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BASICLY

BASICLY MAGAZINE - www.basiclymag.com "It's basicly!"

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ISSUE 03

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Images by Li Dan, Mattia Bonizzato

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Text Irene Didonè

#EMERGINGTALENTS

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www.thesiltedcompany.com

#basiclymeets

- **Mon.Archi**

Images by Giulia Mantovani

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Best shots with out hashtag #staybasicly

Tone It Up

Photographer **Clara Parmigiani**
Styling **Vanessa Wolff**
Make Up & Hair **Giada Pinato**
Models **Victoria V, Arina T**



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Pants Zara
Blouse Zara
Corset Alice Pons
Shoes Public Desire
Skirt Zara
Blouse Zara
Corset Alice Pons
Shoes Mango



Shorts MSGM
Top MSGM
Body Boohoo
Shoes Asos Design
Pants MSGM
Top MSGM
Blouse Zara
Shoes Topshop



(left)
Top **MSGM**
Pants **MSGM**
Body **Boohoo**
Earrings **True Decadence**

(right)
Pants **Stine Goya**
Top **Stine Goya**
Blazer **Asos Design**
Earring **Asos Design**
Shoes **Raid**
Pants **Stine Goya**
Corset **Alice Pons**





Body Fantabody
Shoes Asos Design



THE SILTED COMPANY

In 2013, a group of young friends from Emilia Romagna founded The Silted Company, a made in Italy brand inspired by a great passion and culture: surfing.

We met them during the Pitti Uomo 2020 and we have been immediately inspired by their positive mood.

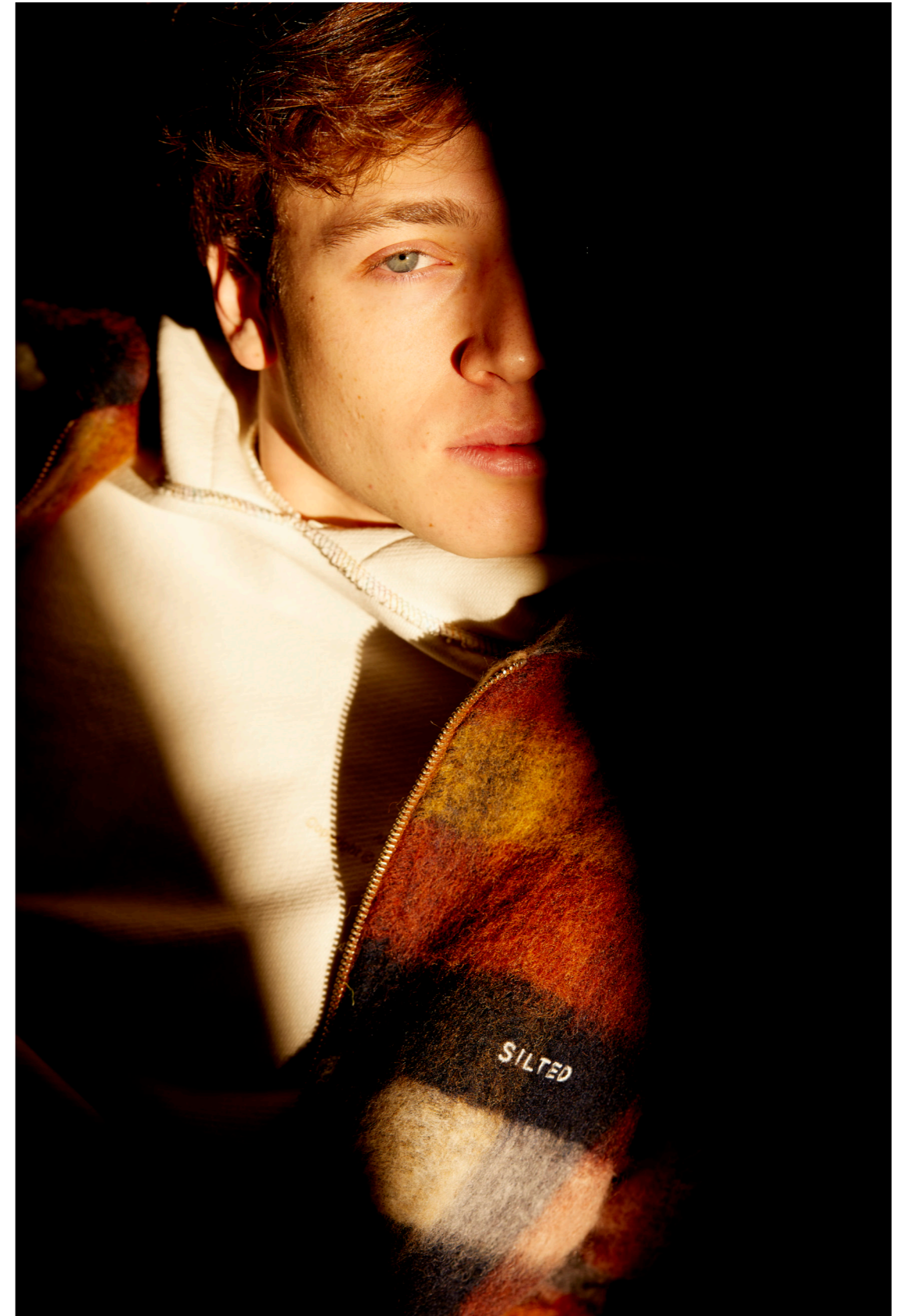
This collective consists of surfers, designers, musicians, photographers and innovative filmmakers, it embraces the curious side of the way thinking and positive changes in the world.

