

TEXTILE HERITAGE
INSPIRING CREATIVES

ANIMA DOMUS
PROJECT BY GIULIO MORINI



INSPIRATION

Dress: the house of the soul

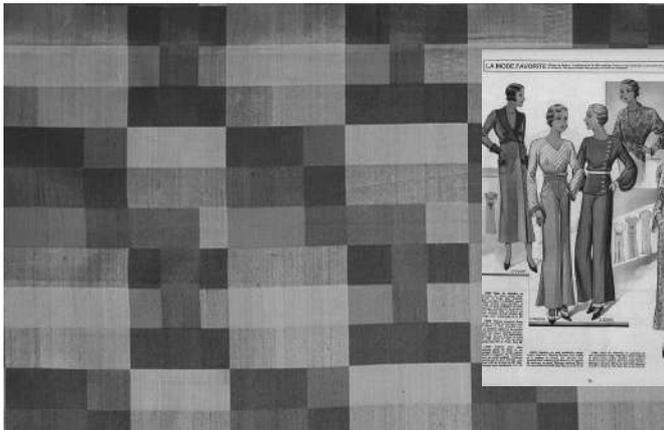
From Gio Ponti's brilliant works I create a collection with a language made of more meanings. The rigour and geometries of 30's meet elegance and poetry, two elements that are typical of this historical period and of this architect works. Between Classicism and Modernism, the Ponti's innovative vision about design and architecture, inspired the world of fashion.



Like the "Domus", the ideal home, lives thanks to those who inhabit it, in the same way the dress takes a personal identity only when it is understood by those who wear it.

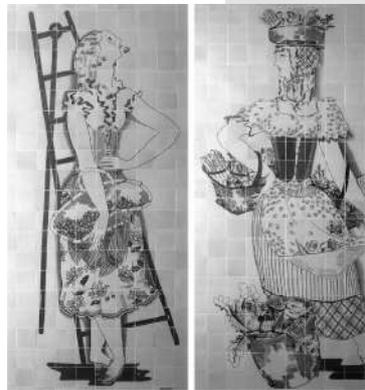
Intimate classic Ponti's style sometimes became surreal and it leads us to vintage atmospheres which are full of cultural connection and that can also look forward to the future. Those iconic and timeless clothes, like Gio Ponti's artworks, turn classic style into a new language full of grandeur and poetry.





COLOURS AND TEXTURES

The geometries designed by Ponti for “Seterie Ferrari” a fruitful collaboration that began in 30’s, leave space for an interpretation that can give light to the timeless vision of the artist. The angles and the shades of fabric examined become interwoven of materials and house of romantic secrets and decorations. Referring to Ponti’s architecture’s classicism, the texture are based on key material of the history of tailoring: structured wools, crepè, tweed and pied de poule fabric are bound together to create a new dress’ architecture, bearers of a new language. The shades of colours, from the warm tones of brown, the tips of grey and green, arriving to hints of orange. Every colours respects faithfully the design created by Ponti and interprets it through a new and contemporary vision.



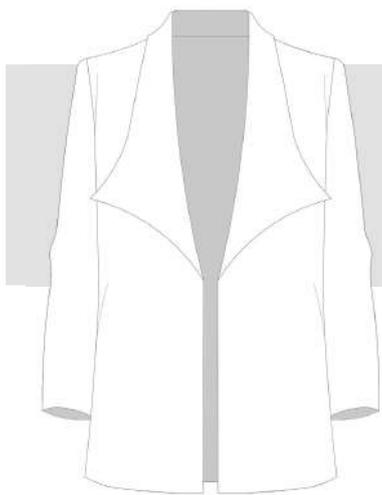
COLLECTION SKETCHES



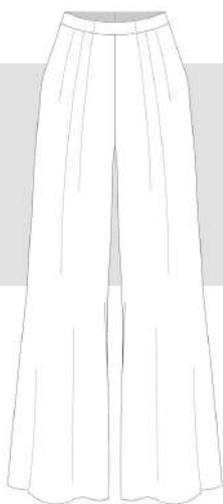
OUTFIT #01

CLASSIC JACKET MADE WITH A TWINE OF DIFFERENT TYPES OF WOOL FABRIC AND VINTAGE MACRAME' LACE. THE REVERS OF THE JACKET IS MADE WITH BROWN STRUCTURED WOOL FABRIC.

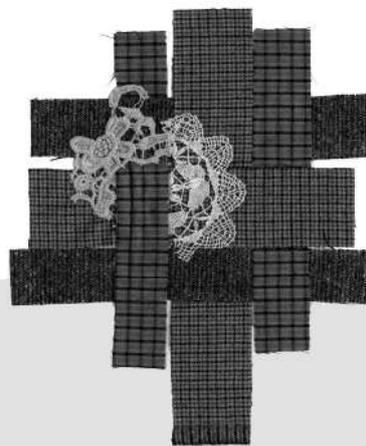
PALAZZO PANTS MADE WITH POLISHED DARK GREEN CREPE OF WOOL. WE CAN FOUND SOME CREASES IN THE WAIST OF THE TROUSERS.



