COMUNE DI FIRENZE
Carta d'identità

Italians DO IT Better

La forza d'amore

AW/24 COLLECTION

La Famiglia (The Family) is the most important aspect of an Italian's life. Delving into my family history due to my recent trips to Florence, sparked an immense amount of inspiration and story telling, in particular a love story between my great grandparents. Livia a glamorous italian woman, providing for her family as a seamstress and Enrico a WW2 British soldier, originally from Sunderland, miraculously bumped into each other in the streets of Florence and fell deeply in love. Studying old, authentic family imagery as well as archival garments which convey exquisite craftmanship and tailoring skills through controlled volume and layering with hints of both the masculine and feminine.

The destruction and fear of WW2 will juxtapose with the glamorous 1940's italian woman creating an 'equilibro' (balance) of two important people in my family. A fusion of military inspired details combined with an hourglass silhouette derived from the shapes of balustrades which are seen in italian architecture informs the cinched and boxy silhouettes across the collection. Expect to see 'forte' (strong) fabrics throughout, consiting of luxe leather lambskins, cotton gabardines and alpaca wool with hints of cotton and viscose blends. Forza d'Amore, is a womenswear A/W 2024 luxury collection and will sit alongside designers such as Stella McCartney, Celine and MaxMara.

ANNA SCHOON

A WOMENSWEAR A/W 2024 COLLECTION, EXPLORING THE ROMANTIC LOVE STORY BETWEEN MY GREAT GRANDPARENTS, LIVIA AND ENRICO, DURING WW2 IN CENTRAL ITALY. INFLUENCED BY MASCULINE MILTARY AND THE FEMININE SILHOUETTE OF A STRONG, 1940'S ITALIAN WOMAN, AS WELL AS PICKING UP ON ROMANTIC DETAILS THROUGH INTRICATE, ITALIAN INTERIOR AND ARCHITECTURE.

ANNA SCHOON

LIA
SANTINA
LUCIA
AMELIA
GINA
AUDREY
GIOVANNA
LIVIA
TWILL LINING
COTTON SILESIA LINING
COTTON SEERSUCKER
GEORGETTE
COTTON GABARDINE (DEADSTOCK)
ITALIAN ALPACA WOOL
FABRIC
&
COLOUR
FLANNEL VISCOSE BLEND
MERINO CHECK WOOL
WOOL COATED CHECK
JAPANESE PLONGE LEATHER
LAMBSKIN NAPPA LEATHER

ANNA SCHOON

HISTORICAL

Cognome Magnani
Nome ~~Caserita~~ Fricia
nato il 13-7-1894
(atto n. 794 P. I S. -)
a Arezzo ( )
Cittadinanza italiana
Residenza Firenze
Via B. Cellini 12
Stato civile vd. Del Buono
Professione ~~pensionata~~

CONNOTATI E CONTRASSEGNI SALIENTI

Fricia

A powerful woman during WW2, providing for her family when her house got bombed. As a freelance seamstress, she manufactured clothes from old military blankets to give to those in need. A woman who knows what she wants which is portrayed through her powerdressing.

