Fashion Design

The subject matter of design is the human body.

Design concerns itself with how a dress is a long-lasting answer for the need to feel at ease with oneself. The mood (feeling/perceiving the moment) is functional for an evolving design that reworks its elements delivering a new, contemporary product, which does not age, due to it being a design (containing new and timeless elements).

It suits all kinds of body (S, M, L, XL); the "model" is the real body.

It offers a complete wardrobe, thus showing women the freedom of choice in how they dress.
It allows them to interpret in a free way the complexities of feminine expressions; any woman can simultaneously be all women (with dresses that have names that evoke atmospheres, places and characters).

The change entails a particular hypothesis of modularity insofar as the individual parts (components) of the collections can be added to or subtracted from each other, within the framework of an undefined mixing and matching of collectible pieces over time.

It is founded on the value of ideas.
On the luxury of independence of expression.
On colour being of value.

Fashion

The subject matter is the very change that creates the market.

The aim is the offer of clothing linked to a brief moment in time, in constant search of continuous change.

The model's is the idealized body.

Fashion imposes a singular approach each and every time, exhibiting the kind of woman favoured on the catwalk and in advertising campaigns by all designers.

Change corresponds to the seasonal need for collections that must be "different" from the previous ones.

It is founded on the value of the brand.
On luxury being of value.