



HOPEFULNESS

MARE DI MODA
SEASON 2022

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SWIMWEAR | BODYWEAR | ATHLEISURE TRENDS SEASON 2022

Hopefulness

In this new reality it almost seems trivial to think about fashion, even among business colleagues. But fashion matters – to the economy, to society and to each of us personally. What we wear instantly tells the story of who we are – or who we want to be. In these seven stories, Mare di Moda proposes possibilities for a resilient future, narratives of hope, positive choices, creativity and self-expression. Seven stories of longer-lasting products distinct from the seasonal cycle with evermore emphasis on sustainability.

Tech optimist

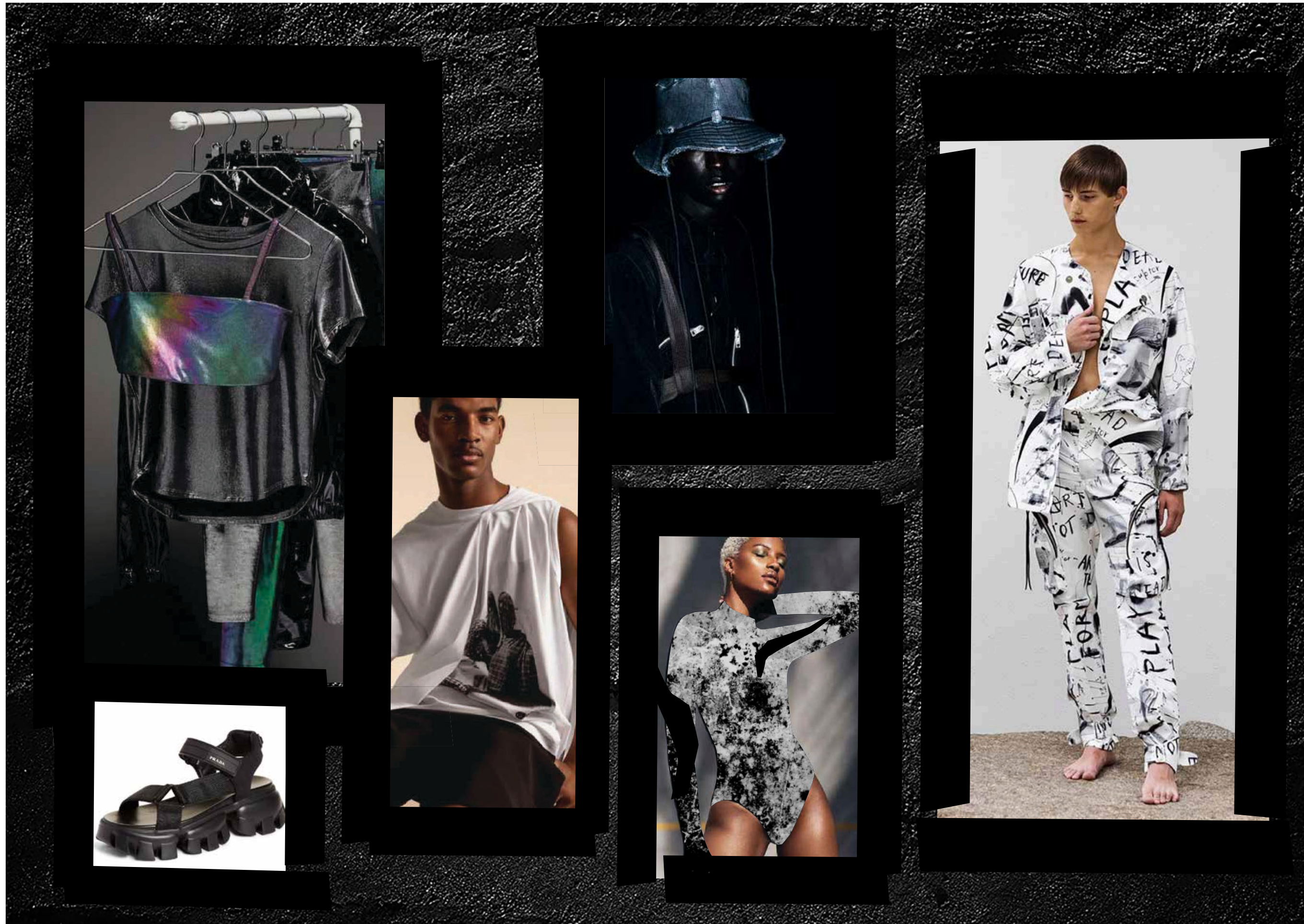
Believing in technological progress and having faith that science and technology will help humanity build a better future, making our lives healthier, comfortable and connected while creating opportunities for the next generation.



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Brutal beauty

Highlighting potential for creative solutions to provide individuals with control in a turbulent and unpredictable world. High-performance armour offers protection as well as emotional empowerment in garments that express fearlessness, confidence and inclusivity. This is about slow and essential products.



Rewild

Embracing elements of primitive living to disconnect us from the comforts and trappings of modern consumerist society and launch us into the savage world of untamed nature. Rewild focuses on the organic aesthetics of nature infused design that is wild and poetic, raw and calming.



Tomorrowland

One key driving force towards a positive future is confident creativity. It's at the core of the impactful fashion that's exciting and empowering young crowds and individuals, propelling them towards an eventful future. Young people have grown up using fashion as a tool to communicate with great effect.



Rejoice

Encouraging people to hold onto things a little longer to personalise or adapt items when they are worn out, to mend and repair, to love and look after garments.

Embedding emotional resonance by relaunching historical collections to a new generation, keen to connect the past to the future.



Radical romance

Authenticity, craft and heritage are once again celebrated. Let's revisit brand archives and explore patterns and motives never seen in a fashion context, rather in vintage blankets, quilts, wallpapers and padded, flowery bed covers. Creating the next generation of heirlooms from heirlooms!



Postmodernist

Living in tumultuous times, design goes on the offensive to provide escape and promote invention. Timeless, utilitarian garments are injected with humour, decorated with bold graphics. Unpretentious and appealing design offers honest and unapologetic aesthetics that exist simply to please us.

