

# PICCIONE.PICCIONE

Angela Cavalca



Sicily-born Italian designer Salvatore Piccione reveals an intense sensitivity and passion for detail which he translates into complex colorful patterns throughout his collections. Focusing on femininity and pure natural beauty, he strives to emphasize women's shapes with prints and graphics inspired by nature and architecture.

Piccione's research on decorative elements started after his graduation from IED in Rome in 2008. Early in his career, he worked as a print designer with **Mary Katrantzou** and was involved in projects with **Swarovski**, **Topshop**, **Pablo Bronstein** and **Longchamp**. In 2012 Piccione worked as a freelance print designer at **Céline** and **Hobbs** in London. That same year, he launched his own womenswear brand **Piccione.Piccione**. His outstanding, eccentric talent for prints, embroidery-

ies and colors earned him the 'Who's on Next? 2014' prize. These key elements were further developed in his latest A/W 2016 collection presented during Milan Fashion Week.

Love is the fil rouge of the seductive mood that underpins innocent embroideries of balloons, hearts and flowers placed on long, sophisticated shirt-dresses. Alongside these, prints and 3D patterns define graphic motifs on light silks, while impalpable lace and tulle dresses create a contrast with the outerwear's wool and tweed fabrics. The total-look collection, which also features integrated knitwear, jeans and lace-up flats, was very positively received by Italian and international buyers who appreciated the brand's evolution.

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