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COVER STORY

ROY ROGER'S DENIM PASSION

For 70 years the key to Roy Roger's success has been the search for niche fabrics, and the ability to rework historical models to come up with new ways of wearing and experiencing blue jeans, as creative director Guido Biondi explains.

PAGE 5

Roy Roger's FW23/24 campaign

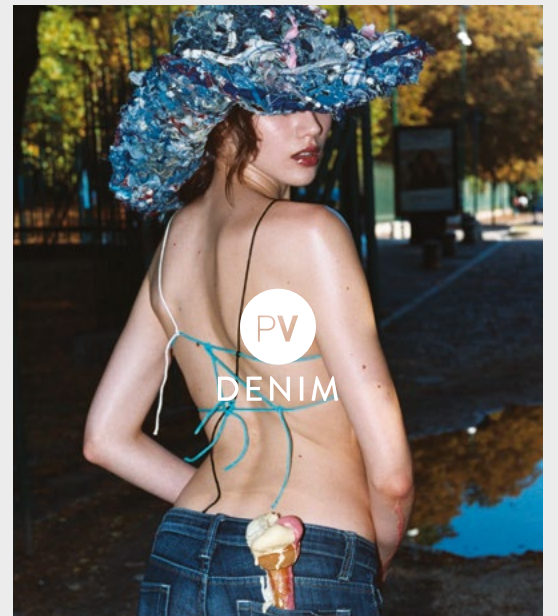
TAKE OFF IN THE BLUE



The historic Aero Club Milano made its hangars and workshop available to us for a shooting combining extraordinary denim fabrics and yarns with absolutely beguiling and legendary airplanes.

PAGE 10

DENIM PREMIÈRE VISION



For Denim Première Vision it was natural to decide to stop in Milan for some editions after having explored the capitals of Europe.

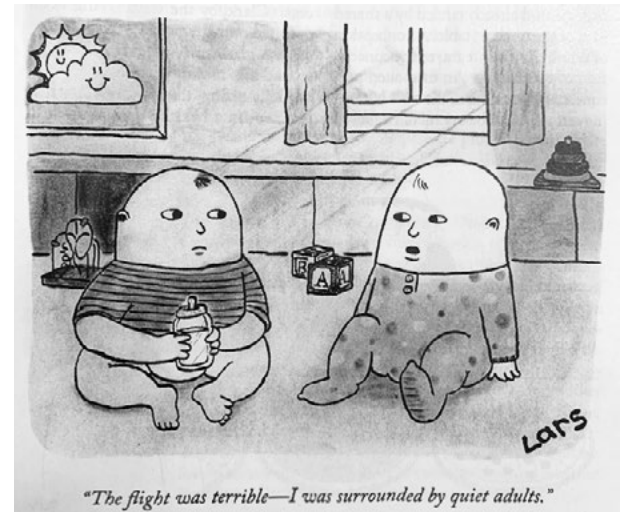
PAGE 20

ALESSANDRO BUSCI

PAGE 9

ART

"In airports we recover a somewhat childish and simultaneously philosophical way of perceiving and discovering the world around us."



"The flight was terrible—I was surrounded by quiet adults."

