

**A new project inspired by art to shape the unexpected:
Elleti Group is back at Kingpins Show to present “Out of the blue impressions”.**

Long-established expertise and bold imagination define a state-of-the-art collection, providing an overview of the company’s complete denim services. From the idea development to the finished garment, the project was entirely envisioned, advanced and manufactured by the leading international group.

October 23rd and 24th – Mastery and creativity belong to Elleti Group’s character since the very beginning of its journey in the textile industry. Enhancing its unique approach, which also combines a solid tradition of excellence and the commitment towards innovation, the company returns once again to Kingpins Amsterdam Show with an exclusive new project to be presented at **Transformatorhuis – Booth T7**.

Inspired by six great artistic movements from the past century, **Out of the blue impressions** is the special capsule collection reimagining the timeless beauty of art through a unique style that breaks new ground. Twelve garments, featuring denim and more, are the result of the in-house R&D team effort and commitment to the development of one-of-a-kind solutions.

Every piece was envisioned and advanced according to a fresh and disrupting approach to art, resulting in unprecedented interpretations of much loved art periods to be realized on special canvases through specific techniques.

Garments inspired by **Cubism**, a movement that transforms reality instead of representing it, are thus dismembered and recomposed by **laser** geometries until they merge and overlap with their very own pattern. **Multi-colored metal coating, coiled hand-made lines, balance of seamless and defined figures** are a tribute to the **Art Nouveau’s** artist Klimt: the garments don’t represent the palette but become art in themselves. As part of the **Impressionist movement**, dynamism, color and expression take over the subject represented, leaving out the details in favor of the aesthetic experience, as a result the garments are reworked using **natural pigments and avoiding bleach**. Undergoing the **Tie&Dye** technique, garments representing **Abstractism** are turned into communication tools through unexpected combinations featuring a disruptive flow of shapes, symbols and colors. Lastly, **Pop Art** results in pieces where the representation of art shifts onto the production techniques – **plastic foiling and color spray**. Thus, the art piece becomes the way through which art is made and the definition itself of the artistic product.

The idea of learning from the past to craft a better future does not go lost on Elleti Group, which this summer celebrated the opening of two spaces meant as a tribute to the denim history and as inspiration for generations to come. Based in the San Bonifacio Headquarters, both M.O.D.E – Museum of Denim Elleti Group, dedicated to the 106 historical pieces dating between the mid-nineteenth century to the ‘70s, – and Stadium host two collections that provide interesting overviews on the industry evolution. Featuring about 15,000 garments produced by the company in the last forty years, the latter leads the way in reconstructing the stylistic development that has been made possible over the years by technological advancements promoted and supported by Elleti Group.

This is also the most authentic and concrete expression of the company’s **complete denim services**: provided by a fully integrated and flexible structure involving eleven production centers, Elleti Group’s expertise ranges

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from projects development to delivery with a traditional focus on laundry and garment-making activities. The drive toward innovation includes a strong sensibility towards social and environmental sustainability, leading the company to the development and implementation of responsible technologies all along its international plants, based in Italy, Romania and Tunisia.

ABOUT ELLETI GROUP

Highly specialized in laundry and garment-making services, Elleti Group offers a complete range of services that cover the entire denim production cycle, starting from the development phase consultancy to the finished product. Research, innovation and quality define a unique approach, with a strong focus on sustainability. The group is a point of reference for Europe and the Mediterranean area, based on eleven production plants located between Italy, Tunisia and Romania and a production capacity of 14 million garments per year.

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