

15 JUNE 2024

VIA PIAVE 33

THE COLLECTION / TIME.

FOR OUR SPRING SUMMER 2025 COLLECTION
WE DECIDED TO INVESTIGATE
THE CONCEPT OF THE INTANGIBLE AS A VALUE.

AIR IS A SYMBOL OF FREEDOM AND INTROSPECTION,
SOMETHING ABSTRACT AND CONCEPTUAL
THAT IT IS IN CONTINUOUS EVOLUTION,
BECOMING VEHICLE OF THOUGHTS AND EMOTIONS.

WE WANT TO GIVE VALUE TO THE UNSEEN, TO EMBRACE
WHAT LAYS UNDER THE SURFACE,
TO CLOSE THE EYES AND FEEL THE LIFE HAPPENS.

AMBIENTE / OPEN AI-R.

THE SPACE IS THE DIMENSIONS OF HEIGHT, DEPTH,
AND WIDTH WITHIN WHICH ALL THINGS EXIST AND MOVE.

"AMBIENTE" IS THE SURROUNDINGS
OR CONDITIONS IN WHICH A PERSON, ANIMAL,
OR PLANT LIVES OR OPERATES.

THIS EXPERIENCE, CONCEIVED AS A PURIFICATION RITUAL,
IS DESIGNED TO MERGE THE OUTSIDE WITH THE INSIDE,
CREATING A MENTAL SPACE
WHERE THE VISITORS ARE WELCOMED
BY A SERIES OF MULTI SENSORIAL STIMULUS.
FOR THIS OCCASION WE DECIDED TO DEDICATE A SPECIAL
ATTENTION TO THOSE INPUTS THAT PROPAGATE IN THE AIR,
SUCH AS SOUND AND PERFUME;
GIVING THE SENSE OF A JOURNEY IN SPACE AND TIME.

THE SPACE IS DESIGNED AS A TIMELESS NEST
THAT PROMOTES CONNECTIONS,
BY STIMULATING ALL THE SENSES AND CONVERTING
THE EXPERIENCE INTO AN IMMERSIVE SPIRITUAL JOURNEY.

SPACE AND TIME ARE LUXURIES.

TIME AND SPACE IS A LUXURY.

A SPECIAL THANKS TO CARLA SOZZANI, SARA MAINO
AND THE FONDAZIONE SOZZANI TEAM TO MAKE THIS POSSIBLE.

SUPPORTED BY:



IMAGES AND VIDEOS: LORENZO BASILI, CASTING: KIKIESSECASTING, MODELS: ANTON - AIDANA, MUA: LISA LIONELLO
ART DIRECTION AND STYLING: VP33 TEAM, SOUND: BALLA DIAGNE, INSTALLATION: VP33 TEAM

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SMALL STEPS / LONG DISTANCE.

VIPIAVE33 IS A BRAND FOR THE FUTURE,
OPERATING IN THE PRESENT.

WE CURATE AND OFFER A COLLECTION OF COMMODITIES
THINKING ON A NEW LIFESTYLE FOR THE HUMAN BEING.

WE DESIGN CLOTHES, OBJECTS, HABITS, EXPERIENCES AND MORE,
WE CARE ABOUT THE RESPECT AND EQUITIES
FOR HUMANS, ANIMALS AND NATURE,
WE EXPLORE TECHNOLOGY AND PRIMITIVISM.

WE ARE INSPIRED BY THE HUMAN BEING:
WE WILL ALWAYS CHANGE AND ADAPT,
WHILE STILL BEING OURSELVES.

BASED IN MILAN WITH AN INTERNATIONAL VISION
OUR PRODUCTS CURRENTLY INCLUDE
GARMENTS, ACCESSORIES, BODY CARE AND HOME DECOR.

THE BEST GIFT, IS THE NOW.



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