Italy 1947

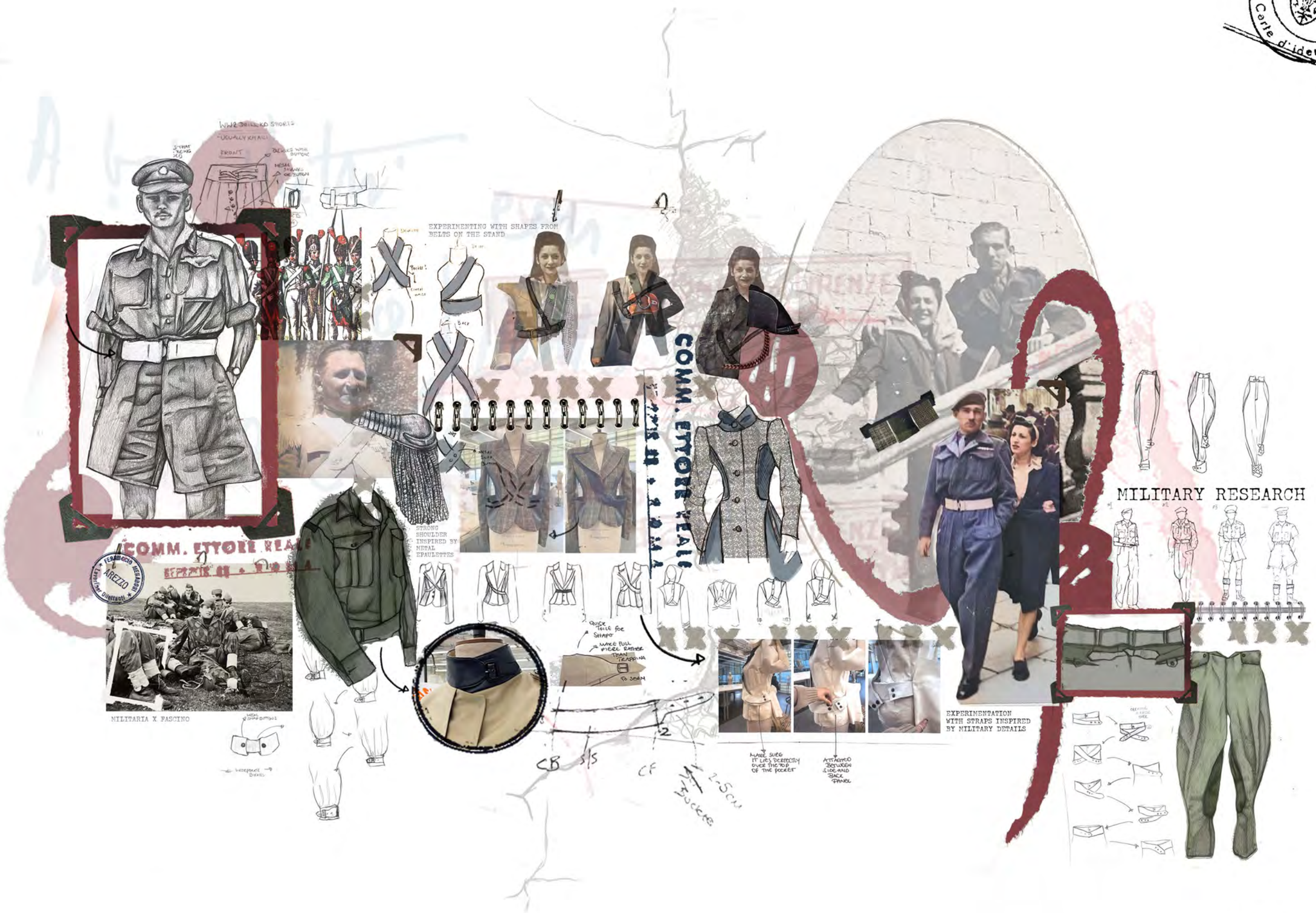
FIRENZE

CONTEMPORARY

Alex Riviere
Creative Director of @alexrivierestudio
Her style: is a combination of feminine and masculine pieces such as the power suit.

ANNA SCHOON

COMUNE DI FIRENZE
Carta d'identità



ANNA SCHOON

COMUNE DI FIRENZE
Carta d'identità

MCQUEEN 1998
SHOW

RESEARCHING INTO THE SILHOUETTES CREATED IN SCHIAPARELLI'S 1940'S OUTERWEAR PIECES

USING DART IDEA TO CREATE PANELLING TO CREATE THE ILLUSION OF A CINCHED WAIST

BEFORE ADDING THE POCKET DETAIL TO EMPHASISE THE HIPS

LIFT LEATHER PANEL AND TAKE 1CM OUT OF FRONT PIECE SO IT DOESN'T PULL

TOILE STAGE - FIGURED OUT SILHOUETTE, BEFORE LAPEL ATTACHMENTS AND ADJUSTMENTS WERE ADDED

LA DONNA

SILHOUETTE RESEARCH 1930'S SWEATERS

COLLAGING MOULAGE TO FORMAL OUTERWEAR PIECES SUCH AS A CROPPED BLAZER

CHECK FABRICS INSPIRED BY LIVIA'S THICK WOOL COATS

THIS IS AN EXAMPLE OF A DAY SUIT WORN BY THE GLAMOROUS, HARD-WORKING WOMEN OF THE 30'S & 40'S. THIS SUIT CONSISTS OF A JACKET WITH DEEP PLEATED POCKETS AND SCOOPED SHAPED BUTTONS. A STRAIGHT SKIRT MADE OUT OF NAVY WOOL FLECK.
- PLASTIC, BLACK BUTTONS.
- JACKET, HIP LENGTH.
- SKIRT, CALF LENGTH.

