

KHRIÒ

APPLESKIN SHOES

The innovative Italian brand **Khriò** is embracing the principles of circular design in its sleek footwear collection. The shoes are made using 'Appleskin', an apple derivative produced by the Frumat factory laboratory. It's an innovative and eco-friendly material that reuses skins and pulp that result from apple squeezing. The fruit waste is added to water-based glue and a cotton support; the resulting eco-leather has a thickness of about 6 mm and is very similar to animal leather in terms of both look and durability. The shoes are then painted using ancient techniques to achieve a unique look.

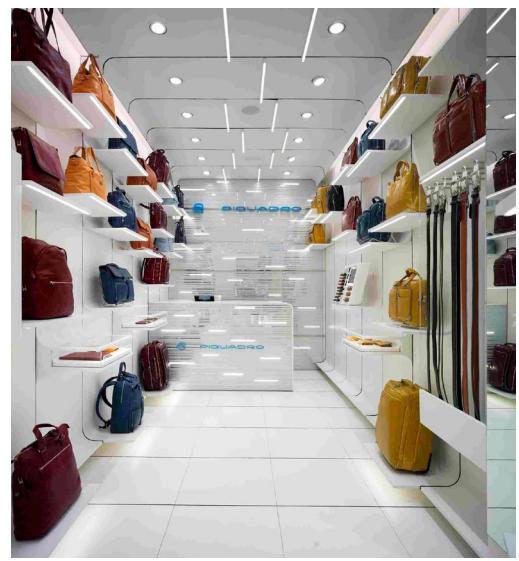
www.khrio.com

PIQUADRO

EMEA EXPANSION

Piquadro, the Italian high-tech accessory brand for business travelers, is reinventing its distribution strategy for Russia, having been present in the market for 10 years. From February, all existing Piquadro stores in the country will be owned and directly managed by the company. The brand has also opened two franchise stores situated in shopping centers: one in St Petersburg's **Galeria** and another in Voronezh's **Chizhov**. President and CEO Marco Palmieri commented, "Our stores have recorded significant growth, and we are confident the new franchise stores will follow suit."

www.piquadro.com



Piquadro

SCOTCH & SODA

MAGICAL ALTITUDES

Scotch & Soda's A/W18 collection theme is quirky: the team set out to design outfits for imaginary postal workers travelling up a very tall mountain, with various climate zones and life forms on different levels. The journey begins at the 'foot' where summer still lingers and goes upwards, with more cold weather gear brought in at each 'stop'. Animal prints, tartans and checks get paired with warmer accessories – hats, scarves and bags for hiking; styles get more technical and graphical, and extra layers of denim are added as the ice starts to kiss the air.

www.scotch-soda.com

SUN68

COLLABORATIONS AND MORE

SUN68 has a new home in Milan: a brand new showroom in via Giovanni Rotondi, renovated together with CP Architetti. But the brand's team are anything but homebodies: SUN68 has teamed up with Bigrock creative school for their exciting tour discovering America, from Salt Lake City to San Francisco, posting pictures and videos of the 'BigTour' on SUN68's Instagram. Finally, as the Main Sponsor of the new edition of the Treviso Comic Book Festival, SUN68 is teaming up with four young illustrators who will reinterpret the label's Fall-Winter sneakers.

www.sun68.com



Sun68

DENHAM THE JEANMAKER

X ATELIER RESERVÉ

Denham the Jeanmaker is celebrating its 10th anniversary with 'A Decade of Denham', a year-long series of events and collaborations with renowned brands that sees a new project unveiled every month. March will see the launch of the special edition designed with **Atelier Reservé**, a label that works with vintage garments and fabrics, reconstructing them into new pieces. "We've used authentic designs, special fabrics and damaged washes to create a unique collection," says Alljan Moejamad, an artist also known as Skul-Ijean and a co-founder of Atelier Reservé.

www.denhamthejeanmaker.com

REPLAY

LAUNCHES 'HYPERFLEX+'

Replay has unveiled its 'Hyperflex+' capsule, produced in partnership with **ISKO** and the result of tireless research and innovation. While 'Hyperflex', Replay's bestseller launched in 2014, offers 100% elasticity in the weft, the models in the new line also provide elasticity in the warp, giving jeans three-dimensional flexibility. Color options include a black denim and a blue model overdyed in black, available for men (the slim-fit 'Anbass', a slim-fit biker model and a soft sports chino) and women (a sports chino, biker models and the new skinny model, 'Luz').

www.replayjeans.com



Replay