

simonetta



**Luisa  
Beccaria**

## **AUTUMN/WINTER 2023-2024**

The A/W 2023-24 Luisa Beccaria for Simonetta collection represents the meeting of the Maison's dreamy, fairytale-like imagery with the Marche company's historic *savoir-faire*. Thus, a collection for a chic, contemporary and dreamy little girl is born.

Nature-inspired ideas blend with those of art, and are transformed into floral motifs of pictorial inspiration, or into delicate patterns of timeless elegance.

The refined and natural colour palette ranges from an impalpable pink to the deepest of blue, from delicate sage to hints of bold magenta and the most neutral milky hue.

The fabrics tell the whole story of Luisa Beccaria's stylistic universe and her extraordinary play of contrasts: evanescent tulle blends with contemporary modal; shiny velour contrasts with casual denim; fluid crêpe is juxtaposed with sculptural Milan stitch, giving rise to garments flaunting a romantic, contemporary and feminine sense of style, in perfect balance between dream and reality.

The iconic floral prints retrieved from the Maison's archives are revived in dresses, blouses and skirts boasting oversized, floaty volumes.

The micro print - an all-over rosebud sporting every possible nuance of the colour pink - alternates with a blue base of botanical inspiration, where the sinuous shapes of daisies, cornflowers and bluebells catch the eye.

The creponne dresses faithfully re-produce the silhouette of the various proposals in the women's collection or pick up on its refined details, such as the play of ruffles on the wide sleeves and the sophisticated smock stitch that accentuates the waist or shoulders.

Airy tulle is used for both long and short dresses of dreamy appeal, with wide sleeves and romantic ruching, and for maxi skirts with flowing lines in an almost bohemian aesthetic.

Decidedly contemporary, on the other hand, is the modal variation: the floral lycra jumpsuit is completed by the plain tulle dress in a surprising play of overlaps.

The printed stretch velvet, which enhances the beauty of prints owing to its noble reflections, transforms dresses and coats of an understated design into precious masterpieces, where every detail narrates the pursuit for authentic beauty. The same velvet, in the plain-coloured variant, is illuminated by evanescent flashes, and is used to fashion flowing dresses - embellished with smock stitch and ruching - blouses, skirts and trousers sporting a soft line.

The bon-ton vichy motif - in pink and green or light blue and blue - characterises the flannel dresses, which echo the lines and volumes of their Luisa Beccaria women's counterparts, inspired by all things country chic: the lace trimmings and ruche detailing recall the enchanted atmosphere of an English garden.

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The knitwear proposals express - in their lines and volumes - all the dreamy ambience of the Luisa Beccaria world, as do the soft outfit comprising the crew neck and culotte trousers in cream and pink and the cosy cardigan with braid detailing. Plays of ruching for the mohair micro cardigans finished with floral buttons and for those sporting wider volumes with printed fabric appliqués, which dominate the romantic knit dress with airy tulle petticoat.

The denim garments are decidedly girly, especially in the details: the tone-on-tone floral print makes an appearance on the dungarees, jacket and five-pocket model. The Milan-stitch proposals are both defined and recognisable, embellished with large floral velvet bows.

Each look is completed by an extensive assortment of accessories: silk twill foulards with frayed hems and floral print, collars and headbands that resemble small crowns, and versatile velvet ballet shoes.