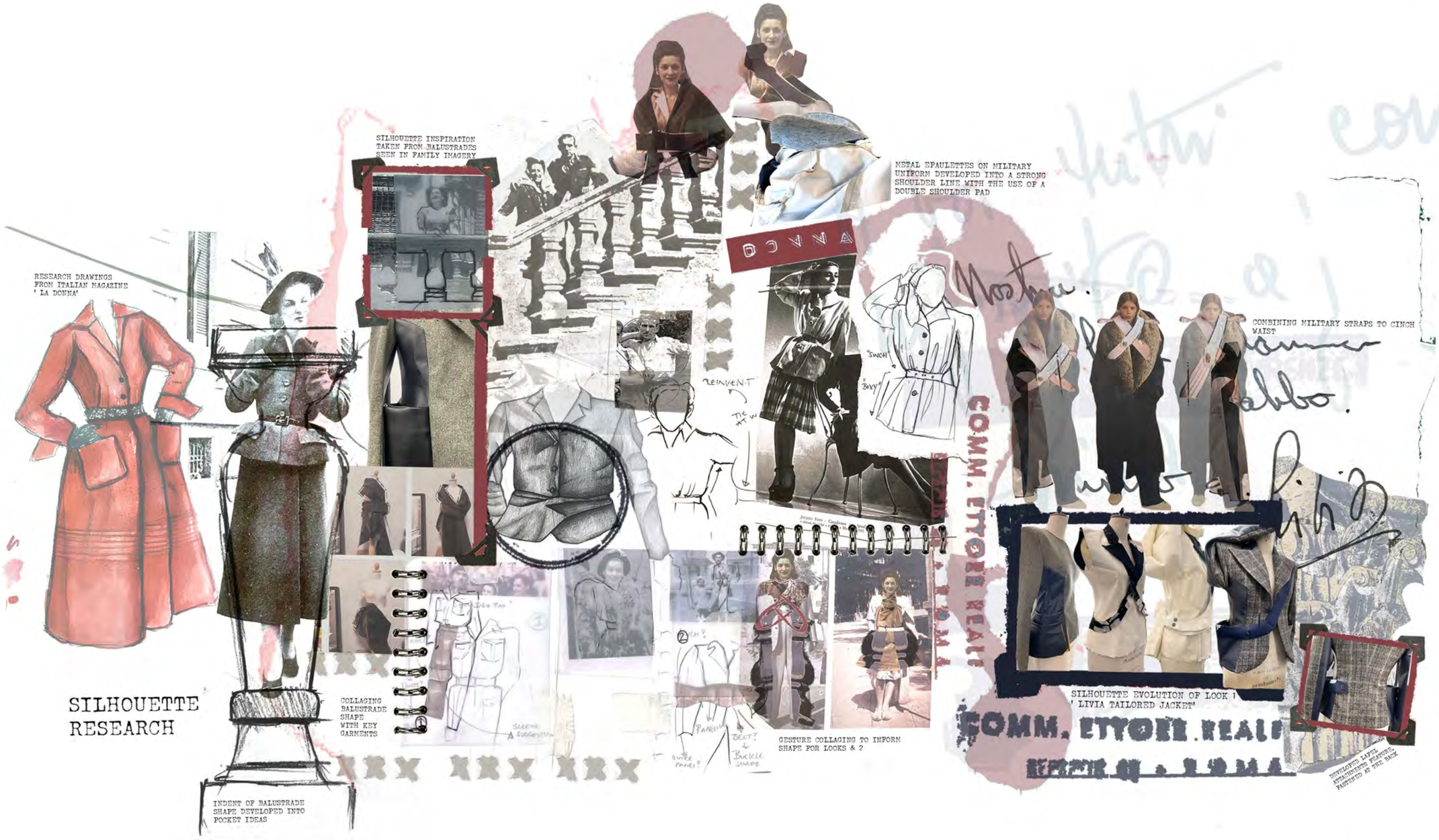
RESEARCH DRAWING FROM ITALIAN MAGAZINE ' LA DONNA'

