



## MILANO UNICA: F/W 2020-21 "TENDENZE"

"Milano Unica Ecorotica" is the title used to describe the new "Tendenze" for the **Fall-Winter 2020-2021** season. The idea originated from joining two important themes of contemporary life: ecology as the desire to save the planet and eroticism as the need to please and to like oneself. For this reason, two themes, one with a macro range, pointing to complexity, the other with a micro view, closer to individuality.

It is actually a reflection on current behaviours, those concerning both the young generation as well as society in global terms. «The theme of eroticism stems from observing the attitudes that social networks have triggered worldwide, beyond different cultures and beliefs», explains **Stefano Fadda**, Art Director. «The law of "like" has actually promoted the need to show off and to appear in order to be approved and appreciated. In this popular form of self-congratulation and unveiling of self, eroticism is understood as an attitude as well as those sensual manners which also induce precise aesthetic manifestations».



In the meantime, the topic of ecosustainability is by now unavoidable. For some time now, the focus and commitment of **Milano Unica** is undoubtedly the essence of every creative process whose intent is to earnestly look towards the future with serenity.

*«Respect for the environment begins with a mindful supply chain able to implement sustainable innovations in the context of the product and, increasingly, within the scope of process management up to considering reusing scraps to promote a circular economy that is far from the wastefulness and refuse that are harmful to the planet», asserts **Ercole Botto**, Milano Unica's President.*

**Milano Unica Ecorotica** projects its "Tendenze" into an imaginary future where avatars, clones and sophisticated automatons, endowed with a perfect and sexy physicality, are the protagonists of a new aesthetic. From these assumptions emerge three themes dedicated to three ways of posing and of living reality, real or implied, following three powerful aesthetics where mankind is almost overwhelmed by a desire to appear and to astonish.

This season involves three stages of life: a dramatic one, a surreal one and another supernatural one, projected into a timeless future: **Ecorotic Drama**, **Ecorotic Circus**, **Ecorotic Eden**.

### **Ecorotic Drama**

David Lynch, Ridley Scott, and even earlier, the silent films from the 1920s, up to portraits by Man Ray or Adolf de Meyer, the German photographer of the early twentieth century are the iconographic references for this theme. We are within the confines of drama, of sombre dramatics, and the erotic futuristic vision represented by a sensual and excessively refined clone, enveloped in sumptuous clothes, nocturnal brocades layered with very shiny organza, draped and fluid satins, without leaving behind very delicate and lingerie-inspired borders.

### **Ecorotic Circus**

The atmosphere is surreal, nothing is as it appears. The attitude is irreverent, almost mocking. We are far from classical imagery, here the clown is the Joker from comic strips, while references to the cinema are those of Luc Besson and Tim Burton. At the same time, the appearance of sensuality is



provided by references to the world of Crazy Horse and Cirque du Soleil. Whips, rods and gloves with dizzying lengths are the iconic accessories of this theme. Menswear, however, opts for lace details on very fine poplins, anatomical patches, impertinent macro embroidery.

### Ecorotic Eden

Chimeras, Centaurs, fauns, carnivorous plants and humanoids that are half insects and half men: the atmosphere is dreamlike and supernatural. Nothing to do with paradise in the classic sense. Here eroticism is the perfection of powerful, athletic bodies in perfect symbiosis with a succulent nature. The references range from Steven Spielberg to the photographers Sølve Sundsbø and Laurent Seroussi up to the animated films of Hayao Miyazaki. This is the realm of organic jacquard, of feathers, of furs, of cloaks with kaleidoscopic patterns, filamentous brocades, three-dimensional tufting.