

# REDA 1865

## REDA 1865 PRESENTS AT MILANO UNICA THE NEW COLLECTION OF FABRICS INSPIRED BY THE CONCEPT OF NATURALIA ET MIRABILIA

Milan, July 9, 2019 – In occasion of the 29th edition of Milano Unica – an Italian fair dedicated to high quality textiles and accessories – Reda 1865, a leader in the production of pure Merino wool fabrics, presents its new Fall Winter 2020/21 collection.

This season, Reda pays homage to nature and its ability to move us and as a master of life. The inspiration comes from **Naturalia et Mirabilia**, two adjectives that in ancient times, defined objects that came from the natural world and were kept in the cabinets of curiosities of early erudite scientists of the past. This journey into nature is divided into four stories:

### 1. NATURALIA ET MIRABILIA

The first chapter takes inspiration from the collection of Albertus Seba, a Dutch pharmacist who in 1731 commissioned illustrations of his entire collection of animals, plants, shells, butterflies and fossils, publishing one of the largest encyclopedias on biodiversity of the ancient world. In the same way, textile culture creates a sort of community that transcends time and revisits fashion with irony and awareness. The roots of the inspiration behind these fabrics date back to America in the '60s: the story breaks the boundaries of “total dressing”, favoring separates, clean and enlarged motifs with palettes characterized by heated reds and ochre, a vintage effect that becomes modern when applied to everyday life.

### 2. PRECISION

This story is inspired by Richard Buckminster Fuller, an important innovator and pioneer of the “more with less” concept, reducing waste by investing in products made with simple and sustainable machines. The story speaks of a practically infinite textile space; the predominant colors are white, gray-beige, gray and black, recalling the '80s but with a new minimalism that is less severe and more indulgent, functional to the imagination and to personal creativity.

### 3. MIMESI

Mimesi means to imitate natural things, but also to imitate the methods of nature; sometimes, nature conceals its appearance and camouflages itself. In an analog manner, familial fabrics are presented, rooted in tradition, whose image is disguised and represented in an enigmatic and sensorial version. The fabrics experiment with gradients of different colors, a nocturnal camouflage of dense, nearly velvety hues into which motifs are absorbed; exaggeration blends in, color is concealed and surprise is revealed.

### 4. DISCOVERIES



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This story draws from the hidden signs of nature: it is an invitation to reconnect with the act of looking, which demands a deep attention to be able to “see” and experience the subtle signs that in classic fabrics, are fundamental to comprehending the new. We find, for the first time, brown and green, which bring about a change in the classic narrative, proposing new fabrics like a Winter jacket in wool, silk and linen.

## **UNBOXED**

Unboxed is a container in which a capsule collection will be presented each season. This collection will tell a different story each time, maintaining intact the elegance and research spirit of the Reda 1865 line.

For Fall Winter 2020/2021, the Unboxed capsule collection is dedicated to the ‘80s, reinterpreted in a contemporary key with a minimalist aesthetic enhanced by Atto – a high-performance line of fabrics. These fabrics are designed to be interchangeable, pairing different colors or motifs.

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Fiera Milano – RHO, Pad. 20, Stand A01

