

ARMANI / SILOS

GIORGIO ARMANI ANNOUNCES ACCENTS OF STYLE THE NEW ARMANI/SILOS EXHIBITION

Milan, 14th November 2019 – Giorgio Armani has crossed that very thin line dividing the masculine and the feminine, which holds the secret behind the modern meaning of seduction. By deconstructing and rethinking the tailored jacket he has toned down the most traditional of men's styles and empowered the women who choose to wear them. He has taken the colour out of colour, introducing into fashion a palette of greys and beiges, which heralded a complete visual transformation.

It is within this privileged space that the minimalist Armani finds his middle ground between fashion and design, art and technology. It is the world of accessories, one which the designer approached towards the end of the Eighties in a reverse process to that of many other who moved from leather goods to clothing. This world of Giorgio Armani – probably less known but equally surprising – is expressed through the elegant and discreet language that is integral to his vision of fashion, creating items that complete and define the look without ever being overwhelming: accents of style that work like measured and balanced enhancements. Just like Armani's fashions reflect a society that lives in a constant state of flux, so his accessories talk of the present time, embodying ideas of comfort, sophistication and craftsmanship.

Between art and design, the designer's attention has been initially drawn to footwear in that it defines the whole silhouette: the ballet flats, for instance, which give a unique and slender posture and which Giorgio Armani was one of the first to pair with evening dresses; the sophisticated slingbacks and the court shoes, too, which embody a sense of balance that gives a new meaning to the everyday. The idea of the bejeweled objects, the result of constant experimentations with sparkling materials and textiles, and the exploration of hand-drawn patterns and hand-printing techniques, led to extraordinary bag styles developed in natural leather and fabrics including silk, as well as treated reptile skins, bringing a touch of eccentricity to objects meant to be worn day by day. Then there is the *Plissé* bag, inspired by details seen on pieces of clothing, or the oversized clutches, at times in surprisingly bright colors. All of these explorations add up to the definition of the Armani style. Yet the unusual works in mysterious ways, and so does Giorgio Armani with jewellery. 'I like the idea of going beyond my limits, of pushing myself further and always taking on new challenges. Thereafter, I'm carrying on with my experiments and having fun,' he explains. Released from restrictive rules, the designer has introduced brooches in the shape of shiny insects and necklaces decorated with fabrics, mixing velvet, silk and tulle with stones, emphasizing a modernity that harks back to the origins of the Armani world and that, at the same time, brings to the fore ideas and colours that inspire dream-like and enchanted visions.

In this merging of different yet similar worlds, the exhibition path unfolds following themes that recur in the designer's work: Ethnic and Animal Prints, Metropolis and Neoclassical, Two-Tone and Colour Block, Night-Time and Shimmers of Light. It is staged in a continuum that is far more than just a display, as it is also a narrative that blends the logical and the fantastic and that as such underlines Giorgio Armani's personal concept of freedom. As the designer says: we must never be prisoners of ourselves.

Accents of style

The exhibition, personally curated by Giorgio Armani, includes a retrospective of Giorgio Armani women's bags, footwear and jewellery and projections of fashion editorials and advertising campaigns.

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Armani/Silos

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