



APRITIMODA

MILANO > 21-22 OTTOBRE 2017

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## ETRO

*Etro is New Tradition, the sum of artisan know-how and creative experimentation. The entrepreneurial venture began in 1968, when Gimmo Etro, the brand's visionary founder, launched a production of highly prestigious fabrics using noble and natural fibers, which he embellished with original designs and innovative color ways.*

*In 1981 the furnishing textiles line made its debut. The Paisley motif used to enrich the first collection was set to become the Etro mark of identity. The sinuous frond of cashmere design from which the Etro tradition blossoms, is an ancient decoration, rich in history and meanings. The droplet-shaped motif was born in Mesopotamia where it symbolized the seed of the date palm, the "tree of life". Etro has explored and reinterpreted the classic droplet-shaped vegetable motif through experimentation and technology. Over the years the cashmere design has been illuminated with pop hues, fossilized, pulverized, corroded, overlapped, matched with flowers and stripes, enlarged or reduced to its original essence. The design migrated from east to west, from Indian prints to Celtic embroideries. In Kashmir, the precious shawls printed with these floral patterns were offered as gifts to the Great Mogul. And then they were passed down from generation to generation. Etro owns a collection of 150 cashmere design shawls dating from 1810 to 1880, which have inspired the birth of Paisley, the common thread that runs throughout all the collections.*

*The product range added another string to its bow in 1984 with leather goods and the bag and travel bag collection in Paisley jacquard fabric, which, thanks to its special resin finish, was to become a symbol of pure elegance. In 1986, Etro launched the home accessories and complements collection, thus consolidating the brand's lifestyle concept. The creation of the Etro Perfumes division in the late 1980s was a natural consequence and today the collection extends to 28 exclusive fragrances and a dedicated boutique. The 1990s saw the unveiling of the first men's and women's prêt-à-porter collections, their inventive and recherché style earning the label instant recognition. The materials, the workings and a special talent with prints are what make Etro unique and unrepeatabe.*

*Etro's relationship with the art world is that of a life-long journey; a path of cultural discovery, exploring artistic heritage across the globe, whilst also looking towards the future, sustaining artistic innovation through continued supporting and awareness of the great works of contemporary artists.*



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## ETRO HEADQUARTERS

*Historical site, Milan headquarter Via Spartaco, 3 The company's headquarters are based in Milan in the Liberty buildings of Via Spartaco.*

*The spaces of the 3 and 5 civic buildings, renovated in 1977, which held a precision workshop in the early twentieth century, welcome the presidency, the administration, the creative offices, the paisley textile art archive kept in the corporate library.*

*At number 6 there are the showrooms of all the Company lines. At address number 35 there is the management of information systems, accounting and budgeting and management control.*