LOOK 1 & 6 DEVELOPMENTS EXPLORING THE EMPHASIS ON THE CINCHED EFFECT

1940'S WOMENSWEAR RESEARCH

ANNA SCHOON

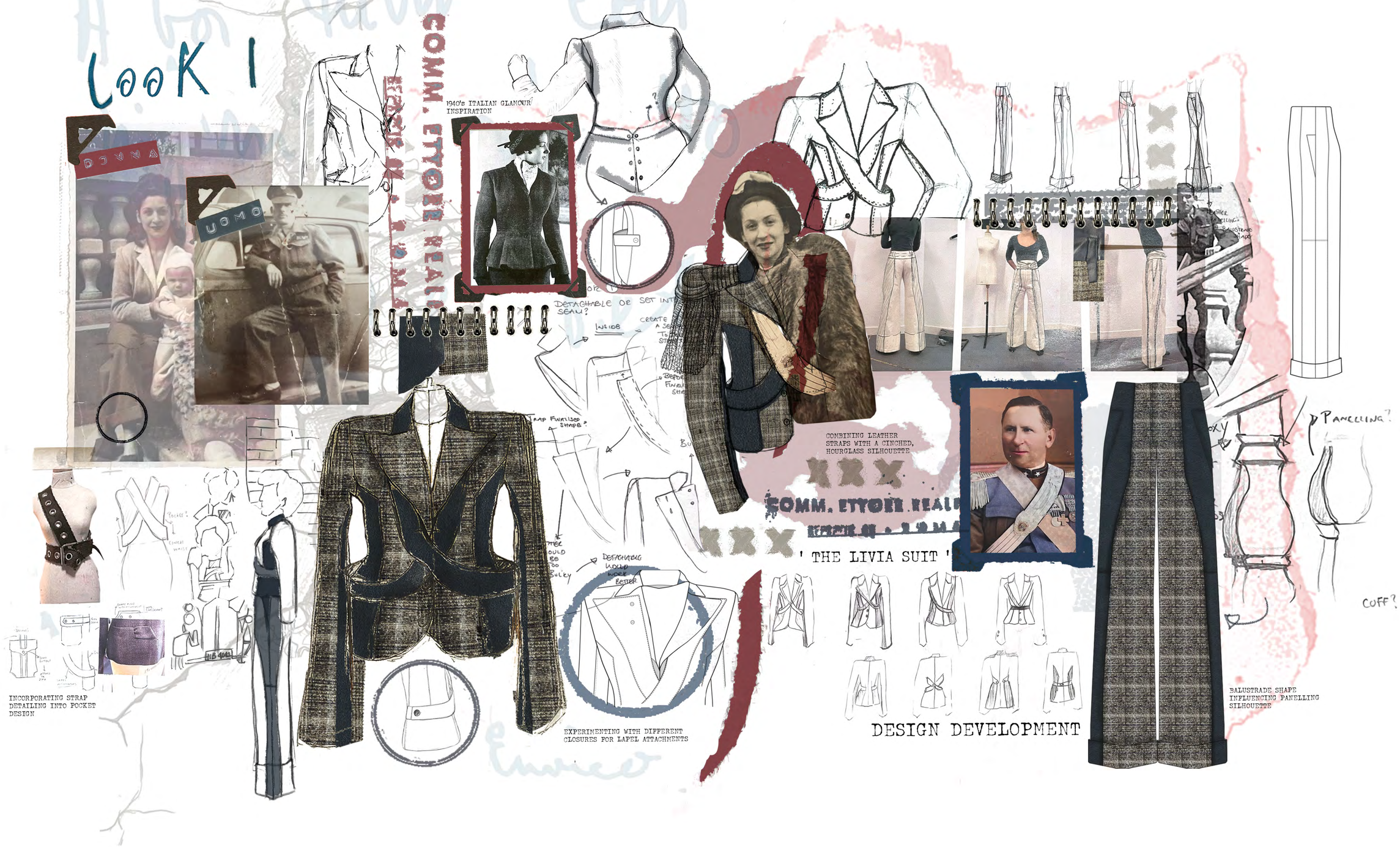
COMUNE DI FIRENZE
Carta d'identità



ANNA SCHOON

COMUNE DI FIRENZE
Carte d'identità

LOOK 1



DESIGN DEVELOPMENT

ANNA SCHOON

COMUNE DI FIRENZE
Carta d'identità

ANNA SCHOON

COMUNE DI FIRENZE
Carta d'identità

LOOK 1

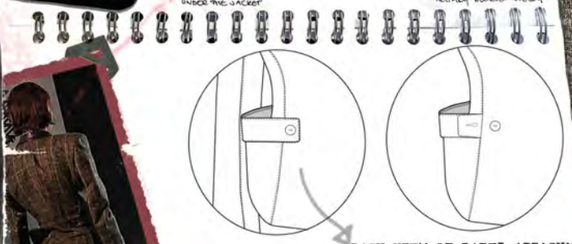
THE LIVIA SUIT PROCESS

EXPERIMENTING WITH PLACEMENT OF DEVELOPED LAPEL ATTACHMENT SHAPE

WORKING OUT THE POSITION OF BUTTON PLACEMENT BY CLIPPING WHERE ATTACHMENT WILL SIT

