

ANGELO●MARANI

"A scream of color": this is the title chosen for the academic meeting with the international fashion designer Angelo Marani. The event was held last 26 March, on the occasion of the cycle of special lectures Made In Italy, organized by the course of Fashion degree at Campus of Rimini.

Extremist, art and color lover, our guest had the honor and the responsibility to inaugurate the last fashion week in Milan, showing his AW 14/15 collection. Strong tenacity and authentic passion for the Italian craftsmanship are the key words to identify the career of Marani, who immediately encouraged the young students to follow his road, to believe in themselves, to learn a work and to shape the legacy left by the past generations, because "*what the man has produced is something marvelous*". So the fashion system – today more than yesterday – needs to valorize the competences of the local manufacture, focusing on the creativity to produce something new.

Replying to his young audience, the designer told the starting point of his last collection, inspired by the Viennese Secession, translating into amazing suits the elegance and the light typical of the Gustav Klimt's artworks. Neutral fabrics, initially without prints, receive precious decorations and brocades that give rise to a kind of special museum, spacing among the French Impressionism, the Anglo-Italian Liberty, the Art Deco and German Jugendstil. Furs, carefully realized by delicate female hands, are showed as real pictures: it seems to be inside a suggestive art gallery because the emotion is the same. Therefore Marani aims to conjugate the refinement of the European artistic panorama with the handicraft Made in Italy, a craftsmanship narrated through the use of noble and refined fabrics, between jacquard and chiffon, and decorating the bodies through spotted prints and incredible play of zips.

Finally, insisting on the preponderance of Italy in the fashion world, the designer put into our hands the key to success, which is cultivating an activity able to thrill and to turn on our ideas, a personal project realized concretely as the best expression of our knowledge. As the passion goes hand in hand with the love for the job.

Annalena Biotti - Bachelor Degree Course in Fashion Cultures and Techniques student