

WWD

Fashion. Beauty. Business.

Staying Positive

Even with a bottom-line loss, Mytheresa claims it's outperforming competitors.

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Exceeding Expectations

The OTB Group chief said the group has reached its objectives.

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NYFW Retail Roundup

Retailers share their favorite shows from the season.

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Opposites Attract

After a series of high-profile shows, Jonathan Anderson is changing key and taking a quieter approach, exploring the tension between the "grotesque and the pragmatic." His fall 2024 show, which takes place on Sunday at Seymour Leisure Centre in London, will be "very stripped-back, with no bells and whistles," and promises to be a meditation on the future of fashion. *For more on what's ahead for London Fashion Week, see pages 14 to 19.*

PHOTOGRAPH BY JAMIE STOKER

HOME DESIGN

Poltrona Frau, Fornasetti Collaborate on Capsule

● The Tolentino, Italy-based furniture-maker has teamed with the decor brand for a new version of the Vanity Fair XC armchair.

BY SOFIA CELESTE

MILAN — As a kid, Milanese artist Barnaba Fornasetti was told he had his head in the clouds. For his latest collaboration with Italian luxury furniture-maker Poltrona Frau, the son of the late Piero Fornasetti has transported the celestial motif of a print in his childhood bedroom onto a limited number of 50 of Poltrona Frau's famed

Poltrona Frau Vanity Fair XC armchair.

The motif was originally designed by the elder Fornasetti in the '50s and was recently reimagined by Barnaba. The design of the Vanity Fair dates back to 1930 and was inspired by founder Renzo Frau's original designs.

The Fornasetti family oeuvre, which historically been told in notes of seductive faces and vibrant butterflies, was reinterpreted by Fornasetti with a design illustration composed of a sun and a moon rising over swirling clouds, a visual tribute to the 2024 Poltrona Frau Imagine Collection that will be presented during Milan Design Week.

The younger Fornasetti said in a joint statement with Poltrona Frau that he had the epiphany to resurrect his father's old motif when he sat on the Vanity Fair armchair. "I felt like I was on a cloud and began to daydream. Then, as if by magic, I met with Poltrona Frau and I was fascinated by this company that manages to combine manual craftsmanship with state-of-the-art technology. It was a chance to revisit my youth and return to the clouds, yet another example of 'practical madness,'" the Fornasetti artistic director said.

The collection demonstrates Poltrona Frau's know-how and digital printing potential as, for the first time, it employed a silk screen technique — a method that involves the use of frames while digitally printing gives a unique tactile sensation to the touch of the leather.

Poltrona Frau said the 50-piece series will be individually numbered and delivered with an exclusive leather clutch, and a signed certificate of authenticity and special edition Vanity Fair XC leather key chain.

Both Poltrona Frau and Fornasetti have been amping up their collaborations over the past few years. Barnaba, who is at the helm of the furniture-to-decor firm his father started in the 1940s, is credited with propelling the Fornasetti world into modern times by expanding its product offering, geographic reach and through a variety of collaborations — notably a Louis Vuitton collection in 2021 and the Mandarin Hotel in 2020.

The Milan-based firm ventured into the nautical world in 2023 with a special collaboration with Italian yacht company Ferretti Group.

Most recently, Poltrona Frau enhanced its roster of collaborations with Oswald Boateng, the veteran Savile Row tailor known for his colorful bespoke patterns and intricate designs for a capsule collection consisting of furniture, accessories, textiles and wallpaper, combining Poltrona Frau's artisanship with Boateng's culture and African aesthetics and British tailoring expertise. In 2022, the firm marked its 110th anniversary by tapping Argentinian Spanish visual artist Felipe Pantone to reinterpret its signature Archibald armchair in a limited-edition drop of 110 pieces.

"As Poltrona Frau expands its horizons into the lifestyle realm, no brand makes better sense to partner with than Fornasetti — especially to mark the launch of our 2024 Imagine Collection," said chief executive officer Nicola Coropulis.

Preorders can be made on the digital launch from Thursday, exclusively on Poltrona Frau e-shops across key European markets, and will be available at select Poltrona Frau stores worldwide for order starting April 10.



Vanity Fair Capsule
Fornasetti x
Poltrona Frau

HOME DESIGN

Milan's Triennale Opens New Research Hub, Library

● The books kept in the library hail from the categories of architecture, art, design, urban planning, the history of the Triennale and even some fashion.

BY SOFIA CELESTE

MILAN — Following a 70-year hiatus, the Triennale di Milano museum has reopened its research center here. A hub where architects, designers, students and design enthusiasts can convene and find key resources under one roof, the institution's archive includes some 300,000 drawings, projects, photos, letters and texts, which have all been digitized, the museum said.

Named Cuore [heart] — Research, Study and Archives Center of Triennale, the contemporary space was redesigned with the help of Italian office furnishings company UniFor, which is owned by Italy's Molteni Group.

Founded at the height of the city's Art Deco heyday, Triennale is based in the Palazzo dell'Arte, built in 1933 by Giovanni Muzio. Within Cuore, a modernist winding staircase by Muzio was restored and serves an installation within the research center.

Dubbed by UniFor as the "archive of archives" the research center will be open to the public, "in line with its mission to involve the community and the institutions in a dynamic and participatory

way, striving to make the extraordinary historical heritage readily accessible," UniFor said in a statement, adding that it's a hub designed to welcome visitors, the scientific community, scholars and researchers, but also a network that unites universities, superintendencies, public and private foundations, and companies.

Longtime Triennale di Milano collaborator architect Luca Cipelletti Studio AR.CH.IT. designed the modular elements of the display system intended

to house various archival collections.

Made by UniFor and covering about 3,230 square feet, the new system is outfitted with display cases, cabinets and shelves for photographs, objects, models, prototypes, fabrics, drawings, volumes, posters — and is designed to enhance the use of the various contents. The first displays, thanks to touchscreens integrated into a structure created by UniFor, is meant to welcome visitors to its interactive interface.

The library has more than 22,000 books and about 800 periodicals, many of which have been collected by the former Triennale Research Center starting from 1935. Among those on display are an anthology of Swiss French designer Le Corbusier's work between 1938 to 1946 published by Les Editions d'Architecture Zurich, the "Firenze

Fashion Atlas" published by Marsilio and "Giorgio Armani: il Sesso Radicale" ("Giorgio Armani: The Radical Sex") by late Italian journalist Giusi Ferré.

The opening event on Feb. 13 was attended by pillars of Milan's design arena. Gio Ponti's grandson and founder of the Gio Ponti Archives Salvatore Licita was in attendance, as well as Achille Castiglioni's daughter Giovanna Castiglioni, who is also the head of the Castiglioni Foundation. The younger Castiglioni was visibly in awe of the open space model, commenting on how the old Triennale archive was kept on the basement floor. "This is so much better. It's so vast and open, easy to navigate."



Triennale's new
archive and
research hub.

Cuore
Centro Studi
Archivio
Ricerca



Named Cuore [heart] —
Research, Study and
Archives Center of Triennale.