



## **2021 FALL - WINTER COLLECTION**

### **FAY TALES**

The city and its many facets become the muse for the Fay Junior story, a fable in which its young protagonists experience multiple adventures. They are citizens of the world, attracted by the vibrant lights of the city and by the thrills that a beautiful skyline can evoke in those capable of grasping its magic.

A story that translates into clean, sober lines, which recall the forms of the men's and women's collections but scaled down, reinventing them in an explicitly "mini me" proposal: from the undisputedly classic double coat in woollen cloth with nylon insert to the iconic Virginia coat, here interpreted in a cute animalier version. Garments for more formal occasions leverage the timeless elegance of total black, occasionally highlighted by shiny details: maxi logo in sequins on the sweatshirt and the minidress with large sleeves, and bouclé fabric with a sparkling effect on the cape with the iconic Fay hook.

The collection also provides its own interpretation of classic Fay codes: deep blue becomes the star on padded nylon outerwear, presented in solid colour or with a milk-coloured all-over logo print, inspired by a contemporary look with a knack for straight lines. The pea coat for girls forms a perfect diptych with the boy's denim-effect slim-fit jacket, while the regular-fit unisex trousers in heavy gabardine are highlighted by ribbon with jacquard logo in contrasting colour on the sides.

Down garments are designed to encompass in their colour palette all the shades of an urban sunset: the ochre yellow and papaya orange of the sky mixed with the darker colours typical of a city's skyline, like petroleum black and dark coal. These same hues merge in the jacquard knitwear, where the maxi logo becomes abstract and serves as a pretext to break down shapes and colours.

## **FAY LEISURE**

Once again, the irresistible call of the wild and the great outdoors are the dominant themes of Fay's more casual collection: a landscape of peaks, crags, streams and lakes where a thousand shades combine into new colours and shapes. A landscape of majestic vistas where you can breathe in that freedom that only wilderness can provide is the source of inspiration for this new collection, embodied by garments that fully embrace their outdoor spirit, a distinctive Fay feature.

This leisurewear inspiration, however, is interpreted in a decidedly contemporary key, without any romantic country trappings, opting instead for a fun colour palette that spans ochre, burgundy and cornflower blue, alternating with touches of milky white.

Herringbone is one of the collection's dominant leitmotifs: styled macro on the blue blazer for boys and on the burgundy corolla skirt for girls, or in the unisex maxi logo sweatshirt, but even on the kilt and the classic Virginia coat. Its micro variant, however, with tone-on-tone nuances, highlights clean-cut trousers and hooded sweatshirts.

Classic outerwear garments for boys, such as the peacoat in woollen cloth and the three hook-coat in nylon, are reinterpreted in an exquisitely "mountaineer" key with the addition of refined details like the ecofur collar. For girls, instead, the knitted poncho with iconic Fay hook opts for bold lines and colours or an intense blue look completed by fringes like those of the kilt.

A strictly eco-friendly version of Sheepskin returns to the forefront giving a new look to the three-hook coat, the women's waistcoat and the Virginia coat, providing these garments with a sporty yet captivating allure.

Knitwear garments, instead, reinterpret Norwegian classics in a contemporary key, summoning echoes of distant lands: with large braids on the sleeves that stand out when worn with sleeveless outerwear.

Finally, references to environmental commitment are made explicit: the Fay logo is styled as a graphic element recalling the silhouettes of autumn leaves in the junior line or a dandelion in babywear, in a statement that calls out to the future: "We want a better world!".

The collection for our youngest customers picks up on the Junior themes, adapting them for the needs of the little ones: overall and soft ensembles with shirt and trousers. Garments and accessories for new-borns are the stars of the show: like the "My First Fay" onesie combined with hat and bib, the sleeping bag with quilted logo and the blue nylon mommy bag.