



ELISABETTA FRANCHI

MOOD FALL/WINTER 2010-2011

Chic and underground and still feminine, but rather wild: this is how ELISABETTA FRANCHI CELYN b. sees her women's wear for Fall Winter 2009/2010.

A style interpreted for cold and icy climates. After the heavy snowfall in New York, fashion designers imagine women wrapped in fur. The next season sees fur as the overall protagonist: shoes, handbags, accessories, outerwear and knitwear which treat fur as if it were thread. In short, capes, micro jackets, bolero jackets and even fur micro skirts.

A female wolf that does not go unnoticed, but does not flaunt herself either because, although fur has always been used as a show-off status symbol of luxury, in this case it is interpreted as an easy chic accessory which is able to add the finishing touch to a look that could be referred to as *utility chic*.

In fact, ELISABETTA FRANCHI CELYN b.'s jeans range, the outfit is a sign of elegance, versatility, telling the story of the democracy that fashion is proposing in respect of the female body : leggings plus an over t-shirt. For the coming Fall/Winter collection, this outfit must be completed by the parka with fur details or the military jacket for an *urban army* look, the blazer, the denim jacket or micro rabbit fur jacket for an *elegant ease* style, and to be even more sophisticated and protected against the cold, we have a fur city-bag or bauletto bag and fur boots again with fur details. This is the direction that this collection is heading: combinability of garments, taste versatility and attention to everyday garments that are even suitable for evening wear.

T-shirts in a variety of shapes and prints plus the special edition of 4 t-shirts available in a deluxe presentation box.

Jeans, something we all have in the wardrobe and which we never get tired of wearing or buying, so the fashion content offered becomes a matter of choice: skinny, baggy, boyfriend, particularly another must in the wardrobe - skinny and very cool *cargo* already proposed and worn by international stars, or the hipsters version. Another street chic novelty are the shorts with matching leggings, ripped denim mini skirt with chains or old-look treated jeans with strings and stitching. To boost the summer trend of denim blouses, the Winter collection also has a version with a detachable white cotton collar.

The Jeans collection also has a trendy novelty: GOLD LABEL JEANS, garments which are recognisable by the golden label and characterised by luxurious fabrics, accessories and applications. This sub-segment of the collection includes jeans, dresses and t-shirts.

Still on the subject of gold, apart from the new label inside the jeans, it is also a colour that Elisabetta Franchi uses on prints, accessories and applications to generate touches of light and enhance the *allure chic* that the brand defends and represents for its women.

A *body armor* taste, not just for its military jackets, but also the endless shades of beige which returns to seduce like a second skin with the drape silhouette style which gives three-dimensional features to the female body. What's more, leather has also been used in a new and customised way against a world which is so global that it seems totally indistinct: crocodile, aging effects or hammered leather with chains and decorated with geometric slashes.

The trend of individualist fashion continues for this season, one without borders, one which allows freedom of expression and praise for the courage of the ELISABETTA FRANCHI CELYN b. wolf-woman, a warrior woman who is enwrapped but not castigated.

This first section also presents the capsule collection called Passepartout, a success presented for the first time last season and one that continues to be proposed because we know that every woman loves to have immortal garments in her wardrobe, ones that can be worn as daywear or nightwear, interpreted in white, black and powder pink, a colour that is a must for all feminine women.