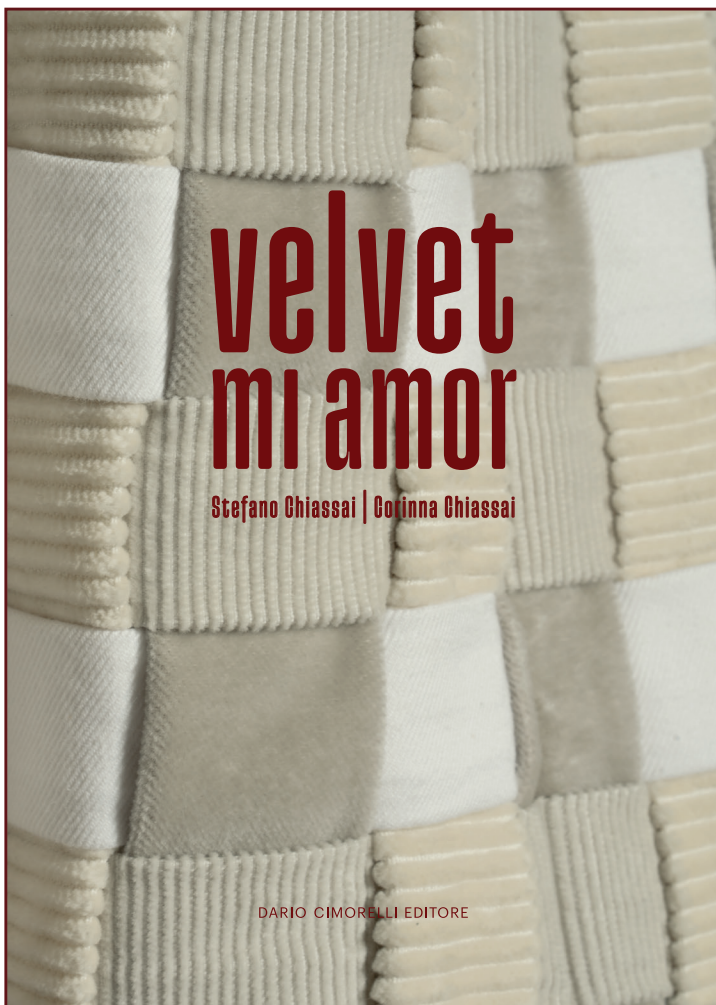


MilanoUnica.

presents



The book, the collection, the art exhibit

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SCS
studiochiassai.it



“Velvet mi amor”
The book, the collection, the art exhibit

The Art Exhibit

In the cosmic silence, mannequin figures with alien forms traverse the Earth's atmosphere, wrapped in an enigmatic material. Dressed in velvet illusions, these celestial explorers bear witness to a sophisticated alien mastery of fashion. Thus, from the dream comes to life 'Velvet Mi Amor' and the futuristic velvet idea of Stefano and Corinna Chiassai.

Velvet is a material that remains ever-present in fashion, even though it has never fully taken center stage. It is an “ancient fabric” rich in history, which over the centuries has transformed its uses, becoming lighter and enhancing its performance thanks to new processing techniques. However, in clothing, it has never managed to surpass the image of classic and baroque fabric, in the case of smooth velvet, or sportswear for leisure, in the case of corduroy. Through “Velvet Mi Amor,” Stefano and Corinna Chiassai demonstrate how Italy continues to be a leader in fashion, combining traditional craftsmanship and technological innovation, showing that the velvet of the future is not just synonymous with luxury and tradition, but also with versatile creativity.

In their collection and new book, Stefano and Corinna explore the concept of velvet: it seems like velvet but is other materials like silk, moleskin, cotton, nylon, lycra, suede. They played with shapes and volumes, highlighting its versatility through processing and photographic printing techniques that created “velvet look illusions.” A careful creative exercise on the rendering of color and the study of light. The improbable chromatic combinations see classic colors like burgundy, camel, brown, or rust juxtaposed with bright technicolor shades like fuchsia, acid green, and electric blue. The play with the directional cuts of the cord (vertical, horizontal, diagonal), or the mix in the size of the cords, breaks the technical rules of the “straight grain,” highlighting the malleable and three-dimensional aspect of this fabric.

The creation of Stefano and Corinna's idea does not follow the rules of the collection but rather those of creative instinct and curiosity. Focusing on the concept of a single material, they have made it an object of study, analysis, and experimentation, revealing its extraordinary artistic potential. While the installation will present a selection of the most exemplary pieces from the collection, all garments and accessories present in the book are available for consultation at TheCube Archive, an inspirational fashion archive with an exclusive digital platform for the research and rental.