ONCE MARKED IN PLACE, ATTACH BUTTONS

SIDE VIEW OF JACKET



BACK VIEW OF LAPEL ATTACHMENT CLOSURE, BUTTON ATTACHED 2.5CM FROM SIDE PANEL SEAM

FINISHED JACKET

ANNA SCHOON

COMUNE DI FIRENZE
Carta d'identità

ANNA SCHOON

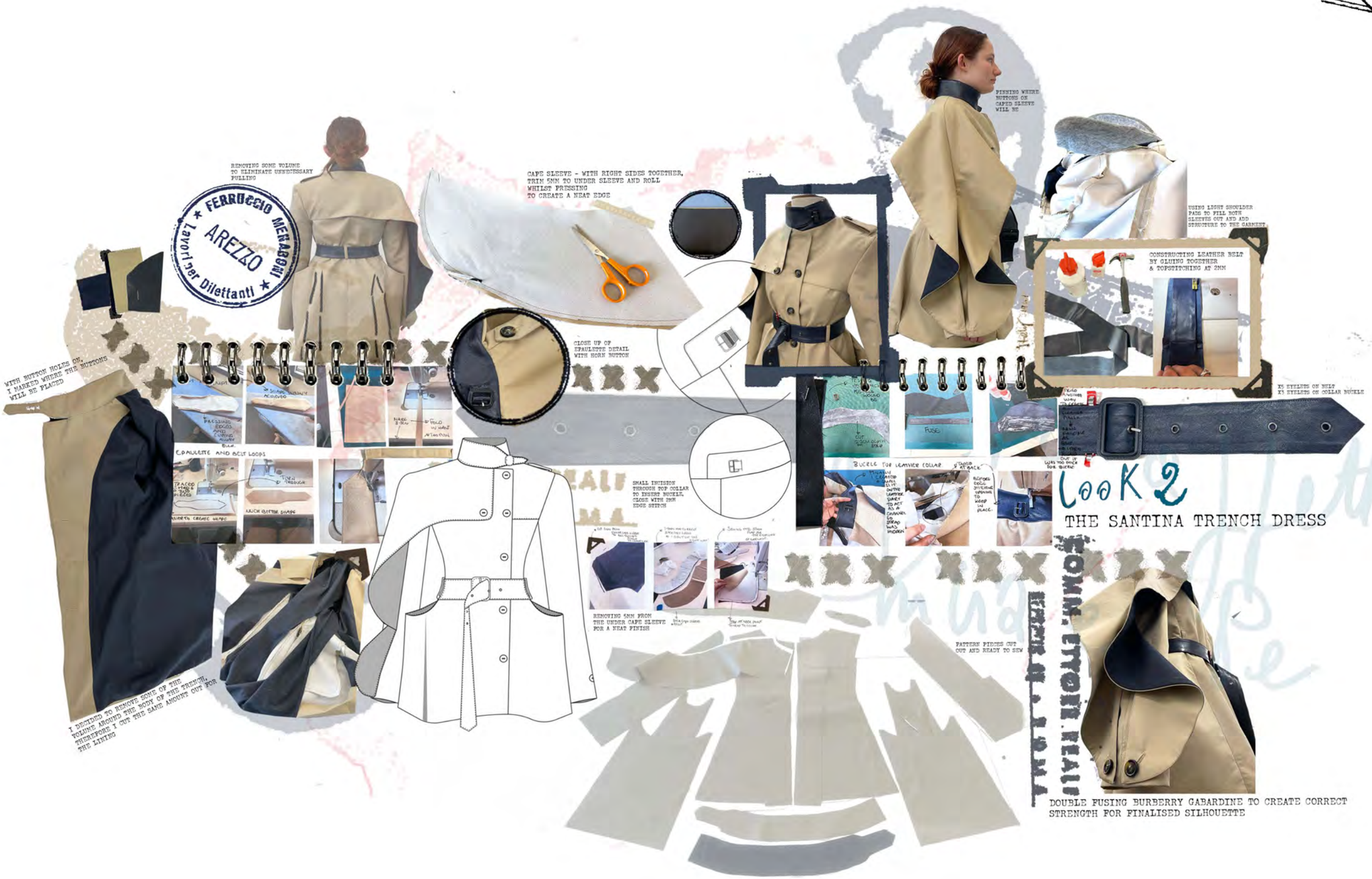
Look 2

THE SANTINA TRENCH DRESS
DESIGN DEVELOPMENT

ANNA SCHOON

COMUNE DI FIRENZE
Carte d'identità

ANNA SCHOON



LooK 2

THE SANTINA TRENCH DRESS

ANNA SCHOON

COMUNE DI FIRENZE
Carte d'identità

LEATHER RESEARCH & DEVELOPMENT

ANNA SCHOON

COMUNE DI FIRENZE
Carta d'identità

ANNA SCHOON

DESIGN DEVELOPMENT

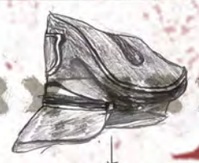
