

ALESSANDRO ● TRITTI – BLACK STONE

Last March 25th within the cycle of Made in Italy course conferences, Alessandro Tritti talked about his profession: he is the buyer and stylist of the most innovative concept store of the Italian territory, the Black Stone of Bologna, Piazza Aldobrandi 23. The location is directly inspired by the avant-garde art – recovering former industrial areas and decaying factories – and so it becomes the emblem of a style devoid of rules and conventions. It is the beauty of imperfection that fully reflects the Japanese Wabi sabi vision, which can be explained by the Andrew Juniper's words: "*if an object or expression can originate a sense of calm melancholy and a spiritual fire, then you can say that object is wabi sabi.*" [A. Juniper, *Wabi Sabi: The Japanese Art of Impermanence*, Tuttle publishing, 2003]

With 13 years of experience, Alessandro gave useful rules of shopping to his young audience. In the first instance, he pointed out the definition of the concept store and he underlined that every concept store has to express a defined and coherent philosophy – represented by the fashion brands sold in the store – and to make a right crossover, in order to create a specific market niche. A good buyer is ground-breaking, he doesn't choose "easy" brands, but he wants to dare, looking for trend news between Paris and Milan, currently the most interesting sources of creativity and originality.

In this work you can come across many problems: for example you have to understand how products fit and so Alessandro suggested to "try everything" before buying. Also it is always necessary to consider your purchase possibilities in relation with the amount of available products: "*There are many risks when you buy niche brands, because this kind of creations are very expensive; however, unlike the most famous brands, you don't have the obligation to buy a certain number of items for every collection: this allows to buy only the most suitable items and sizes for your customers.*"

Alessandro was one of the first Italian to buy exclusive designers for his store, such as the Austrian designer Carol Christian Poell – the first to heat-seal the cotton – who chose Milan to show his FW 2003/04 collection: the models were transported, like dead bodies, by the Grande Naviglio's current. Other innovative designers suggested by our host are Carpe diem by Maurizio Altieri – who buried leather for months to have a special final effect – and Rei Kawakubo for Comme de Garçons, who doesn't need any presentations, paladin of Japanese revolution in the Eighties; Rick Owens – Californian designer, founder of eponymous brand and also DRKSHDW –, Boris Bidjan Saberi, Tom Rebl, Ann Demeulemeester, Kokon To Zai. Then Tritti confirmed that the most well-known designers – such as Boris Saberi or Rick Owens – obviously attract more customers, but the less popular must be explained and presented to customer, usually proposing him stylish outfits; "*Propose what you wear!*" Alessandro suggested to anyone who would like to be a seller or stylist. In conclusion, we asked him to give us a secret of style: "*Match skinny pants with oversized sweaters and remember to respect your body shapes; instead if you are curvy in the lower part of body, choose something more narrow on top.*" We can only take Alessandro's advices to our heart.

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