From a collection to a book, to a song, to a music video: Velvet mi amor comes alive with a song by TheCube4Artists ambassador Kommando, and a music videoclip directed by Lisa Mazzei and Leonardo Fiori. Distributed by Size Records, the record label of Steve Angello of the Swedish House Mafia, The Velvet Boys dance to the velvet tunes during Milano Unica: a fusion of fashion, music, and art.

The Book

Stefano and Corinna Chiassai make velvet the absolute protagonist of their project. The volume, divided into six chapters exploring different design methods, pairings, and forms, includes a narrative section and a historical part curated by the renowned Italian writer Stefano Ferri. Preface by Giuseppe Angiolini (Founder and owner of Sugar, honorary president of the Italian Chamber of Fashion Buyers), introduction by Andrea Cancellato (Director of ADI Design Museum), book curation by Marius Hordijk (Founder of TheCube Archive). Together with over thirty Italian companies, a snapshot of the most vital and creative Made in Italy, Stefano and Corinna Chiassai tell in these pages their personal and futuristic interpretation of the most precious fabric in history.



Publisher: Dario Cimorelli Editore.
Format: 24 x 32.5 cm.
320 pages – 400 photographs.
Bilingual edition Italian/English



Linda e Nicola,
persone con una "long vision".
Linda, passione, competenza,
determinazione, intelligenza, sincerità.
Nicola, visionario, scaltro, deciso,
energetico, capace.
La positività della loro azienda
permette di rendere l'idea realtà.
Ecco il fuori misura.

Linda and Nicola, two individuals
with a long-sighted vision.
Linda embodies passion, expertise,
determination, intelligence, sincerity.
Nicola is a visionary, cunning,
determined, energetic and capable.
The positivity of their company
brings ideas to fruition.
Here's the oversized look.



Stefano Chiassai - author



Stefano Chiassai is a fashion designer, artist and author. He began his education in the family business at an early age, creating his Stefano Chiassai brand in 1980. In 1987 he presented his own brand on the catwalk at Pitti Trend, Pitti Uomo and at the Milan fashion weeks. In 1995 he founded SCS Studio Chiassai together with his wife, Alessandra, and since then, the work of Stefano and his design studio has been focused on consultancies, designing menswear collections for international brands, attempting to reconcile, with his design, the world of craft tradition with that of new technology. From 2009 to the present day, he has designed the menswear collection of a famous luxury brand. Over time, the artist and designer has collected 20,000 vintage garments which today are kept in TheCube Archive research hub of which he is the co-founder. Chiassai's books include: "CaosOrdinato" published in 2016; "RitmoEmotivo", published in 2018. "BlueTailoring" (2020), "Diario di un Lockdown 8 marzo 2020 - 31 agosto 2021" and "Velvet Mi Amor" (2023).

Corinna Chiassai - author



Fashion designer born in 1985. After studying fashion design in Milan, from 2008 to 2010, she worked between Como and Milan as a fashion designer, overseeing collections for various fabric companies and collaborating with exclusive luxury brands. In 2010, she moved to Amsterdam as head of design for the fashion show team of a well-known American brand, building an international career between Amsterdam and New York. Since 2016, she has been consulting for various brands, and in 2018, she returned to Italy and joined Studio Chiassai. As the design director, she is currently responsible for the team and all consultancy projects managed by her style office. Since 2015, alongside her work as a designer, she has started a new path in the fashion publishing world, working on publications related to the concept of the value of research in the creative process. She became the co-author of the photographic books "CaosOrdinato" (2016), "RitmoEmotivo" (2018), "BlueTailoring" (2020), and "Velvet Mi Amor" (2023). In 2020, she co-founded TheCube Archive, an exclusive archive of vintage men's fashion and a creative hub, where she is currently the curator and art director.

Studio Chiassai

studiochiassai.it



Studio Chiassai is a fashion design studio founded in 1995 which specializes in creative consultancy. With a team of expert fashion designers under the guidance of Stefano and Corinna Chiassai, Studio Chiassai develops ideas, materializes visions and designs atmospheres, transforming them into collections for national and international men's and women's fashion brands.

TheCube Archive

thecubearchive.com



TheCube Archive is an inspirational fashion archive with a digital platform for research and rental of garments and accessories. Founded in 2020 and located in Tuscany, the archive offers a dynamic selection of vintage and contemporary pieces, covering all categories from clothing to accessories, from fabrics to knitwear samples, from magazines to fashion books. Based on the concept of constantly evolving research, the selection in the archive is updated seasonally based on trend analysis.