Source: The New Yorker OCT. 2, 2023



CIGALA'S and the gentle revolution of women's fashion: THE JEANS' PERFECT FIT

BY SARA SAMMARCO

There must be a reason why CIGALA'S Jeans are so treasured by women, who now form a real community of CIGALA'S Lovers. The first ambassadors of this "Club" are the store owners, who wear and recommend the Jeans by the Marche-base brand owing to their comfy fit, which is also quite rare in Jeanswear. The CIGALA'S collections are not for sale online, they can be found exclusively in the 300 Italian stores. Tarcisio Galavotti, the company's CEO, has developed an exceptional and innovative criterion, a "CIGALA'S Method", which enables women to find, by trying it on, their own "perfect fit": the perfect jeans, which can be worn in every size and at every age, in combination with many different styles, regardless of fleeting fashion and seasonal trends. An inclusive garment for all women, which, inspired by the "Denim notion of democracy", but has nothing to do with the scruffy Hippies of the '60s and '70s. CIGALA'S true revolution lies first and foremost in the quality of its fabrics and the perfection of its cuts! CIGALA'S Jeans must be tried on, worn, touched. A clear message, down-to-earth, like the people from this land, Urbania, "The Valley of jeans" in the Marche region. From the '70s, however, Tarcisio Galavotti has salvaged a slogan, which he has wanted in his recent advertising campaign: "Put some flowers..." a powerful message: many of us can indeed complete the tune's refrain by heart: "...in your cannons." An invitation, absolutely relevant today, to lay down all weapons, to boycott violence in the name of tolerance and kindness, to promote respect for women, we should all get involved. Tarcisio Galavotti has understood that fashion is an extraordinary medium, capable of reaching a vast audience. Combining the image of a modern and accessible product, like a pair of CIGALA'S jeans, with such a noble message certainly helps to get not only women involved. But the flowers also highlight environmental awareness: the company creates jeans by putting people first, and with special focus on the entirely Italian workmanship, with organic cottons and recycled yarns, nickel-free accessories and tags made from a long-standing paper mill from Fabriano, which mixes denim and cotton with flower seeds. Being actively "green" means regenerating what you already have, finding new ways to avoid waste, and consolidating the excellence of the territory. Thus, the very tag, once its function has expired, can generate new life if planted in the ground. Bearing these values in mind, Galavotti has joined forces with another Marche-based label: Red Capsul, brand spearheaded by the young Davide Eusepi, who can rely on the know-how he acquired from the clothing company founded by his parents approximately 30 years ago. This encounter has resulted in a joint venture that has given rise to the RED CAPSUL X CIGALA'S co-lab.

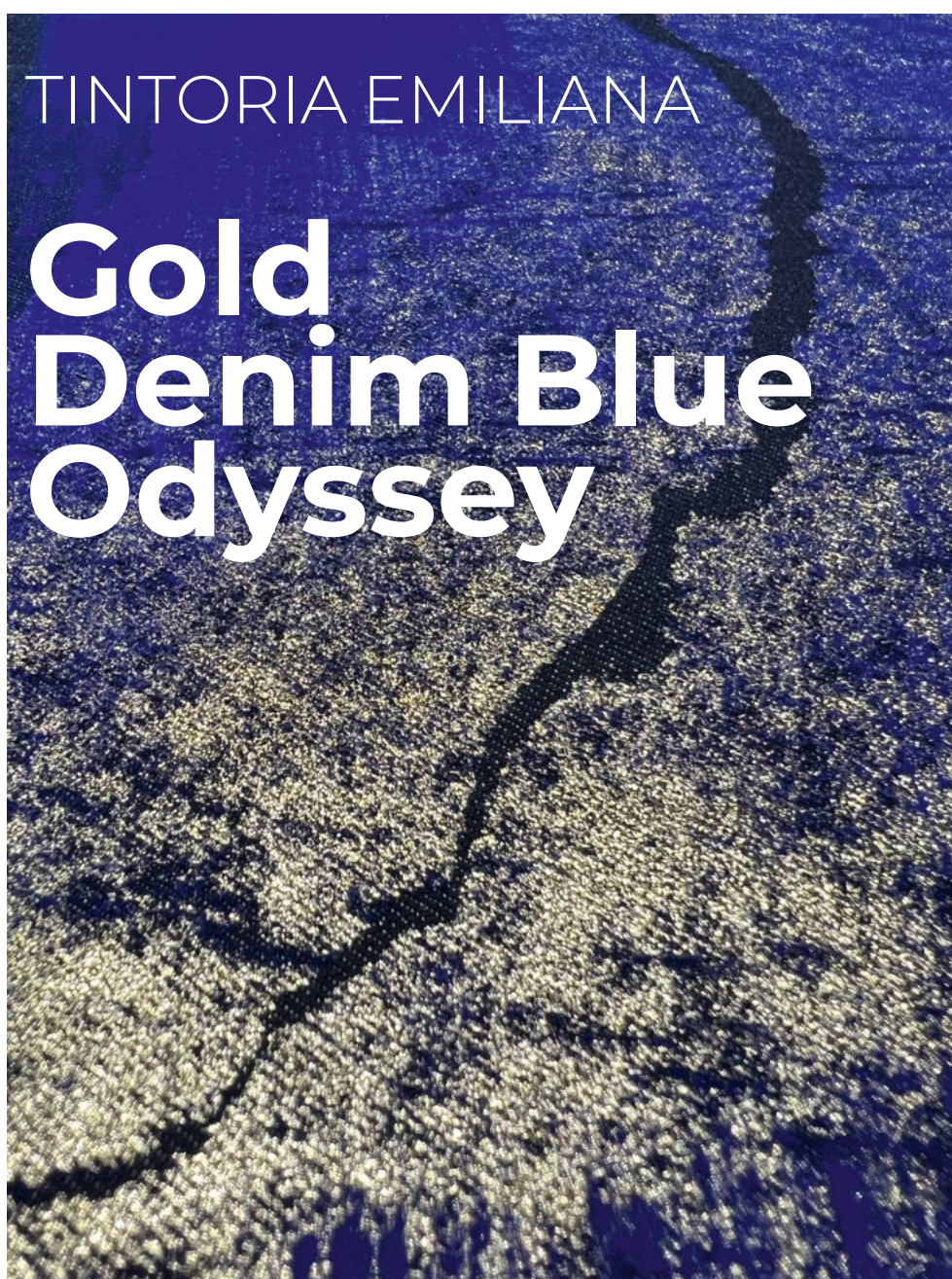
STELLA BLU DEBUTS ITS GLOBAL LAUNCH OF WATERLESS COOLTRANS COLLECTIONS TO DENIM PV MILANO