ANNA SCHOON

COMUNE DI FIRENZE
Carta d'identità

Italians DO It Better

REINVENTING

COMBINING MILITARY AND 1940'S GLAMOUR HATS

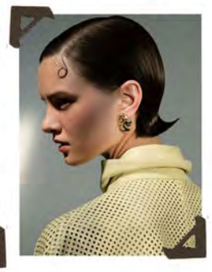


WOOL AND LEATHER WIDE BRIM HAT

NAVY AND BLACK KITTEN HEELS SOURCED FROM ZARA

SMALL LEATHER SHOULDER BAG WITH CROSS DETAILING

TWO COLOURWAYS - KHAKI & NAVY



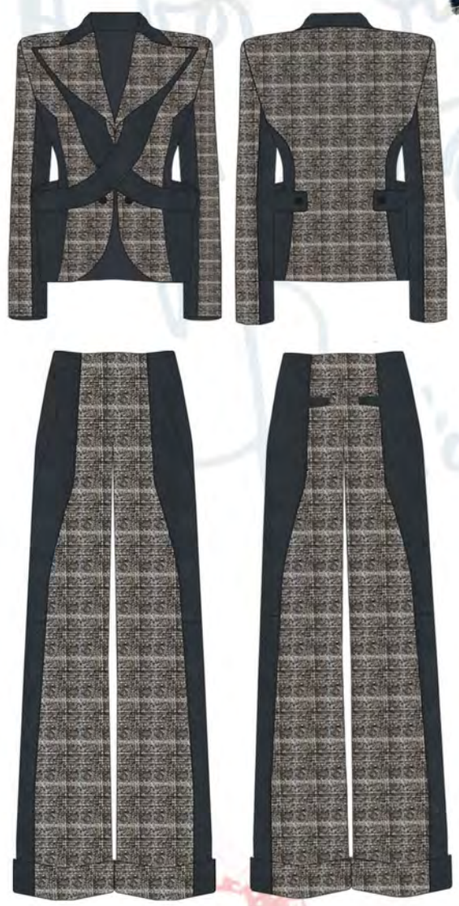
LIGHT, DEWY MAKEUP, WITH SLICK/WET HAIR

ANNA SCHOON

COMUNE DI FIRENZE
Carta d'identità

Look 1

THE LIVIA SUIT



Italy 1967

Look 2

THE SANTINA TRENCH DRESS

ANNA SCHOON

COMUNE DI FIRENZE
Carte d'identità

ANNA SCHOON