



East Side story

autumn/winter 2026.27
autunno/inverno 2026.27
research: Anna Maroncelli

Old craft traditions and folkloric details with an Eastern European flavour are mixed with contemporary design elements, in a polite and elegant style that crosses gender and age boundaries. Vaguely decadent popular places for sharing and collectiveness, simple objects, the fruit of ancestral knowledge passed down through generations tell stories of “good old things in terrible taste”.¹ Old ornaments, decorated and sparse furnishings, everyday utensils define a taste that is both eccentric and chic, lived-in yet gently modern. Bourgeois ladies, dressed in their finest, communicate worn but solid values, like their extravagant hats and garnished handbags. Crochet and cross stitch, floral prints and rich damasks adorn designer objects and contemporary garments. Minimalism and maximalism, luxury and Communism, past and present coexist in a language with a vaguely Slavic accent and with a refined, romantic sound. In the background, Brutalist-style objects and architecture counterbalance an overflowing, snobbish and non-conformist scene.

Bringing back traditional and folk fabrications from central and eastern European countries creates an elegance that embraces every time and every generation, through refined and transversal garments. Elaborate lace, crochet and knit are combined with rough textures. Sophisticated materials, chrome-plating, glassy and translucent surfaces contrast soft woollens and voluptuous fringes. And then, colourful jacquards, sumptuous prints, relief work vs simple, sometimes rough, arte povera-style woollens. Accessories are often glossy, in shades of cherry and mahogany of 1950s lacquered furniture.

The palette is vintage but classy: whites, creams and soft blues lighten the impact of garnet reds, acid greens and old-style browns of the plastic tablecloths from an old after-work club.

Antiche tradizioni artigianali e dettagli folcloristici dal sapore est-europeo si mescolano ad elementi di design contemporaneo, in uno stile garbato ed elegante che supera i confini di genere e di età. Luoghi popolari di condivisione e collettività vagamente decadenti, oggetti semplici, frutto di saperi ancestrali tramandati da generazioni raccontano storie fatte di “buone cose di pessimo gusto”.¹ Vecchie suppellettili, complementi d'arredo decorati e scarni, utensili di uso quotidiano definiscono un gusto eccentrico e chic al contempo, intriso di vissuto ma delicatamente moderno. Signore borghesi, vestite di tutto punto, comunicano valori consumati ma solidi, come i loro cappellini stravaganti e le borsette guarnite. Crochet e punto croce, stampe fiorate e ricchi damaschi ornano oggetti di design e capi contemporanei. Minimalismo e massimalismo, lusso e comunismo, passato e presente convivono in una lingua dall'accento indistintamente slavo e dal suono raffinato e romantico. Sullo sfondo, oggetti e architetture in stile brutalista fanno da contraltare ad una scenografia debordante, snob ed anticonformista.

Il recupero di lavorazioni tradizionali e folk dai Paesi dell'Europa del centro e dell'est definisce un'eleganza che abbraccia ogni tempo e ogni generazione, attraverso capi ricercati e trasversali. Pizzi, uncinetto, tricot elaborati si accostano a texture ruvide. Materiali sofisticati, cromature, superfici vitree e traslucide contrastano lane soffici e frange voluttuose. E poi, jacquard colorati, stampe sontuose, lavorazioni a rilievo vs lane semplici, a volte grezze, in stile arte povera. Gli accessori sono spesso gloss, nelle sfumature del ciliegio e del mogano di mobili laccati anni '50

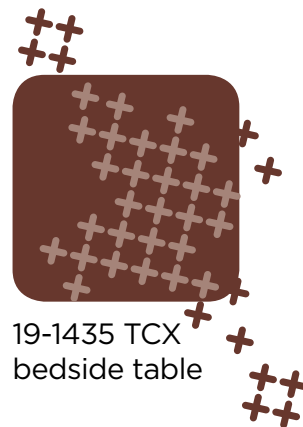
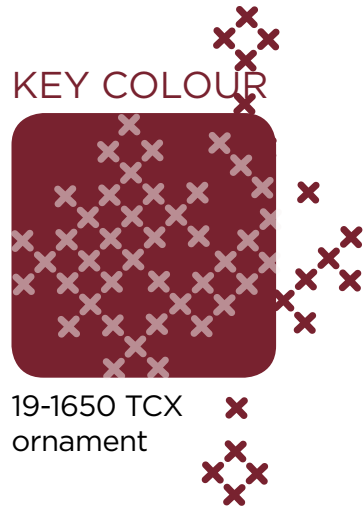
La palette è vintage ma di classe: bianchi, panna e azzurri tenui alleggeriscono l'impatto di rossi granata, verdi acidi e marroni old-style delle tovaglie di plastica di un vecchio dopolavoro.



