

△ X SUN68

EVERY DAY CAN BE A DIFFERENT DAY, WEAR SUN68

Changing while keeping its brand DNA intact: this represents the starting point for the new SUN68 collection for the upcoming Winter season. It features a choice of different worlds and bold styles that still remain faithful to the spirit of the brand, famous for its polo shirts with a vintage flavor.

From a small single-product company founded in Noventa di Piave, in the province of Venice, to more than one million pieces a year distributed to more than 1,400 multi-brand customers in Italy and Europe, in addition to a growing Flagship Stores project. All accomplished in just ten years.

A real case history of success, SUN68 is one of the youngest clothing companies to boast record growth. What is its secret? Rethinking everyday life, creating a product line that stands out in terms of independent aesthetic choices and original and innovative design, combined with obsessive attention to the price-quality ratio and excellent logistics.



Instagram and Twitter: @SUN68
www.sun68.com

SUN68 FALL/WINTER COLLECTION 2017

Every SUN68 collection is guided by good taste, where being is more important than appearing. Care of detail, new materials research and return to color: Autumn - Winter 2017 season perfectly fuses the basic matrix that has always characterized the soul SUN68 with new super-present proposals. An evolution that continues over time and is reconfirmed for this new collection, remaining faithful to the brand's style.

MENSWEAR COLLECTION

The FW17 men's collection is rich in novelties, playing with different colors, fabrics and garments.

Iconic items like the polo-shirt are as usual offered in different styles: the evergreen "vintage" characterized by the custom collar, the "strong vintage" characterized by special washings, the "basic" in even more colors' variations, the "micro-prints" family and the new polo-shirts with contrasting patches declined in different fabrics (tartan, perforated alcantara, denim). Last but not least, the new polo with shirt-cuffs, a detail that makes it the perfect match to be worn under jackets.

Round neck basics, V-shaped sweaters, cardigans, waistcoats: the SUN68 knitwear embraces any kind of taste, style and need. Must-have item is the polo-sweater in cotton knit and cashmere - solid or in the iconic striped version - for a man who loves the vintage style brought to our current time.

New vintage wools, with different weights and delicate washings, make each garment a unique piece thanks to the nuance effect. For this Fall-Winter collection, SUN68 also features a capsule of alternative knitwear with a new yarn and details with a sophisticated allure. Significant is the presence of a new group of shirts: an offer which is now complete in every aspect, young in volumes and shapes. New proposals in micro prints, vichy, classic stripes, tartan cotton or flannel, printed denim. As of trousers, the classic Chino (regular or slim), is presented together with the five-pockets courduroy, the clean or raw washed denim, and a new military-style pant with side pockets. Comfort has become a constant for the SUN68 outerwear, this year featuring new patterns for nylon jackets with microprint and camouflage prints.



WOMENSWEAR COLLECTION

SUN68's proposal for this Fall-Winter woman collection is very sophisticated and feminine: dedicated to women who want to wear garments of quality and good taste, the collection can be read in many declinations and all the items match in a harmonious manner. A proposal that is attentive to trends but remains faithful to the goal of proposing garments easily wearable by every woman. There are so many different worlds that can be found inside the collection: the jersey family is enriched with delicate lace inserts, stripes knitwear plays with colors and lengths, classic basics updated with embroidered patches ton-sur-ton. Details make as usual the difference for SUN68: small precious buttons and fine knit bows, jewels applications, colorful micro paillettes, every single piece is designed to embellish the garments. A brand new family of products is offered with the bouclé yarn, featuring soft volumes and shapes, and nuance color palette. Dresses are designed in new volumes and proposed in tartan and viscose fabric. The collection is completed with a new capsule of super-feminine and delicate dresses in micro tulle and paillettes.

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RUN FASTER THAN YOU CAN
THE SNEAKERS' COLLECTION

New in the SUN68 world, the "Run Faster Than You Can" sneakers' collection is composed by Basics, Specials (fluo, camouflage and graphics), and by the new-entry "Icon68". SUN68 has started a brand new distribution network, created specifically for the shoes market. After the success of the first two collections launched in 2015 and 2016, and sold only by flagship stores and online, the 2017 sneakers collections will be distributed to almost 500 selected retailers in Italy and Germany, always marked by the now famous motto "Run faster than you can."

Instagram and Twitter: @SUN68
www.sun68.com
Sneakers' pictures: Alessandro Belussi



SUN68

RETHINKING THE EVERYDAY

THE RETAIL PROJECT

SUN68 is a young Italian company, founded in 2005 in Noventa di Piave, a small town near Venice, North-East of Italy. In a Region historically know for its dedication to craft and production of quality goods (from interior design excellences to small scale traditional manufacturers), SUN68 stands out for its innovative vision of fashion and clothing.

Since its foundation, SUN68 has built a strong net of international clients and customers, with more than 1400 active collaborations worldwide (Countries include Italy, Belgium, Germany, Spain, The Netherlands, Japan). Beside the highly developed network of retailers, in Italy and Europe, SUN68's Retail Project is in full expansion, with the new openings of Stores in the historic city centre of Trieste, Alessandria and Bolzano.

A rapidly developing retail project, whose goal is to expand to Europe soon.

Rethinking the everyday has been SUN68's philosophy since its foundation. Looking for inspiration in the everyday offers infinite possibilities and creative outcomes, always leaving space for personal expression and experimentation. Rethinking the everyday means carrying a clear vision of both its product and users while seeking to create a set of references everyone can relate to.

Guided by continuous research of new materials, shapes and ever-changing needs of its users, SUN68's collections always pay careful attention to wearability and tailoring, the relationship between people and the clothes they feel most at ease in. A perfect balance between classical and modern Italian design, combined with high-quality materials and neat detailing.

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Stores' pictures: Luca Casonato

