailor-made weaving. A nautical theme revisited with vintage and resort-like allure, an ironic style with Scottish pastels, plays on positive and negative spaces, and wildlife and animal graphics in majestic jacquard. The metallic world of elegant shirts is simply fabulous, where a sort of stylistic transition with the TAIANA collection is introduced, with a spectacular touch and a luxury look. Then there is the silk and cotton story with stripes reminiscent of a slumber party in shades of beige and blue. This all gives way to a colourful and imaginative world, more glamorous and daring, with combined and playful graphics that give a nod to pop art.

The floral universe opens up onto a bluish background, and then there are the jeans, with a romantic and timeless feel. We end with a punk spirit with designed leathers, and foils and resins. Even the TAIANA collection for menswear goes a step higher by introducing silk instead of cotton, elegant and sophisticated linens, embellished and printed, or flocked. The insertion of a natural dye made with corn starch mixtures mixed with natural dyes such as



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coffee, desert soil, and pigments coming from leaves or stones is just incredible. Also in this same area, the “custom made” offerings created especially for the jacquards are very powerful, whereas the push towards experimentation in denim increases. There are cashmere and baby diamond designs, bold square shapes with lines that cut across the fabric, and prints with an indigo effect.

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Tessitura Taiana Virgilio is a textile company based in Como, Italy. Since 1933 the company aims to innovate tradition producing premium fabrics for niches markets.

Company certified for Quality and Environmental Management System ISO 9001:2015 e ISO 14001:2015

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