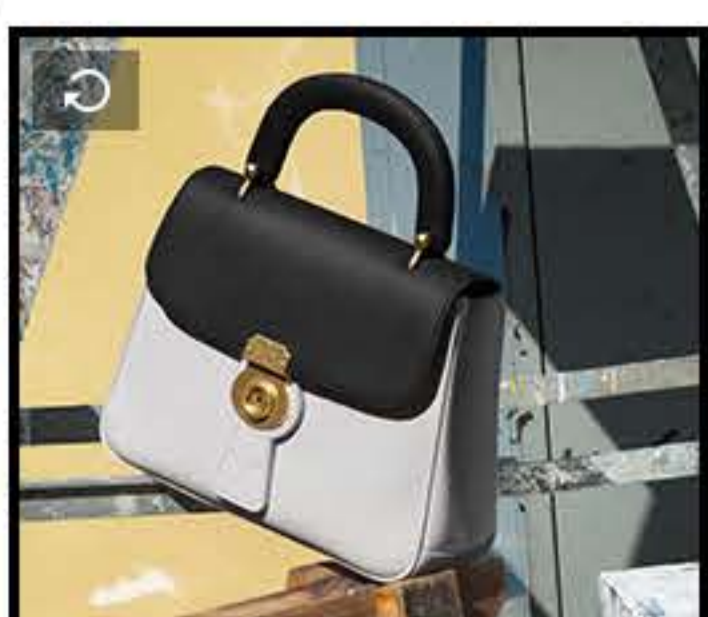


# VOGUE ITALIA

Fashion Talents Photography Beauty News Fashion Shows Archive Suzy Menkes

UPLOAD YOUR TALENT NEWS FASHION SCHOOLS CONTEST & OPPORTUNITIES SUCCESSFUL STORIES



## BURBERRY

La borsa DK88

SCOPRI



# #M E



*IQOS Master Style: the event and the portfolio review in Milan*



*Christopher Morris*



*Natuzzi Italia #worldofharmony*



Talents / News / #Modular Fashion



MARCH 14, 2016 6:30 AM

by ELISA PERVINCA BELLINI | FOLLOW ELISA PERVINCA

SAVE



For Flavia La Rocca, sustainability goes hand in hand with the smart practicality of a modular wardrobe: since the launch of her brand, the designer has focused on looks composed of modules that turn a mini into a tube skirt, a jacket into a coat, and so on.



The comfy collection for dynamic women who travel designed by the Rome-born designer has always held an ecological value, too, as it avoids waste and employs sustainable fabrics. Playing with modules, the wardrobe goes beyond the seasons,



endlessly expanding its personalization through a play on zips that is much appreciated by Amber Valletta, who has chosen to wear looks by Flavia on several occasions.



PUBBLICITÀ



The 2016-17 Fall/Winter collection is enriched with a new collaboration thanks to Cardato Recycled, a brand sponsored by Prato's chamber of commerce that certifies the textiles' origin: 65% of raw materials come from recycled fabrics. Thanks to a process called "carding", fibers of various lengths are used to produce yarns and then the signature high-quality textiles.

"I chose to play with various textures of regenerated wool to test the different alternatives and performances of this sustainable fabric – Flavia La Rocca explained – Through this collaboration I personally met those who produce the fabrics I use, and where and how they are made: an opportunity to get to know the century-old carding activity that is a trademark of the Prato district. It's further proof that fashion can be sustainable and stylish at the same time.

MORE



**HOTSPOT**  
*Eleganza sofisticata per sempre*  
VOGUE per CRIVELLI



**HOTSPOT**  
*Savoir-fair italiano*  
VOGUE per MARSELL



**HOTSPOT**  
*Fiesta Sound*  
VOGUE per FORD

“

MILANO FASHION WEEK , FALL WINTER 2016/2017 , SUSTAINABILITY

*Vuoi ricevere aggiornamenti su questo argomento?* FOLLOW NOW