

The Secret Code Of Fashion



December 27, 2018

SUSTAINABLE FASHION: An Interview with Flavia Carbonetti about Einfühlung

Einfühlung (<https://myeinfuehlung.com/shop/>) is a conscious-sustainable brand Designed in Luxembourg by Flavia Carbonetti and made in Italy.

The founding philosophy at the core of Einfühlung is to create contemporary Unisex pieces that can be shared between Men and Women.

Designed for responsible citizens.

The reason behind the why.

Share. Dare. Love. Einfühlung's world embodies these three pillars.

A good balance between what has been and what might be, craftsmanship and new technology. There is no limit in the pursuit of boundless creation.

"As a conscious brand, we strongly believe in the circular economy. Our commitment is to make sure that our impact on this planet is as sustainable as possible. Our labels are 100% made from recycled plastic bottles. We use fabrics that are certified GOTS, Cardato Recycled or come from sustainable manufacturing progress. Every season 2% of our sales are donated to a selected charity association that reflects our philosophy. This season we support North-South Cooperation, specialized in providing education and training to marginalised communities to enable their empowerment." – **Flavia Carbonetti**

An Interview with Flavia Carbonetti, Founder and Creative Director of Einfühlung
(<https://myeinfuehlung.com/shop/>)

TSCOF: How did your passion for design start and how your creative process work?

Flavia Carbonetti: My Passion for design started when I was a kid. My creative process always start with a story I get attracted to and feel. It can be personal or a friend's story or a matter I relate to from the newspapers or history. From the story I start relating architecture, history of costumes, Contemporary artists. From my research then I start to draw silhouettes and draft a color scheme (shaped also on the seasonal colour trends). At the core of the process is always the constant research for new sustainable materials.

TSCOF: How your fashion school helped and motivated you to become a fashion designer?

Flavia Carbonetti: My fashion school, Polimoda, helped me to understand the importance of a good research in the work process, to develop my personal style. It taught me to work hard day and night and to try over and over until the good result is achieved. I had professionals in the fashion field as teacher and that helped to get already in school a taste of the fashion working environment. During my studies I learned how to be hardworking, curious, accept criticism in a constructive way, work in a short time delay and budget.

TSCOF: Can you tell us a little bit about your references for the last collection?

Flavia Carbonetti: My last collection was inspired by a personal childhood memory. My mom had painted for the birth of my sister a Nive painting and I was always really attracted to it. I decided to start my research on Nive art focusing on the works Croatian painter Ivan Generalić. His works reflected Yugoslavian peasant life of post World War II and his rural scenes often included political commentaries on the social injustices of his time. The vibrant and warm colors are reflected in the choice of the Recycled wool textiles and the use of stripes reminds us of the cloths used to cover the animals in the agricultural scene.



TSCOF: Are you sick of people talking about millennials? Do you see yourself as a designer for young people, a new generation?

Flavia Carbonetti: I see myself as a designer for all generations. I don't like to focus on a specific age, since my clothes are timeless pieces meant to be worn through generations and will gain even more beauty in time carrying with them traditions and experiences of its owners. Einfühlung surely reflects originates as a response to the growing need of our society to share and care and to gender equality but this should not talk only to millennials.

TSCOF: How fashion competitions can change the business industry? What they can do more to help young designers for real?

Flavia Carbonetti: Fashion competitions are a great way to help the business industry, proposing fresh and young ideas and ideologies that everyone should be more aware of. Although many competitions are focusing on graduates or designers that have already made 2/3 collections previously. I would emphasize more on competitions available to designer starting with their first collection, but not anymore graduates/students.



TSCOF: How do you want people to feel when they wear your clothes?

Flavia Carbonetti: I want people to feel confident in what they are wearing, knowing where it has been made, the story behind and wanting to keep the piece for life, personalizing it with their own style. I want them to feel that is part of their life.

TSCOF: What do you think it's your best-selling piece from your last collection?

Flavia Carbonetti: The best selling piece of this fw1819 collection I guess is the Darko Brit jacket. It is very versatile in the sense that it can be styled in many ways and adapt to different occasions and it will be perfect for all the winter season till spring, since is light but warm at the same time. And it the first piece made for the collection wich means that all the other items have been created based on the Darko jacket.



TSCOF: What do you think about the opportunity of selling your products on online platforms, you think it might be a good showcase for your work and your future?

Flavia Carbonetti: Einfühlung currently has an online platfor with an e-commerce section, to sell and ship in the EU. We find it useful for our customers that see us at the pop up events and then decide to purchase the item online after trying it on first at the event or in our studio.

TSCOF: What young designers need right now from fashion industry to grow up?

Flavia Carbonetti: I think we are at the good stage now for young designers, the interest is high and there are a lot of different platforms to showcase the work and collections. Especially with the growth of social media.



TSCOF: Last song played on your Spotify/iTunes playlist? Who is your favorite artist right now and would you like to see him/her dressed in *Einfühlung*?

Flavia Carbonetti: Last song played on Spotify is “Miracle Aligner” from The last shadow Puppets. I have always been a big fan of Alex Turner both with Arctic Monkeys and The Last shadow Puppets. I think he would look amazing wearing Einfühlung! Haha

TSCOF: List us three favorite designers / icons who inspire you.

Flavia Carbonetti: Vivienne Westwood. Stella McCartney. Gabriella Pescucci.





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