

FEDERICO CURRADI

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In January 2016 **Federico Curradi** held the first menswear show for his eponymous brand at **Pitti Uomo** in Florence. This year he made his debut in Milan. But the 41-year-old is certainly no newcomer to fashion. At the tender age of 25, he rose through the ranks to become Creative Director at **Ermanno Scervino** before later working for **Roberto Cavalli**, **Iceberg**, **Dunhill** and **Peuterey**.

When it comes to his own label, the designer uses local products and facilities. Born and raised in Florence, Curradi almost exclusively uses fabrics that are manufactured in or around his hometown. These materials are then transformed into styles that offer a seemingly effortless symbiosis of traditional shapes, generous cuts, sporty accents and batik-inspired patterns. Oversized boxer shorts or pleated pants are combined with casual shirts, hand-dyed pullovers and roomy coats, bombers as well as contemporary-styled kimono jackets, all of which are made from natural fibers and feature an understated 'used' look; some styles even include unfinished edges or eye-catching drawstrings. The subtle palette is created using natural

dyes, and Curradi tries to use fabrics with a minimal environmental impact: "We don't use fur or anything similar," he stresses.

He wants his fashion to be "simple yet sophisticated, classic and at the same time striking". He draws inspiration from real people: "I like to watch people in everyday situations. And I love classic and modern art. I mix it all with nature," states the self-proclaimed outsider, who lives a secluded life in the Florentine countryside. "The balance of rural and metropolitan life keeps my imagination going."

Curradi's designs are currently being distributed to the US, Canada, Japan, South Korea, Italy, Paris, London and Istanbul via Parisian showroom **Noseason**. And it isn't just men who are taken with Curradi's creations: plans are already underway for a womenswear capsule collection.

www.federicocurradi.com