Collina Strada



01





Magda Butrym
a/w 2024.25

people's places
sharing and community
eastern european

luoghi del popolo
condivisione e comunità
est-europeo





03

Images Immagini: 02. Severija Inčirauskaitė - 03. Adam Wilkoszarski.



15-0544 TCX 11-4302 TCX



Rad Duet

elegance and folklore
soft brutalism
artisan details

eleganza e folclore
brutalismo soft
dettagli artigianali



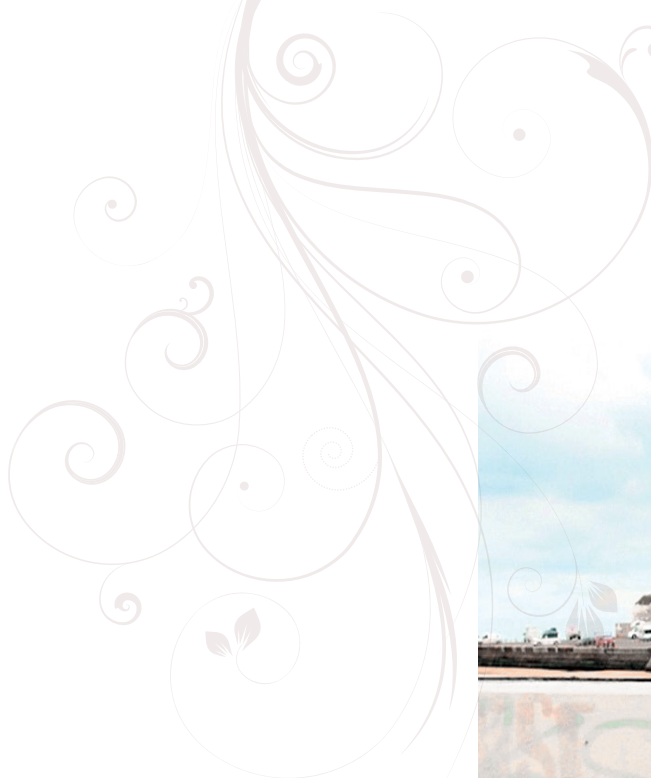
04



1. Gunold - 2. Argomenti Tessili - 3. Myzip - 4. Cariaggi - 5. Lanificio dell'Olivo - 6. Preppy - 7. Ricamificio Carlo Canziani



1. Meliastage - 2. Lampa - 3. Federico Aspesi - 4. Lanificio Moessmer - 5. Lartigianabottoni
6. Texcart - 7. Pontetorto - 8. Carvico



