



PRESS RELEASE

FOR IMMEDIATE RELEASE

Milan, 29 May 2024

PECORANERA is pleased to announce the presentation of the new contemporary high knitwear collection, "CONCHIGLIE," in collaboration with the prestigious Fondazione Sozzani.

PECORANERA's artistic and creative directors, Shun Giovanni Colafato and Michele Nigra, are delighted to present the men's and women's fluid collection, "CONCHIGLIE," entirely made in Milan at PECORANERA's atelier, through the use of recycled and sustainable yarns from the finest Italian spinning mills.

The presentation will take place at Fondazione Sozzani, Via Bovisasca 87, on Monday 17.06.2024, h 15:00 - 18:30 during Milan Fashion Week.

Inside the spaces of the Foundation, a permanent performance will come to life aimed at immersing the public in the fantastic world of PECORANERA and the narration of the collection presented.

Admission to the show will be granted by Personal Invitation and by RSVP.

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CONTEMPORARY FANTASY KNITWEAR

ABOUT

PECORANERA is a knitwear brand born in Italy.

It was born as an artistic collective. Each member comes from different cultural and social backgrounds.

We create contemporary knitwear, from luxury ready-to-wear to one-of-a-kind pieces, by recycling the highest quality Italian yarns from unsold spinning collections.

We aspire to redefine and rejuvenate the image of knitwear, serving as a model for sustainable luxury fashion.

PECORANERA represents a youthful vision of reality, emerging from a reflection on nature and culture, the individual and the collective, fantasy and the urban. Our brand vision is marked by these contrasts, leading to the youthful, fluid expression of freedom and awareness that characterises our garments.

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.