



## **PG DENIM starts from Milan to take on the premium market.**

Research and restoring of ancient tradition to shape a denim style which is always cutting-edge, focusing on a 100% Italian supply chain and on the outstanding quality of materials and processes.

“Ciao Milano”, the new edition of the **Denim Première Vision show**, for the first time in **Milan (28-29 Maggio 2019)**, includes among its protagonist the project signed by Paolo Gnutti, aka PG DENIM. The company, under Gnutti’s creative guidance, has restyled its proposals, with two clear objectives in mind: on the one hand **expanding its presence on the high-end denim market**, focusing more and more on a bespoke approach and on product innovation, on the other side the ambitious goal of **manufacturing one million metres of fabric in the year 2019**.

This path of constant research is combined with a **totally integrated and 100% Italian manufacturing structure, in order to give the market** not just new products, but also new “tools”, says **Paolo Gnutti, R&D Head at PG DENIM**:

“We are targeting the market section where production always requires thinking out of the box, which feeds the imagination of those who are asked to transform it. Our approach is often made of provocations, suggestions, reflections, through continuous research which leads us to designing frequent and always innovative capsule collections”.

A creative input which almost always results from situations and pathways which bring back the creativity of PG DENIM, to rediscover techniques and processes of the great Italian and international tailoring tradition.

## **The thousand faces of denim: multiplying collections to “shape” the market**

**The F/W 2020/21 collection by PG DENIM** includes all the passion and research from the company’s history and skills. **Several novel capsule collections** based on a surprising, ground-breaking, innovative approach, to give **the market new inputs and ideas on which to invest**.

Drawing from the recovery of techniques used in the Middle Ages, delving into the world of vinyl and metallised fabrics, finally reaching out to 3D prints, without ever neglecting - within the product range - an interpretation of our most authentic and traditional style. The PG DENIM range produces cutting-edge style interpretations.

**GARAGE DENIM**: is the line inspired by the metallised colours of cars in the 1950s and ‘60s, where **coloured glitter** pasted on very dark fabric backgrounds and **brightly coloured sheets** create an imperceptible painted effect, for fluid and flowing fabrics, which can be finished in various ways to create unexpected forms, resulting in truly customised denim. Bright and flashy, laminated effects dominate these cool and highly original proposals.



The **SAMITE** range, on the contrary, is totally **inspired by the ancient technique of samite fabrics, used in the Middle Ages to produce heavy silk drapes**, similar to velvet, as well as to produce luxury clothing. This technique has resulted in the idea to **combine samite with viscose flock**, to virtually follow the silk road. This has led to **unique garments with different effects depending on the washing procedure**: more vintage if processed with sustained stone washing, localized scraping and 3D whiskers, a more “rock” effect if you use extreme washing for example bleaching and over-dyeing, or marbled, laser effects and ripping. The result is warmer and softer if you use rinse washing.

The new proposals also include the **GALA DENIM** collection, which develops an **indigo and black denim fabric, where the wefts are made of real silver thread**, resulting in smart and stylish garments with no limitations in terms of use.

The experiments at PG DENIM are also focused on the new **3D PRINT** range, based on **special relief** which are **inspired by natural landscape** with an amazing result and interpreting the fabric in a truly unique way.

Also the recent line developed using a **combination between cotton and vinyl** makes a comeback: **STUDIO 54**. This range explores traditional borders as part of its style trademark, crossing boundaries although always remaining in touch with authentic Italian tradition.

The ideal closing of the excellence experimentation path introduced by Gnutti is a line called **THE DENIM**, whose pathway starts from **the most traditional Japanese raw fabric, through the America of jeans and Northern Europe, reaching all the way to Africa**. It is a world made of fabrics with robust slub effects, ready for a stressing laundry treatment to provide the combinations of wefts, warp and indigo which tell the story of a **truly authentic denim**.

## Increasingly “circular” dyeing processes

The novelties in the PG DENIM world include substantial investment as regards **recovery and reuse processes for fabric finishing** by fine-tuning a **dyeing process based on sulphur** and reactive colourings which **reduces water use by 75%**, the **consumption of chemicals by 35%**, thus **cutting by 20% energy costs and by 70% CO2 emissions**. This is the underlying philosophy of the company’s green innovation, according to four basic principles: **reduce** (use only what is essential), **recover** (anything which has not been used), **reuse** (as far as possible), **recycle** (anything that you cannot use).

### About PG DENIM

*Born-out the visionary mind of Paolo Gnutti, After his lifelong experience as R&D Head of ITV denim, he has moved the creative area of the family company to a whole new level, creating the project PG DENIM. In partnership with Berto and Eurotessile, PG DENIM offers a completely integrated supply chain to deliver amazing 100% Made In Italy fabrics, following the stream of fashion contamination.*

*Customers such as Diesel, Closed, Chanel and Louis-Vuitton have chosen the premium fabric by PG DENIM, that since 2018 has also been one of the official sponsors of the “Vicenza Calcio” football team.*

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