S.S.Daley
s/s 2025





06



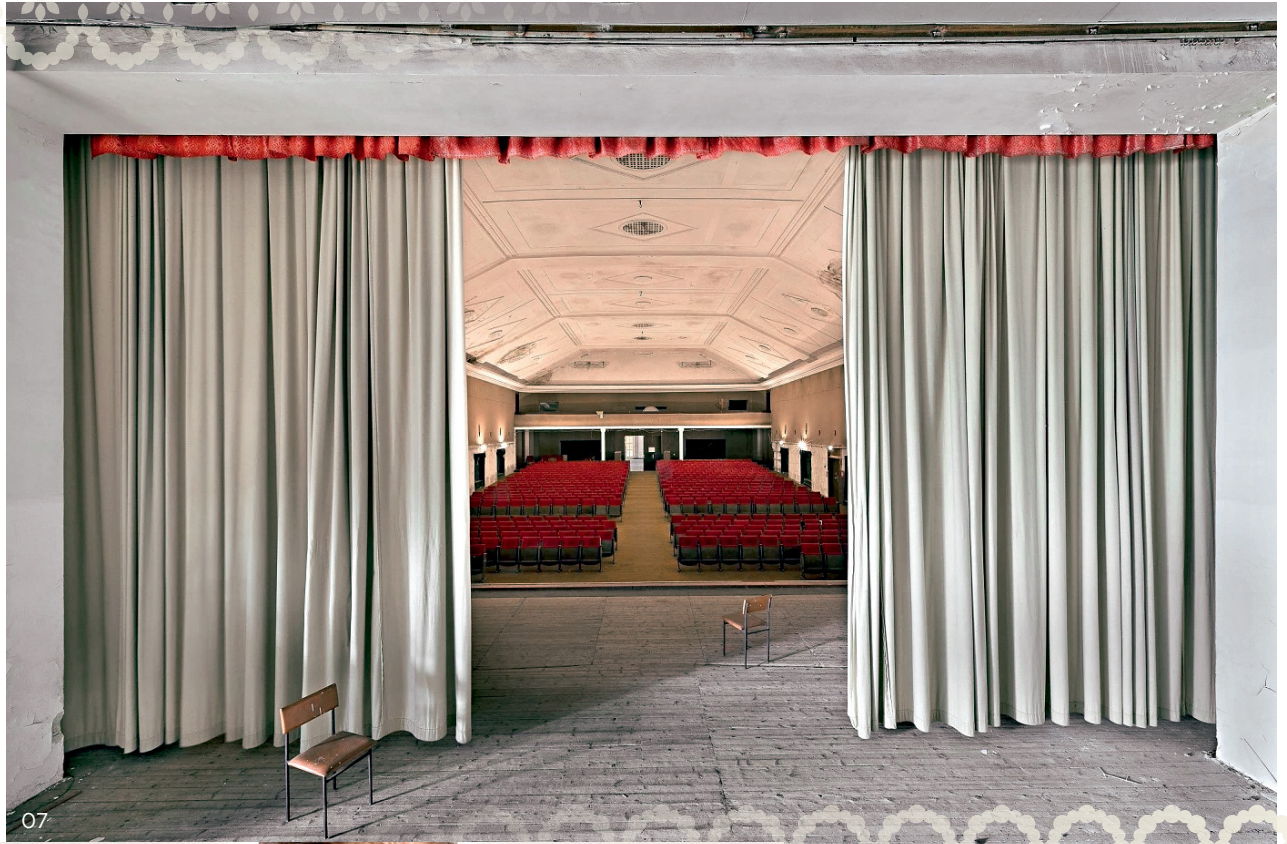
19-1650 TCX 19-1435 TCX

ancient and contemporary
new arts & crafts

antico e contemporaneo
nuovo arts & crafts



1. Fada Tessuti - 2. Lartigianabottoni - 3. Lanificio Bottoli - 4. Gruppo Uniesse - 5. Lanificio Angelico
6. Emmetex - 7. Camac - 8. J-Val - 9. Passamaneria Frassinetti



old-style atmospheres
complex fabrications
savoir faire

atmosfere old style
lavorazioni complesse
savoir faire



08



1. Meliastage - 2. Ricamificio Carlo Canziani - 3. Camac - 4. Gritti
5. Vitale Barberis Canonico - 6. Passamaneria Frassinetti



between minimalism and maximalism
delicate lace
stories to tell

tra minimalismo e massimalismo
pizzi delicati
storie da raccontare

Images immagini: 09. Chylak, Romantic Brutalism, Milano (I), ph. Hania Linkowska and Karol Patka, courtesy of Visteria Foundation.



Diotima
a/w 2024.25



09



19-1650 TCX

11-4302 TCX

slavic traditions
old doilies
yarn bombing

tradizioni slave
vecchi centrini
yarn bombing



10



11-4302 TCX 16-1438 TCX

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1. NRGY - 2. Igea - 3. Gruppo Uniesse - 4. Ricamificio Carlo Canziani - 5. Pontetorto - 6. Fasac