Their motto is "Perceiving Endless", it encompasses the past, present and future of their project.

The whole collection is a hymn to the surf culture but also to freedom. What we really appreciated about their collection was how they have been very coherent to their identity and that is very important for an emerging brand that needs to leave a trace in the fashion industry. It is very interesting how their designs are actually merging different fashion cultures as Japanese, Nordic and American but all their products are developed and produced in Italy, maintaining an high attention regarding the fabric details. Just have a look at the colors palette and you are already taken to a Californian beach, while drinking a beer with your feet in the hot sand, feeling the ocean breeze on your skin.

The Silted Company do have already as a brand a strong personality: you can feel it, touch it and look in every piece they have made. We loved it and we really hope you will love it as much as we did.

www.thesiltedcompany.com







SILTED



MON.ARCHI

A talk about the light created from a reasoned randomness

Mon.archi is a creative-experimental project born from the mind and hands of two young architects from Verona, Filippo Marcolongo and Paolo Zerman. The main feature of the project lies in the ambiguous tension between minimalism and the pure expression of the material, sought in the juxtaposition of contrasting elements. The result is a clean, elegant approach to design, derived from thoughtful, never written, perhaps designed concepts, certainly materialized through the use of rudimentary tools, kept in the disorder of the garage-laboratory where the two architects find inspiration.

Their works are mainly the result of reasoned randomness, that is the natural curious search for novelty that starts from the stereotyped habits of daily life. Light and matter meet, giving life to objects of different light intensity dedicated to the various occasions that domestic life offers.

The research that the Mon.archi undertake is the result of the critical and expertly playful interpretation of tradition, taking as a reference some great names of contemporary artistic and architectural culture including Davide Groppi, Franco Albini and Shiro Kuramata, translating it into objects of recogni-

zable impact thanks to the use of unfinished materials (iron and wood) which reflect the signs of manual processing on them. These characteristics emphasize the physicality of the object in the environment, acquiring a sculptural character.

The cleanliness and the simultaneous naturalness of the shapes allow a high adaptability of the objects to the surrounding environment, intentionally consolidating or distorting the spatial perception.

The goal that the two architects set themselves first is the object-individual interaction, the search for an intimate relationship between who lives the space and what allows its intelligibility.

The quality of the object is simply given by its exact location in space, in its ability to release emotional dismay between drawings of intense light and traces of designed penumbra.



