



MILANO UNICA: FALL-WINTER 2021/2022 TRENDS

Milano Unica on its 31st edition presents **Monsters and Perfumes** for the next **Fall-Winter 2021-2022** trends. The theme, as the title suggests, is a eulogy to fantasy and creativity or an immersion into the imagination of romantic worlds, full of ideas and visual, olfactory and tactile suggestions.

Monsters and Perfumes talks about fantastic creatures, conceived from recycling various materials such as fabrics, nets, metals and nylon. Their appearance is almost human while their size is out of scale. Endowed with irony, passion and wisdom, they are the mirror into a hypothetical perfect world in harmony with nature. "These fantastic creatures are exceptional because they embody both the value of beauty, to be understood as wisdom of know-how and of sustainability, a concept that is now essential for contemporary research and production, which is increasingly more suited to ethics, social responsibility and respect for our planet. What seems important to us to repeat is that creativity can no longer exclude the need to promote a light and poetic world, conscientious and respectful of nature. In other words, to nurture the hope for a better future," explained artistic director **Stefano Fadda**.

Monsters and Perfumes is divided into three themes that correspond to as many creatures, each with its own specific perfume: **KS#1320** and the technical comfort of the "**Perfume of Leisure**"; **CZ#5381** and the sophisticated and snobbish style



with its “**Perfume of Power**”; **FX#8568** and the more romantic and primordial aesthetics of the “**Perfume of the Soul**”.

KS#1320 and the Perfume of Leisure is the theme that associates a creature conceived from combining recycled materials from the lake bottom with the pleasure of leisure time that flows slowly. Nets, hooks, atypical and frayed materials, full-bodied structures, ropes, felts, nylon and rubber make up the body of this creature that loves muddy nature and moves among reeds, lichens and marshy areas.

The style is natural and technical at the same time because outdoor life requires comfort and functionality.

CZ#5381 and the Perfume of Power is the story of a creature living in our closets and in our clothes trunks stored in the attic. It is self-created thanks to the fabrics inspired by tailors of the past, antique trimmings, full-bodied and precious fabrics and couture woven ribbons. It is a creature with discreet charm that conveys authority thanks to the timeless elegance of its structure.

Its style is rich but not inclined to excess; its minimalism has the scent of quality and power, the result of security acquired over time.

FX#8568 and the Perfume of the Soul is a romantic and poetic creature that dwells within us, in our innermost world, to protect and reassure us. It is made from the same material as our dreams and memories, which are layered to create a soft, warm and comfortable solidity. Its structure is sinuous, light and ethereal, its appearance is oversize, layered, and enriched with soft padding.

Its style is imposing but soft to the touch, playful with geometries and dimensions, over-dramatized by ethereal patterns and with very reassuring spiritual motifs.

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For additional information:

Milano Unica Press Office - Tel. +39 02 6610 1105

Alessandra Ardenzi (Mob. +39 335 677 46 20)

Daniela Scardi (Mob. +39 3661964979)

Sergio Vicario - Metafora (Mob. +39 348 9895170)