Magda Butrym

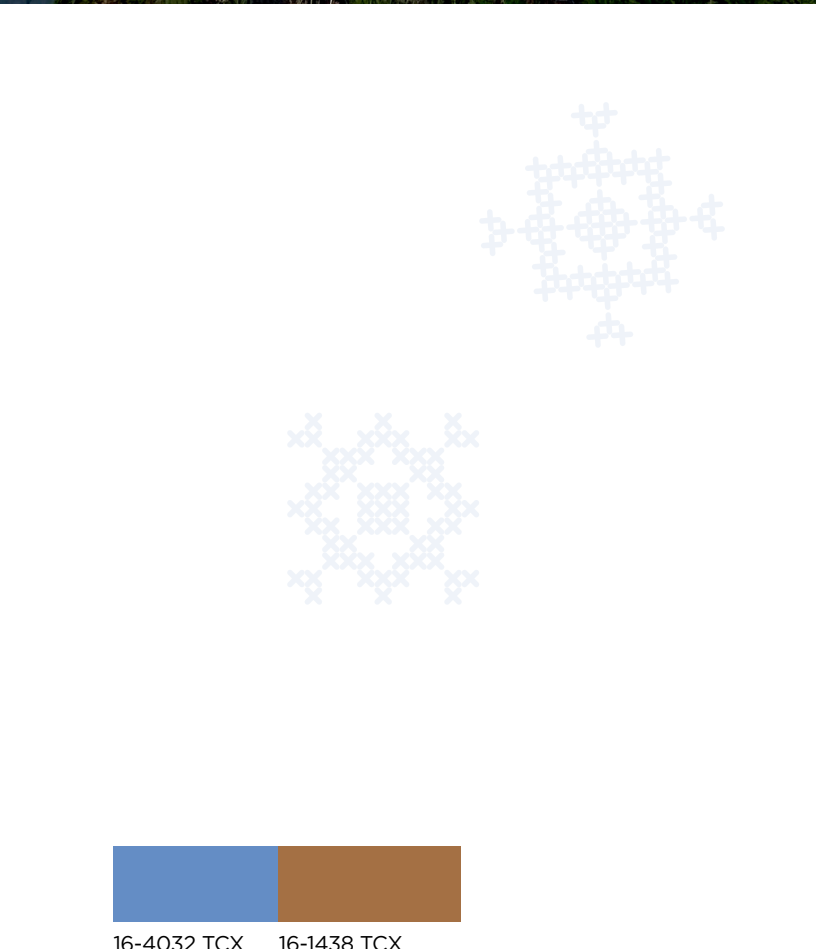
aged taste
prints and crochet
romantic floral

gusto vetusto
stampe e crochet
romantico floreale





Rad Duet



Ergon Mykonos



16-4032 TCX 16-1438 TCX



1. Besani - 2. Camac - 3. Ykk - 4. Federico Aspesi - 5. Petralux - 6. Passamaneria Frassinetti



1. Olimpias Fabrics Division - 2. Preppy - 3. Tech Print - 4. Gritti Group - 5. Cadicagroup - 6. Federico Aspesi



hyper-decoration
designs from yesteryear
eccentric and chic

iper-decorazioni
design d'altri tempi
eccentrico e chic



Rad Duet





Rad Duet



15-0544 TCX

19-1435 TCX

14



1. Meliastage - 2. Lampa - 3. Lanificio dell'Olivio - 4. Tintunita - 5. Botto Giuseppe e Figli - 6. Cadicagroup - 7. Brunello

