



FASHION AGAINST 'NDRANGHETA

During September 2009's Milan Fashion Week the ethical and social project and fashion brand Cangiari was launched. This initiative aims to support the fight against 'Ndrangheta, or mafia activities happening in Southern Italy. The mission of Cangiari, whose name means "to change" in the local dialect, was defined by Consorzio Sociale Goel, a local nonprofit association fighting abuse and injustice, and also supported by entrepreneurs Santo Versace and Carlo Rivetti, the City of Milan and Italian Fashion Chamber. The new brand, which is positioned in the high-end market, is totally produced in Italy with precious and often handmade embroideries and fabrics—most of which are made according to eco-minded standards. Moreover, all the textiles employed are handwoven and mindful of local old-time traditions, though reinterpreted for contemporary needs. Disadvantaged people, including the handicapped, unemployed, prisoners and ex-prisoners, handle the brand's entire production cycle. Appropriately, the motto of the collection is "Beauty is different..." (MCP)



MASON'S: U.S. AFFAIR

Mason's, the Italian chino-pants specialist, has just signed an agreement with Bloomingdale's to open two corners inside the New York-based department store from f/w 2010-11. "The chino trend is picking up in the market and this agreement is a confirmation of that," says brand owner Nicola Martini. The company recently established a production pole in Peru aimed at serving the US and other American markets. "The new sourcing structure has a productive capacity of 30,000 to 40,000 items per season, though it can only offer basic products," continues Martini. "Most elaborate and innovative items can be only produced and washed in Italy. Though we had to create this new pole since the market—the US one as well as all the others—is asking for more affordable products. For this we have started offering also a range of chinos at about a €30 wholesale price." Mason's major markets are currently Italy (55%), Germany (30%) and the USA (15%). (MCP)



LVMH TAKES 40% STAKE IN DONDUP

Dondup, the Italian premium jeans brand founded in 1999 by CEO Massimo Bertoni and designed by Manuela Mariotti (both pictured), is now 40% owned by L Capital, a fund controlled by French LVMH Group. The partnership is aimed at starting a new strategic plan for developing the brand in its international expansion. Dondup registered a €60 million turnover in 2009. (MCP)



CROSS STARTS IN ITALY

Denim brand Cross Jeanswear Co., headquartered in Istanbul, starts deliveries to the Italian market with its s/s 2010 collection. Italian fashion expert Marinelli (Recanatì) is responsible for the distribution and will serve Italian clients via 19 sales agencies. The Cross collection focuses on denim styles with retail price points between €69 and €89. To fulfill the request of Italian consumers for highly fashionable products, some washings and treatments of the main collection have been modified and will offer a range of high quality products with destroyed looks and many details. Cross Jeanswear Co. was founded in Berlin in 1995 and apart from Germany is present in Poland, the Czech Republic, the Netherlands, Austria, Switzerland, Belgium, Luxemburg, Romania, Slovenia and Slovakia. (SA)