FRONT



FRONT



IN THIS TEXTURE THERE ARE 3 DIFFERENT TYPES OF WOOL FABRICS WITH DIFFERENT STRUCTURE. IN THE MIDDLE OF THE TWINE THERE ARE PART OF LACE.

AROUND THE NECK A FOULLARD THAT RECALLS THE TEXTURE OF A TIE.

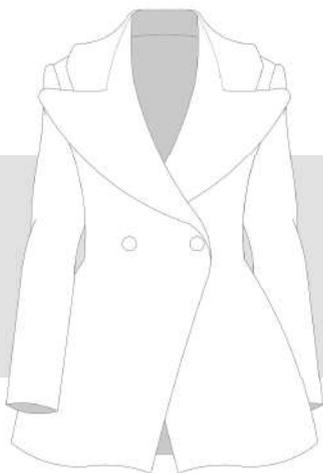


OUTFIT #02

FITTED JACKET WITH DOUBLE-BREADED BUTTONING MADE WITH BROWN HEAVY WOOL FABRIC.

LONGUETTE SKIRT MADE BY A TWINE OF TARTAN WOOL FABRIC IN TONES OF GREY.

FRONT



THERE ARE 2 BUTTONS AND THE PATTERN OF THE JACKET IS DONE WITH PARTICULARLY ATTENTION TO BE FITTED ON WAIST AND WIDE ON HIPS.



FRONT

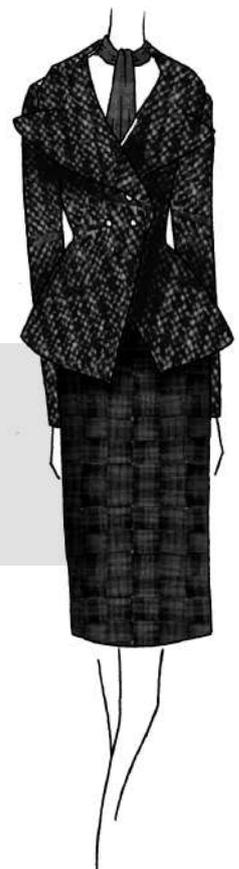


BACK



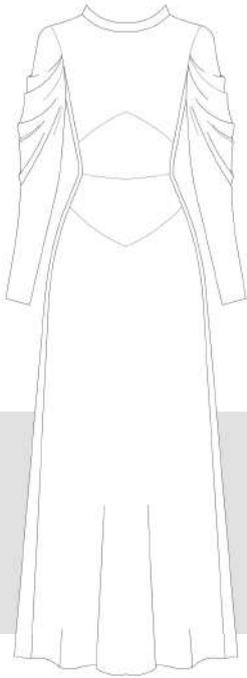
THE TWINE TEXTURE IS DETERMINED BY A SATIN LINING.

THERE ARE 4 PINCES IN FRONT OF THE SKIRT AND 2 ON THE BACK. THE CLOSURE IS IN THE BACK SIDE OF THE SKIRT, MADE OF AN INVISIBLE ZIP AND AN AUTOMATIC BUTTON.

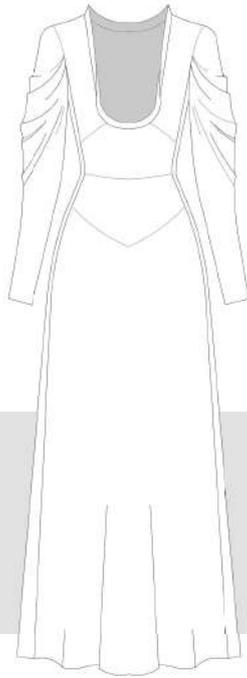


OUTFIT #03

LONG DRESS WITH DECORATIVE CUTS LIKE 30'S STYLE. THE DRESS IS MADE WITH POLISHED GREEN CREPE OF WOOL WITH INSERTS OF PIED DE POULE WOOL IN THE HIPS OF THE DRESS (LIKE SPORTSWEAR CLOTHES). THE NECKLINE IS ON THE BACK OF THE DRESS AND THE SLEEVES ARE DRAPED.



