



COLORS, MATTER, NATURE AND SPIRITUALITY CHARACTERIZE THE 2018 COLLECTIONS BY CARVICO AND JERSEY LOMELLINA.

The color palettes created for the 2018 season are meant to take you on a colorful journey through several worlds: from the origin of the universe to water, from the earth to its inhabitants ...
Let's discover them together!



MATERIC

It was conceived with the view to focus on the themes of sustainability and safeguarding of the environment, while embracing the whole planet Earth seen as a whole. We were inspired by cold elements such as crystals, which put together physics and mathematics and remind to space. You can play with matter, modeling it, despite its inner power. And such intrinsic strength is what characterizes the "Materic" color range which is lively, bold, cold, charismatic and seductive like the crystals it takes after.

MAGMATIC

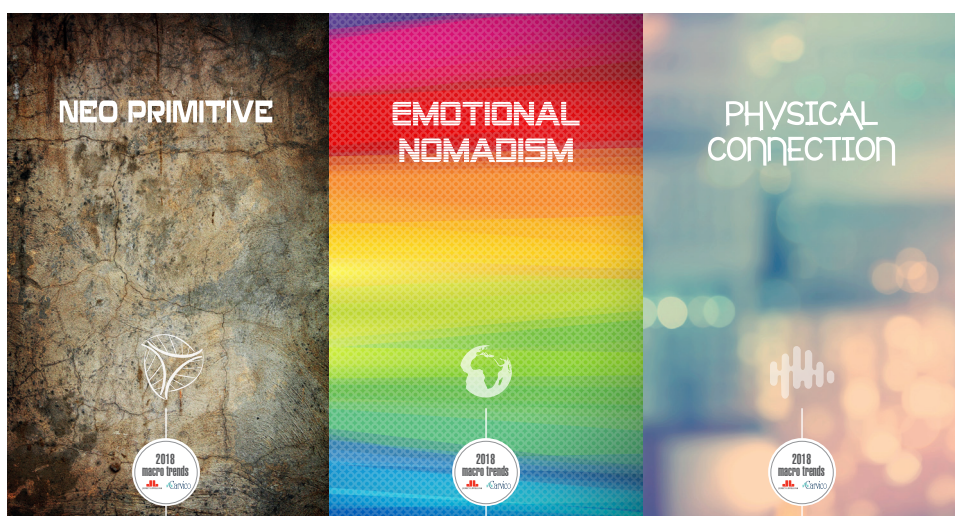
The protagonist here is instead a hot and fluid substance which made us think of the earth core and powerful volcanos. The color range is bold and passionate – orange, burgundy, light grey – and suits both summer and winter collections thanks to its balance and its being "a-gender", therefore ideal for menswear and womenswear.

HARMONIOUS TECHNO FEATURES

The main element of this range is water since it was inspired by ocean waves, their harmony and fluidity. It reminds to Eastern disciplines mixing meditation and agility, focus and elegance. Also this range has been designed to be used all year long: it is harmonious, soft like its blue shades which follow and, at the same time, restrain the power of motion.

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NEO PRIMITIVE

Tribal cultures have inspired this mood. We are not talking about some remote and small tribes living in the past, on the contrary, we are talking about some new suburban communities. A new way to share time, to create a group spirit, to practise sport while taking care of one another. This is a global phenomenon and the related trend may be applied both to haute couture and sportswear just by making it more refined or more tribal. Natural shades are still a must but they take on a more ethnical, tribal look: sun burnt surfaces, savannah planes with their brown nuances which make us think of Central Africa landscapes.

EMOTIONAL ETHNICITY

This is a multicultural mood whose target is to convey the power of ethnical style and live it at a deeper and more emotional level. Decorations and ornaments are luxurious and are key to this mood which takes after haute couture and Pop culture.

Colors are intense, saturated, bright but well balanced.

We think about the world as a huge patchwork blanket in which colors contaminate each other to create a unique work of art.

PHYSICAL CONNECTION

The most important thing for the protagonists of this mood is spending time together, sharing spaces, hobbies, pleasures and passions; individuals are bonded together by a sort of elective affinity and the willingness to take part to the same events forming some "spiritual crews".

Feeling the same feelings in the same space: the maximum expression of the anti-social network movement.

It's a romantic idea of freedom, feminine and fun.

And this is why the color range has been enriched with a new peach pink, an orange pink, an orange/red and a new vintage mustard yellow which look extremely glamorous thanks to the golden hue which characterizes the whole palette.

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