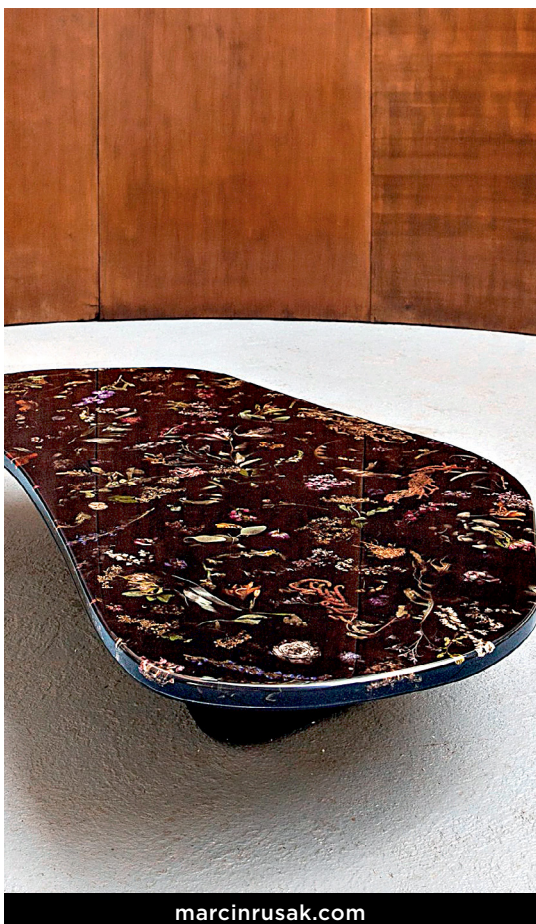
East Side story sourcing



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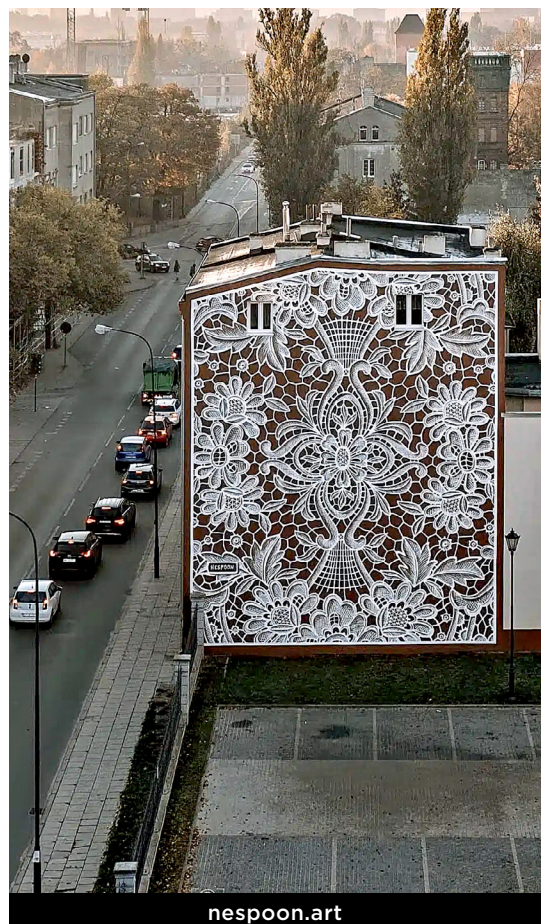
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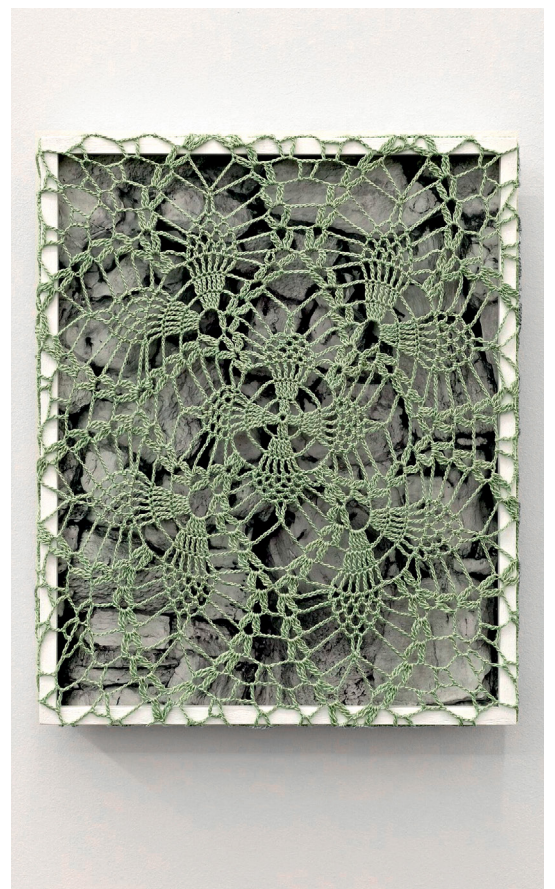
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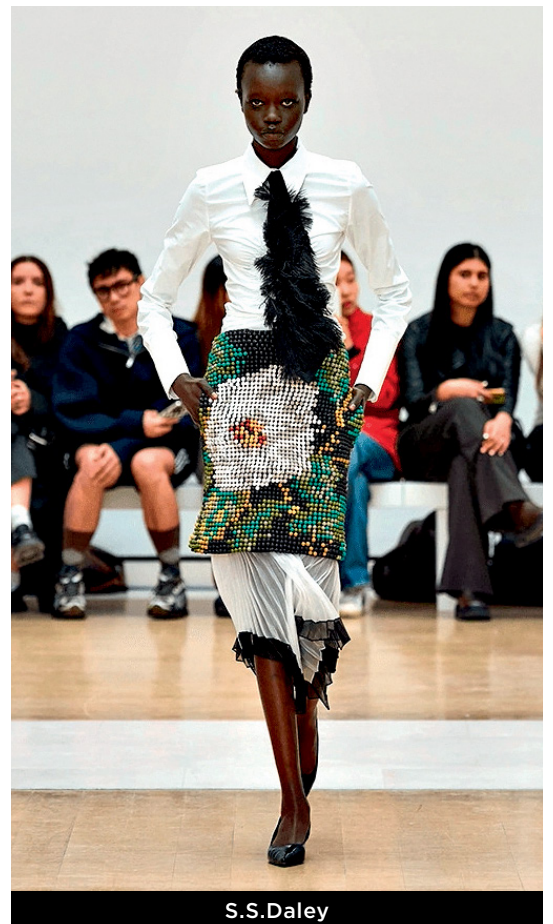


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East Side story key looks





Jil Sander



S.S.Daley



Diotima



Aknvas



Utku Serkan Zengin



S.S.Daley