FRONT



BACK



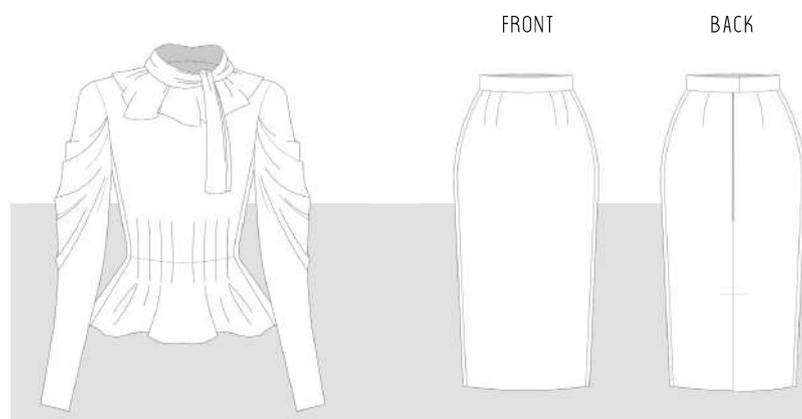
LIKE IN THE SPORTWEAR STYLE AT THE SIDES OF THE DRESS THE STRIPES STREAMLINE THE SILHOUETTE.

THE SHAPES OF THE DRESS ARE INSPIRED BY FAMOUS 30'S CINEMA'S ICONS.

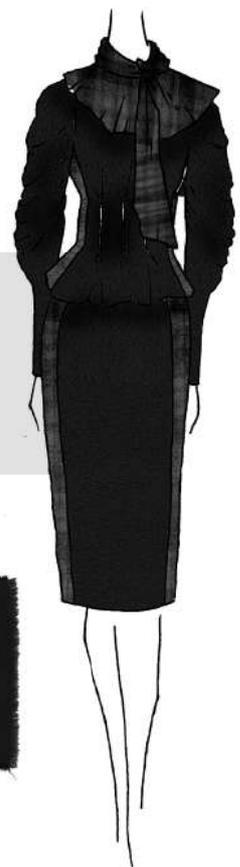


OUTFIT #04

THIS OUTFIT IS COMPOSED BY A PAIRING OF A SHIRT AND A LOGUETTE SKIRT. FABRICS USED FOR THIS CLOTHES ARE POLISHED GREEN CREPE OF WOOL WITH INSERTS OF TARTAN WOOL IN THE HIPS OF THE SHIRT AND THE SKIRT. THE SLEEVES OF THE SHIRT ARE DRAPED.



THERE ARE 4 PINCES IN FRONT OF THE SKIRT AND 2 ON THE BACK. THE CLOSURE IS IN THE BACK SIDE OF THE SKIRT, MADE OF AN INVISIBLE ZIP AND AN AUTOMATIC BUTTON.



FRONT

ON THE WAIST OF SHIRT THE ARE OUTSIDE PINCES THAT CREATE MOVEMENT AND DYNAMISM (AS IN THIS PHOTO)



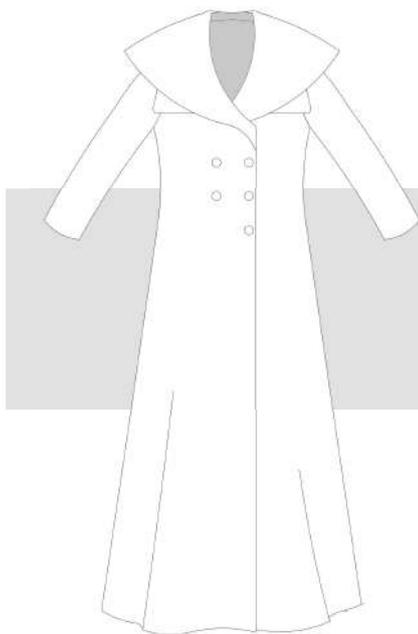
THE COLLAR OF THE SHIRT IS COMPOSED BY A FAKE BOW THAT CAN BE OPEN IN WAY OF WEARING IT.



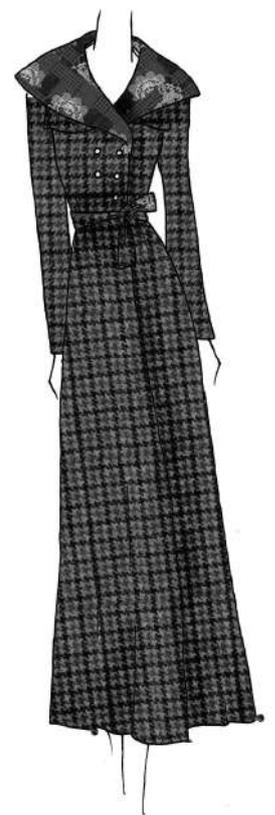
OUTFIT #05

TRENCH COAT MADE WITH A STRUCTURED PIED DE POULE WOL. THE REVERS OF THE-TRENCH IS MADE BY A TEXTURE CREATED WITH A TWINE OF DIFFENT FABRIC.

FRONT



THE ICONIC SHAPE OF TRENCH COAT RIVISITED IN A ROMATIC KEY WITH A RECALL TO 30'S STYLE. THE LENGHT AND THE WIDE OF THE BOTTOM SIDE OF THE TRENCH COAT MADE IT LOOK LIKE AN EVENING DRESS.



ADV CAMPAIGN MOODBOARD



LOOK IDEAS



ANIMA DOMUS TAG

