

## TOM REBL @ SPAZI● ZONE MODA

Experimentation, avant-garde, combination of natural and high tech materials: a mixture of opposite elements gives rise to the urban style signed by Tom Rebl and to his creations, presented on the catwalk of the lasted Milan Fashion Week. This is the start of our meeting with one of the most innovative designer of the moment, bravely able to show his collections in the academic environment of Milan.

Sergio Carnevale's music creates the perfect atmosphere where a series of menswear models comes in succession like modern techno warriors, distinguished by the mystic signature of the Stefano de Lellis' accessories. A kind of fashion which rotates on clashing combinations and strong contrasts between primordial elements and glam details; starting from the logo of the brand which represents a surrealist kiss with a touch of pop style. In fact surrealism is one of the biggest passion and most important forms of inspiration for the designer.

He starts our meeting to explain his education at the prestigious Central Saint Martin College and his relation with the London underground mood. Then he decided to move in Italy and to establish here the headquarter of his brand, because he really admired the Italian high-quality craftsmanship and manufacturing know-how. So Italy became the place of Tom's production – precisely Cerasolo, a small town near Rimini – and even the location of his fashion shows, which always enrich the traditional fashion of Milan with a touch of provocative creativity. A provocation that is reflected in each product from the fragrance Bordellò to the brand payoff "Shocking Radiance".

Tom Rebl creates a style current based on noir, rock and radical fashion, well represented even in his retail points: for instance his flagship store in Osaka, built on a former spa, where the original saunas and urinals are totally decontextualized in a very Dadaism way. The whole space is finished in every detail, starting from the palette of colors which reflects the usual hues of his collections: from different shades of grey to the extreme black and white, Tom uses them in order to express as best he can forms, shapes and volumes of his creations.

His strong passion for Surrealism is perfectly appears in the brand philosophy which cares the material aspects of fashion but above all its emotional essence: "*a dress is not only an object but even an emotional element*" he said. His attention to moods and attitudes is reflected on a passionate analysis of the human subconscious, linked to Freud's theories and defined by an unique goal: to create a continues and strongly personalized fashion innovations which make Tom Rebl style recognizable all over the world.

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