Images Giulia Mantovani







FASHION WEEK FW2020 REPORTAGE





MONCLER GENIUS

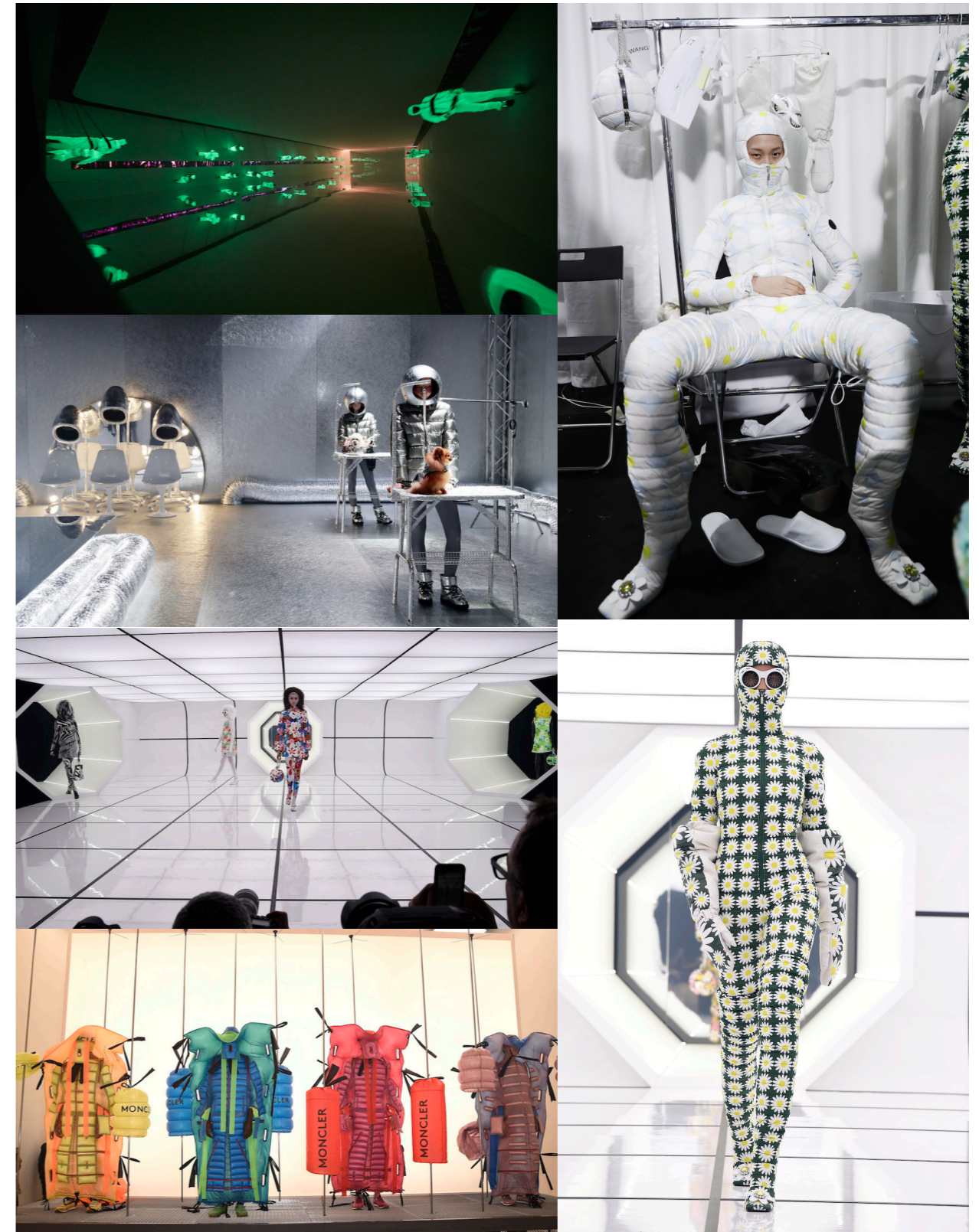
ONE HOUSE DIFFERENT VOICES

One of the most anticipated events of the Milan fashion week this February was certainly the Moncler Genius. Moncler Genius is a dynamic project involving emerging talents as well as established designers of the fashion system. Twelve highly scenographic installations, twelve concepts, twelve different visions inaugurated during the Milan fashion week, supported by many well-known faces such as Will Smith, Olivia Palermo, Coco Rocha and Elsa Hosk.

