



MILANO UNICA SPRING SUMMER 2023 TRENDS: MU HOTEL

MU HOTEL embodies the concept of the next **Spring-Summer 2023 Trends**.

It is an imaginary place that captures the great longing to travel again and to share the experiences of new places and different cultures. It is a sentiment that is shared throughout the world community and symbolises the need to embark on a new journey in search of faraway destinations.

Spring-Summer 2023 will, therefore, be the first real season of rebirth and of progression towards a carefree holiday that inspires new projects and a profound awareness about ourselves and our planet.

MU HOTEL is also a spiritual space that generates hope and positivity, freedom and lightness while, above all, encapsulating the idea of a new approach to life that leads to embracing an eco-sustainable **Resort Wear** style that clearly references holidays in close contact with nature, the sea, sunny beaches, the ocean, the changing sky and cultural cities.

The innovation of this edition of **Milano Unica** lies precisely in the desire to create



a connection between clothing fabrics and those of furnishing and design with a view to reinterpreting aesthetic and expressive codes for the future.

“We imagined how the use of products in the Spring-Summer season and the places where they are worn could be the drivers of our creative choices, and so we brought together certain aspects linked to the world of hotels with those of fashion,” explained **Stefano Fadda**, artistic director of **Milano Unica**.

MU HOTEL is a new lifestyle in which the accessories and fabrics used for hotel furnishings and those of clothing ideally interrelate, where design and fashion coexist and complement each other with references to precious and natural materials: from the white linen of a sofa to that of trousers, from the silk of a cushion to that of a shirt, from the raffia of a carpet to that used in embroidery. Crossing boundaries to create a perfect fusion of décor and fashion.

Therefore, for **Spring-Summer 2023**, **Milano Unica** becomes **MU HOTEL**, featuring three different types of accommodations, all united by the common denominators of eco-sustainability and awareness of the vital importance of our planet.

- > **ECORESORT**
- > **ECOYACHT**
- > **ECOPALACE**

Three visions and three locations for Lifestyle and Resort Wear for Spring-Summer 2023.

ECORESORT

Blue skies, crystal clear sea and the scent of myrtle. We are immersed in nature, in the Mediterranean vegetation with its potent fragrances. The **ECORESORT** is a place of sophisticated simplicity, with sand floors, exposed beams and stone walls. The fabrics are ethereal with poetic transparencies. Shells, ropes and raffia provide precious and elaborate accessories. The approach is inspired by craftsmanship, the mindset is relaxed and carefree, with a focus on basic simplicity.

ECOYACHT

Saint-Tropez, St. Barths, Portofino. Also, Monte Carlo, Capri and Porto Cervo. The destinations of the international jet set are the stops for the **ECOYACHT**. The days



are punctuated by a ritual of plunges in the sea, sunset aperitifs and parties under starry skies. We are in the world of stretch cotton, tubular jersey, layer printed terry cloth, very shiny Lycra and multi-coloured nylon. What stands out is not the seafaring style, but rather the elegance of the great cruises of the '50s and '60s. The vibe is cosmopolitan and uninhibited.

ECOPALACE

The interiors of stately homes, historic villas and boutique hotels are the inspiration for this ECOPALACE. The rooms are sunlit, infused with exotic influences mixed with traditional European décor. Damask satins and upholstery brocades, fringed trimmings and voile curtains are transformed into fabulous, almost fanciful, textures, trimmings and accessories. The vibe is aristocratic and international.

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www.tendenze.milanounica.it
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