Stella Blu is very proud to announce to be the first Denim mill in the world to adopt the use of NTX Cooltrans - the revolutionary waterless coloration technology into its production of denim & colored denim fabrics. The coloration process happens with extreme precision and consistency every time and is applicable to almost any fabrics, natural, cellulose-based or synthetics man-made without the need for heat and over 90% reduction in water usage without compromising the fabric's engineered feel or functional performance. PV Denim Milan marks the debut of Stella Blu's first full Collection utilizing the Cooltrans technology. Conventional denim has an extensive use of water, heat and chemicals starting from the initial processes of fabric making—dyeing yarns into several indigo baths—all the way down to laundry processes to create that vintage distressed look. With Cooltrans, we are able to completely eliminate these two processes – said Marco Stefanelli - director of marketing & business development at Stella Blu. We start from a white PFD fabric and then the coloration process happens without heat at both sides simultaneously in only one single pass—the front face gets the printed washed look and the back side face gets printed with the twill line or any other pattern the client's desire. This technology opens up extremely exciting possibilities. For instance, clients could have a single quality greige and print nearly infinite combination of aesthetics. By doing so, they can drastically improve the speed to market with much lower SKUs. Many denim brands today maintain extensive material libraries, consisting of well over 500 different types of fabric, solely for the purpose of achieving a desired look. However, with Cooltrans, the aesthetic can be completely independent of the fabric composition. By calibrating the process to a specific fabric base, brands can achieve a wide range of aesthetics on a single twill type, resulting in tremendous costs savings. Furthermore, addressing the environmental impact of indigo dye is a shared concern within the industry. Cooltrans is seen as a promising solution to reduce the toxicity associated with indigo dye as there is no indigo involved in the entire process, which is an additional key point that many brand houses view it favourably.

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Tintoria Emiliana in its research and style laboratories, between manual skills and applied technologies, revisits the denim fabric with overlapping foils and flocked drafts. The flocking that reminds us of Giotto's blue in the Scrovegni Chapel is superimposed on the gold foil, transferring iridescent outcrops to the fabric. Each Tintoria Emiliana process respects the parameters necessary for color fastness to light, washing and abrasion.