

# LUCIO VANOTTI

Liza Riccioni



He is the new darling of Milanese catwalks and the current talk of the town. Earlier this year **Lucio Vanotti** showed his work at Teatro Armani (at the invitation of the maestro himself, Giorgio) and firmly established himself as one of the names that count. Refreshingly, his success has nothing to do with hype: Vanotti's pure, minimalist style has been tested and approved by the industry, as well as the press. His collections are already stocked in more than fifty multi-brand stores around the world, and the 40-year-old Italian continues to conquer new markets.

Born in Bergamo in 1975, Vanotti studied at the prestigious Istituto Marangoni in Milan and went on to create his first label, February, which traded for nine years. In

2012, after making it to the final stage of the competitive 'Who's on Next?' contest, he launched his eponymous brand. A departure from his earlier style, his new venture seeks to create an elegant wardrobe for men and women, focusing on soft tailoring and top-notch materials. The A/W 2016 collection, entitled 'New Order', features oversized jackets, baggy trousers and long coats whose relaxed, unstructured silhouettes and casually knotted belts are reminiscent of bathrobes, offering a stylish twist on this classic at-home piece. Asian influences blend effortlessly with stricter, more formal elements borrowed from military uniforms. Pure lines are enhanced by deep colors ranging from white to dark blue, through shades of ecru, gray and khaki: refined yet casual; easy yet undeniably chic.

[www.luciovanotti.com](http://www.luciovanotti.com)