



JOURNEY THROUGH SPRING-SUMMER 2022 WITH BORSALINO

Travel to Sicily, Japan, and South America on an imaginative Grand Tour in search of authenticity through the dedicated collection of hats, as well a presentation of the Maison's small leather goods, soft accessories and previewed capsule collaborations with AMI and Àcheval

September 2021: In honor of *Milano Fashion Week* **Borsalino** celebrates with a whole collection of beautiful SS22 products, projects and ad hoc items that includes a dedicated range of hats for travel, the unveiling of the Borsalino small leather goods and soft accessory lines with licenses Modigliani and Isa Seta as well as two premiere special *capsule collections* with **Ami Paris**, the spirited Parisian brand by designer Alexandre Mattiussi, and **Àcheval**, an equestrian- inspired brand created by Sofia Àchaval de Montaigne and Lucila Sperber that pays homage to the South American Gauchos tradition.

The Borsalino SS22 Collection

The legendary origins of Borsalino begins with an important and iconic travel moment. A journey undertaken by the founder Giuseppe Borsalino, who, at a young age, left Italy aboard a ship bound for France. He did not know Paris, nor did he speak French. What he did have was an overwhelming energy, youthful drive and most importantly, an incredible imagination that made it an experiential founding moment. Inspired by the spirit of this transcendental journey and under the artistic direction of *Creative Curator* Giacomo Santucci, **Borsalino Spring-Summer 2022** features an offering that dares to mystically escape from reality through a visionary Grand Tour covering three destinations: **Sicily, Japan** and **South America**. Each stage of the journey holds captivating surprises, because travelling the world always allows self-discovery through others.

From a self-monologue, the Grand Tour of the Borsalino Spring-Summer 2022 becomes a conversational dialogue, exchange of ideas, creation of global symbols and ultimately propels into the space of the delightfully unexpected. The pure Borsalino design shapes magically encounter travel memoirs, souvenirs and mystical recollections. Sicily, South America, and Japan merge into a multicolored universe that naturally converses between the past and present, art, essentiality, charm and craftsmanship.

The first leg of the journey propels to **Sicily**, the largest island in the Mediterranean and cultural melting pot. Here Borsalino classics reveal a new aspect that gives life to inspiring suggestions. Stellar must-haves feature: the *Toldeo* in *braided straw* decorated with marabou feathers; the *Cloche* in crocheted, floral-patterned Raffia; the *Panama Quito* and *Panama Crochet* sporting hand-embroidered lettering B-o-r-s-a-l-i-n-o around the dome; and a large selection of *rollables*, ideal travel pieces for globetrotters.

And now the collection lands in **Japan** with its intrinsic dualism of traditional roots and constant eye towards the future. The Borsalino *savoir faire*, a cornerstone of the Maison's identity, pays homage to the *obi* and *origami*, two traditional Japanese symbols, rendering them protagonists in some of the most iconic and contemporary summer proposals. The selection of bucket hats decorated with pendants and pins and a selection of denim *manga* graphic models effortlessly mix timeless cultural codes and a hypermodern Japan punk aesthetic.

The final destination of the *Grand Tour* is **South America**, where raw materials and summer symbols of the Maison, straw, hemp and raffia, are born. Fueled by a desire for freedom, Borsalino archive pieces overlap local styles of Peruvian bows and Andean multicolor fabrics, rendering a fusion of different cultures and aesthetics to create an array of universal emblems and looks.

The Borsalino Grand Tour journeys through multi-cultural inspirations to promote the idea that wearing a hat should be a manifesto for individual expression, capable of bringing out the best in each of us and honoring of self-love. Borsalino Spring-Summer 2022 emphasizes the personality of the wearer and celebrates global allure, culture and variety.

Licenses Borsalino Soft Accessories and Small Leather Goods

Two new lines that dialogue and reinterpret the Maison's stylistic codes of travel, contemporaneity and eclecticism.

The *Borsalino Soft Accessories* were created in collaboration with *ISA Spa*, a company specialized in textile solutions for the luxury market and includes a grand assortment of scarves, foulards, ties, light shawls, bow ties, pocket scarves, long narrow twillies, hair-ties and headbands created in pure cottons, exclusive silks, natural fibers and textiles. Iconic Borsalino calligraphy lettering, the symbolic logo of the design house since 1907, is a key theme throughout the collection from playful patterned themes inspired by the Arts and Crafts movement to an explosion of colors and unexpected graphic motifs.

The *Borsalino Small Leather Goods*, a range born from the pairing with *Modigliani*, an Italian company specializing in the design and development of leather goods, feature a grand array of leather bags, backpacks, wallets, and pouches starring the Maison's renowned stylistic detailing throughout from logo lettering to straw finishing.

Anteprime Capsule

Borsalino X AMI Paris

Declined in Ami's elegant palette of burgundy, taupe, green & black for the upcoming summer season. the #BorsalinoXAMI SS22 hats feature the iconic and stylish shapes of Borsalino and were recently spotlighted on the AMI Paris SS22 July catwalk.

Borsalino X Àcheval

With the Raffia Braid as its leading protagonist, a natural fiber enhanced by talented hand craftsmanship, highlights include an iconic wide brim Gaucho in a dual version with either a black grosgrain ribbon and traditional Argentine leather chinstrap or personalized ribbon that sports an ad-hoc equestrian-theme; and the exclusive Polo-inspired visor hat also with the equestrian-themed ribbon closed by a charming bow at the back. Additionally, all three *capsule* styles feature a dedicated internal Borsalino X ÀCHEVAL grosgrain ribbon detailing.

Under the artistic direction of Creative Curator, Giacomo Santucci, Borsalino is building a new idea of beauty that brings the brand's iconic elegance, style and 160-year plus history into the future. Translating the Maison's DNA into contemporary aesthetics, Giacomo Santucci aims to reestablish Borsalino hats to their supreme values as cultural symbols, communication codes, signs of belonging and a synthesis of style.

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