

Personal Shopper Branding and Rebranding Made in Italy

Stefano Celsi (September 22, 2015)



2015 was the year of the iconic '80s designer logo comeback, We saw American designers like Calvin Klein or DKNY back in fashion in a major way. There's nothing better than Italian powerhouses like Moschino and Valentino to take center stage. Since Valentino Garavani retired in 2008, the brand has lived a glowing second life, maintaining their classic, remarkable signature style, like Rosso Valentino. The irreverent and controversial brand is remixing new trends with classic Moschino must haves like denim luxury and its leather accessories...

1) **Extraordinary Knitwear**



Ada

adadivincenzo.com [2]

Italians aren't all about vintage and old glam; they've also been known to encouraging new designers of note. Like Ada di Vincenzo, who grew up surrounded by artists and, after graduating from the prestigious [Politecnico di Moda](#) [3] in Milan, moved first to London then to New York where she had unique experiences working for some of the world's best magazines and fashion houses. Ada since decided to launch her own brand. With fall on the way, there's nothing better than a quality Italian made knit to keep you warm, like the one pictured below from this new upcoming Italian designer. It's another made in Italy must have.

2) **Urban Femme Fatale**

Moschino

moschino.com

[4]

Only a year ago Jeremy Scott took his enfant terrible street style to Milan's Moschino headquarters. This year's fall/winter collection is made for the rough and tough urban woman who likes to play with denim couture and gold and leather goods. If it's hard to miss the giant Moschino logo on the goods, then it's impossible to miss the bright, aggressive colors of the clothes.

3) **Italian Gentleman**

Etro

etro.com/en_us [5]

[Veronica Etro](#) [6] defined her fall collection with two words: "Controlled Maximalism." "[I] mixed a lot of different materials in each piece, creating a textural 3-D quality," she said. The beautiful suits are tailored for the contemporary man who's not afraid to add sensibility and new materials to his wardrobe, honoring this Italian house's extraordinarily rich tradition.

4) **Romantic Flower Power**

Valentino

valentino.com [7]

Rome-based Valentino designers [Maria Grazia Chiuri](#) [8] and [Pier Paolo Piccioli](#) [8] are often inspired by their Italian heritage. This collection's muses are none other than Sandro Botticelli's La primavera and pop artist Giosetta Fioroni. These oversized dresses with romantic prints and a dash of boho chic are remarkable.

5) **Style on Your Shoulder**

Valentino

valentino.com [5]

This season, backpacks have become a statement. This '90's fashion revival is not just a passing fashion mood, it seems to have caught up and keep expanding. In our fast-paced world, we have to carry our life around with us, making it hard to be stylish and practical. Good thing Italians are brilliant matchmakers. And this Valentino backpack is a match made in heaven: luxurious details like butterfly prints married with high quality Italian material. We think it's a must—don't you agree?

6) **Bauletto Forever**

Luxurious, Feminine, Fatale

prada.com [9]

[Miuccia Prada](#) [10] is the ultimate fashion icon. This year the legendary brand – first established in Milan in 1913 – has remixed and revisited a classic. It's called the Prada Inside bag and it's the main



bag being launched for the 2015 fall/winter collection with its très feminine pastel colors. The main feature of the Inside bag is its “bag-inside-the-bag” lined with Napa leather. The bags themselves are made with leather, snake and crocodile skin.

Source URL: <http://test.iitaly.org/magazine/focus/life-people/article/personal-shopper-branding-and-rebranding-made-in-italy>

Links

- [1] <http://test.iitaly.org/files/brandingandrebrandinginitalypersonalshopper1442961690jpg>
- [2] <http://www.adadivincenzo.com/>
- [3] <http://www.poliorientami.polimi.it/cosasistudia/corsi-di-laurea-design/design-della-moda/>
- [4] <http://www.moschino.com/>
- [5] <http://www.etro.com/index.php>
- [6] http://www.etro.com/en_it/world-of-etro/family-portraits
- [7] <http://www.valentino.com/us>
- [8] <http://www.valentino.com/experience/us/maison/creative-directors/>
- [9] <http://www.prada.com/en.html?cc=US>
- [10] https://en.wikipedia.org/wiki/Miuccia_Prada