In this third edition, the Irish designer JW Anderson enters the creative hub. With its uniquely designed aesthetic, the Irish designer offers an interpretation of the modern brand that combines

masculinity and femininity. With his progressive vision of a non-binary fashion, JW Anderson joins Sergio Zambon and Veronica Leoni for 2 Moncler 1952, Sandro Mandrino for 3 Moncler Grenoble, Simone Rocha, Craig Green, Matthew Williams of 1017 ALYX 9SM, Fragment Hiroshi Fujiwara, Richard Quinn and Poldo Dog Couture. The key to understanding the modern world is connected to the transformation dictated by the relationships existing between the digital context and analog reality.

*Text Irene Didonè
Images Pietro S. D'Aprano
Getty Images*



“Raf Simons Challenge”

This is how Miuccia Prada describes the arrival as creative co-director of the Belgian designer Raf Simons, who will design the lines of the Prada brand with her. The announcement, which had been in the air for some time, in fact marks the beginning of a new era not only for the brand but for the entire fashion system.

«I am very happy with this new phase - commented Miuccia Prada -. The contract with Raf will begin on April 2 and the first collection with Raf will be on the catwalk in September. By this I do not intend to take a step back, nor am I looking for a successor. I'm not that old! ”

"Conceptually - reads a note released by Prada - it is also a new approach to the definition of what is the creative direction of a fashion brand, the idea of the individuality of creative authorship is definitely question-

ed, while underlining the importance and power of creativity in a constantly changing cultural landscape ". "The values and ethos characteristic of the Prada brand remain unchanged: in fact, this radical creative dialogue reaffirms the philosophy of both Miuccia Prada and Raf Simons. It is perfectly in tune with the individual story of each of the two designers: reinvention, provocation, daring exploration and strength of ideas - now together ”, concludes the note.

Raf Simons is currently head of his menswear brand launched in 1995, but was the creative director of the fashion houses Jil Sander (2005-2012), Christian Dior (2012-2015) and Calvin Klein (2016-2018). The designer has also been working closely for some years with Adidas Originals and Fred Perry.

*Text Irene Didonè
Images Getty Images*



PRADA



Milan Woman Fall / Winter 2020 - 2021

Milan Fashion Week FW2020-21 Backstage

Images
Giulia Mantovani

- Fashion Shows
- Alberta Ferretti
 - Philosophy
 - Anteprima
 - ActN1
 - Beccaria



NEW FACES IN MILAN

Images Andrea Squeo

Fotografo

Born in Milan

1989

Based in Milan

[instagram.com/squeeeo](https://www.instagram.com/squeeeo)





I saw you creeping around the garden

Photography **Arianna Aioldi**
Stylist **Alessandra Pistoiesi**
Hair & Makeup Artist **Paola Crudo**
Assistant Hair & Makeup Artist **Aurora Mores**
Model **Anna (Wonderwall MGMT)**

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Sleeves **Adelbel**
Skirt **Alexandra Moura**
Shoes **Steve Madden**



Swimsuit **Melampo**
Tights **Philippe Matignon**
Shoes **Steve Madden**





Dress Edward Achour Paris
Hat Borsalino
Earrings Adais
Shoes Jeffrey Campbell





Sleeves **Adelbel**
Skirt **Alexandra Moura**
Shoes **Steve Madden**



Shirt **Melampo**
Gilet **Cristiano Burani**
Hat **Borsalino**
Shoes **Jeffrey Campbell**

Shirt **Melampo**
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Dress Marco Rambaldi
Necklaces Stylist's own



Shirt Melampo
Swimwear UND
Earrings Adais



Swimsuit **Melampo**
Tights **Philippe Matignon**
Shoes **Steve Madden**



Dress **Melampo**
Shoes **Simona Vanth**
Bag **Marco Rambaldi**
Necklace **Stylist's own**

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