

## MU IS PUNK! HANDCRAFT IS PUNK! FALL-WINTER 2027/28 COLLECTIONS

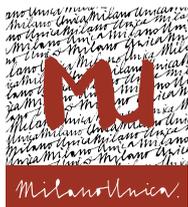
When creativity grinds to a halt and proposals become repetitive and devoid of originality, the real revolutionary act is to create something impossible to replicate.

There is no need for exaggeration or provocation; the focus should instead be on the craftsmanship of handmade products, the manual labour that imbues items with a unique identity, and the skilful use of technology to interact with the materials and perfect a process that yields unprecedented results, inspiring wonder and beauty.

Hence the concept of **MU IS PUNK! HANDCRAFT IS PUNK!** is where the term Punk, despite its historical origins, is used to symbolise a sense of detachment from mainstream conformity and to encapsulate that revolutionary drive for originality and specific identity.

Looking ahead to **Fall-Winter 2027/28**, **Milano Unica** will explore how artisan techniques, a cherished part of Italian heritage, can be integrated with smart technology to create unique and original manufactured goods that never become mundane.

The new **PUNK!** embodies sophistication and refinement, and is representative of our country. This is because it prioritises specific knowledge of manufacturing processes, meticulous attention to detail, and manual skills stemming from generations of expertise



and a beauty-centred culture rooted in our history.

*«The choice of the term **Punk!** to describe the theme for the **Fall-Winter 2027/28** collections may seem a little strong, but it was precisely intended to provoke a positive reaction to the creative torpor that has led to the cloning of luxury codes and the trivialisation of everything. We need an awakening of sorts: a call to responsible design that draws on our extraordinary production capabilities, which are recognised and somewhat envied around the world. We need to reconnect with the manual skills that make us unique and set us apart»*, explained **Stefano Fadda**, **Milano Unica's artistic director**.

All things considered, it's fair to say that **MU IS PUNK! HANDCRAFT IS PUNK!** has put together these themes for **Fall-Winter 2027/28**:

- **MU IS PUNK / CLASSIC!**
- **MU IS PUNK /FREESTYLE!**
- **MU IS PUNK / ROMANCE!**

### **CLASSIC IS PUNK!**

This is a subtle theme, not an ostentatious one, because it introduces controlled imperfections to precious materials that are almost invisible to the untrained eye. Drawing inspiration from the principles of balance and harmony, we take the most established rules of fashion and use them to create elegant proposals where nothing is superfluous and everything is intentional.

**Materials:** cashmere and cashmere blend; compact double wool and double cashmere; pinstripes in fine wool, flannel and super worsted; striped shirts in cotton and cotton/silk blends.

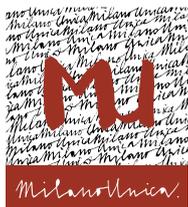
**Processing and treatments:** dirty devoré on velvets and doubled fabrics with irregular sheer effects; contrasting needle-punched stitching using metallic yarns; off-centre jacquards with intentionally ginned motifs; matte and deglossing treatments on precious materials; intentional imperfections such as unfinished edges, subtle asymmetries and uneven textures.

**Accessories and finishes:** classic buttons in horn, mother-of-pearl or in oxidised and satin-finished metal; concealed zippers; dull electroplating finishes in oxidised silver, matte palladium, and darkened nickel.

**Colours:** from **Taupe** to **Burnt Burgundy**, passing through **Chestnut Brown**, and from **Chalk White** to **Charcoal Black**, passing through **Oxidised Silver**.

### **FREESTYLE IS PUNK!**

Movement is an expressive necessity here. High-performance materials are unnecessary because sport is viewed as a relaxing hobby rather than a form of competition. The body is protected by high-quality materials that are designed to facilitate movement without sacrificing elegance. A wardrobe designed to exist between activity and rest, the outdoors and indoors, and situations of exposure and refuge is created using soft wools, technical silks and upcycled fur.



**Materials:** combed wool; cashmere fleece; upcycled fur; quilting using technical silk, and glossy nylon.

**Processing and treatments:** icy lamé on compact wool; frosted finishes with micro-matte or subtle crystallisation properties; topographic-effect quilting incorporating geometric shapes inspired by ski slopes.

**Accessories and finishes:** practical hooks made to look like sculptures almost like technical jewellery; soft-touch electroplating in brushed or waxed metal; padded or rolled edging; patterned motifs created using visible reinforced seams; subtle, tone-on-tone reflective accents.

**Colours:** the palette brings together **Lustrous Brown**, **Electric Blue**, **Vermilion Red**, **Resin Green** and **Neon Fuchsia**, contrasting with **Glacier White** to create a striking and dynamic balance.

## **ROMANCE IS PUNK!**

This theme leads to a profound reflection on the intimate relationship between body and matter, between what it protects and what it wants to expose. Here, luxury is not about ostentation; it is about how surfaces and layers interact, and how what can be seen relates to what remains hidden. Contact fabrics include denim, gabardine, fleece and protective materials. As if time had already left its mark, they are worn, softened and compressed by the hands of craftsmen.

**Materials:** extralight nylon; cotton-wool fleece; couture denim; fine wool gabardine.

**Processing and treatments:** new textures on classic fabrics such as messy bouclés and high slubs; controlled desaturation with washed-out colours; micro-textured reflective inserts; ultra-soft rubberised coatings; soft 3D prints to create invisible logos.

**Accessories and finishes:** thin laces and tapes, concealed fastenings, and opaque or fumé crystals incorporated to create luminous imperfections; small, weathered buttons and thin, invisible zippers integrated into the garments' construction; irregular, handmade and decorative embroidery.

**Colours:** rich tones of **Dark Green**, **Tobacco Brown** and **Brick Red** are softened by **Rosy Greige**, elevated by **Faded Bronze** and illuminated by warm **Rust**.

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[www.milanounica.it/en/mu-is-punk](http://www.milanounica.it/en/mu-is-punk)

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