

# SS24 FLORANIA

## The Grotto

For the SS24, Florania team tells of a timeless world, imagined in the 'Cave' of the secret garden of 'Palazzo Te' in Mantua, a Mannerist Renaissance Villa, designed and built between 1525 and 1535 by Giulio Romano, known as "the home of the gods: a mythological, political, erotic dream forbidden to common beings" and commissioned by Federico II Gonzaga of Mantua, the designer's hometown.

The "Cave" is a part of the Secret Garden, covered with shells and encrustations, which represented an underground maritime environment, interspersed with natural symbols that allude to the theme of the transformation of matter through magical or alchemical knowledge.

The Florania team evokes a maritime environment of transition between physical and spiritual realities, where worlds of different cultures and visions mix and intertwine, united by a humid and salty climate.

In the collection, masculine, worn-looking sailor uniforms, inspired by Fassbinder's film 'Querelle De Brest', are mixed with structured 18th century tailored suits, seductive plays of fluid lines and printed lingerie-inspired suits. Claustrophobic prints inspired by the wallpaper of the "Palazzo Te" alternate with watercolor drawings of imaginative worlds.

The intricate journey of the imaginary characters alternates moments of sensual, playful, imaginative lightheartedness with harder, claustrophobic moments, driven by possession and desire.

Attention to circularity and responsible production is central and always present in Florania's work.

For this collection, the important collaboration with Readymade Textiles, a Milanese company that recovers warehouse waste of men's fabrics, from which the 'Gamps', color tests, transformed into shirts and trousers, exploiting the geometry created by the dyeing gradients, was carried out, .

Furthermore, we wanted to bring the upcycling technique, which has always characterized the brand's design, to an even higher level, designing, starting from waste fabrics, patchworks with symmetrical geometries that recall the balance of marine and organic shapes.

For prints, Florania collaborates with local printers on deadstock fabrics and with Kyocera Corporation, which uses the innovative FOREARTH printers, of its own creation, with reduced use of water. To consolidate the relationship with the Kyoto technological house, an ad hoc print was created by the brand, created exclusively with Japanese watercolors and inspired by the designer's garden in Mantua.

Experiments on color and graphics, cornerstones of the brand's identity, continue. In addition to prints, patchwork and dyes, to recreate stripes belonging to the world of sailors, the experimentation for this collection focused on the Shibori technique with natural dyes, also performed in the Mantua area.

For the communication of the SS24, a short film was produced by the communication agency Dalk, directed by Michele Stella and sponsored by the Municipality of Milan, which deals with a queer version of a fairy tale inspired by the 'Arabian Nights', shot between Palazzo Te and Mantua, with street casting models and actors.

The short film will be premiered at the Sozzani Foundation which hosts the launch of "The Grotto" collection.

**Flora Rabitti** is a stylist, illustrator, creative director and founder of FLORANIA, a hyperlocal solarpunk design collective that works in a circular way.

Born in 1992 in Mantua, she moved to Milan in 2011 to graduate in fashion design at IED Moda. In 2014 she was a finalist for the Swiss Cross Textile Award and winner of the Fur Futures London Award. Also in 2014 she began her career, before graduating, among more consolidated companies such as Prada (Miu Miu's style office) or Alberta Ferretti and subsequently in more independent companies such as Vitelli in 2019. Rabitti interspersed her work with further studies in other European cities, including London for Central Saint Martins London and Paris for the Institut Français de la Couture Paris.

In 2021, after a research trip to Japan, she founded her brand Florania, an independent, genderless and non-seasonal ready-to-wear clothing brand, which offers a project of total look garments, made and designed in a sustainable way, made by hand between Milan and Mantua. The brand is included in 2022 among the new talents of Camera della Moda and collaborates with NABA Rome, IED Milan, Sakura Collection (Tokyo), Napapijiri, Italian Embassy in Tanzania, Uniqlo (March 2023). Florania was presented among the 'Designers for the Planet' by Camera della Moda Italia, as 'New Creative Synergies' by the VogueRama exhibition in Milan, as an emerging designer from the Sakura collection in Brooklyn (NYC) and Chiba (Tokyo), as new Italian designer from Swahili Fashion Week (Zanzibar).

In 2023 Florania is among the winners of Camera moda fashion trust, for the Grant "The MAX&Co. Designing for change".

*Fondazione Sozzani* was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Foundation has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Gallery has supported since 1990. Since 2021 Sara Sozzani Maino has curated and coordinated projects dedicated to education, responsibility and the next generation of creatives.

UFFICIO  
STAMPA S2BPRESS  
Vicolo Calusca 8, 20123 Milano  
Tel.  
giulia.quaranta@s2bpress.com

02.36.68.49.55

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