



2014/15 COLLECTION

RICH MATERIALS, SHAPES AND SURFACES FOUND IN NATURE ARE THE SOURCE OF INSPIRATION FOR THIS YEAR'S COLLECTION. FOR 2014, ARMANI/CASA EXCLUSIVE TEXTILES BY RUBELLI INTRODUCES PRECIOUS FABRICS THAT DRAW INSPIRATION FROM TRADITIONAL WEAVES AND TECHNIQUES, REVISING THESE THROUGH THE USE OF MODERN TECHNOLOGY. PARTICULAR ATTENTION HAS BEEN PAID TO THE SELECTION OF YARNS: LUREX METALLIC YARNS ARE COMBINED WITH NATURAL FIBRES SUCH AS LINEN AND SILK, ACHIEVING DELICATE CONTRASTS OF MATERIAL AND LUMINOSITY. THREE-DIMENSIONAL EFFECTS AND TEXTURES IMITATE THE NATURAL SURFACES OF SEASHELLS AND PRECIOUS STONES; THESE ARE CREATED BY WEAVES THAT ENHANCE THE UNIQUENESS OF THE YARNS. A LARGE PALM LEAF DESIGN EPITOMISES THE NATURE-ORIENTED THEME OF THE COLLECTION. THE 2014 COLLECTION BROADENS THE VARIETY OF FABRICS SUITABLE FOR CURTAINS AND SHEERS. ARMANI/CASA ALSO INTRODUCES TRADITIONAL EMBROIDERY TECHNIQUES, USED HERE TO CREATE GEOMETRIC PATTERNS ON PRECIOUS SILK ORGANZA AND TAFFETA. SEMI-TRANSPARENT AND THREE-DIMENSIONAL EFFECTS OBTAINED WITH THE TECHNIQUE OF FIL COUPÉ AND USING RETRACTABLE WEFT SHOW A STRONG CONNECTION TO FASHION. THE COLLECTION ALSO INCLUDES A PRECIOUS SILK GEORGETTE, A MULTIPLE-LAYER SHEER WITH A FOLIAGE PATTERN IN RELIEF AND A CURTAIN WITH A TEXTURED EFFECT. A MUST FOR THIS NEW ARMANI/CASA COLLECTION IS A DAMIER, HERE CREATED THROUGH THE USE OF A PRECIOUS DOUBLE CLOTH VOILE OF PURE SILK. METALLIC TONES OF GOLD, SILVER, NICKEL AND COPPER CONTRAST WITH CLASSIC HUES SUCH AS ICE, PALE GOLD, TAUPE AND GREY. BRIGHT COLOURS, FROM BLUE AND LIGHT BLUE TO SAGE GREEN AND PEACOCK, ALSO CREATE CONTRAST AND RECALL THE WORLD OF NATURE, THE OVERARCHING INSPIRATION FOR THE WHOLE COLLECTION.





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TC090-711 HAVANA - VERDE PAVONE
right page
TC090-710 HAVANA - GRIGIO





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 TC090-708 HAVANA - AVORIO
 TE018-723 HOUSTON - PERLA





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 TE018-723 HOUSTON - PERLA
 TC089-701 HADLEY - ORO PALLIDO
 TC089-700 HADLEY - GHIACCIO
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 TE018-723 HOUSTON - PERLA
 TE018-725 HOUSTON - RAME





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TT016-726 HAITI - AVORIO
right page
TT016-726 HAITI - AVORIO





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 TD060-722 HONOLULU - SEPPIA





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TT017-730 HAMPSHIRE - AZZURRO
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TC091-712 HELSINKI - PERLA
TC091-714 HELSINKI - AZZURRO





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TD059-716 HERMITAGE - AVORIO/ARGENTO
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TD059-716 HERMITAGE - AVORIO/ARGENTO
TC089-700 HADLEY - GHIACCIO





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 TC089-701 HADLEY - ORO PALLIDO
 TC089-703 HADLEY - VERDE
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 TC089-702 HADLEY - TORTORA





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TT018-731 HAMPTON - AVORIO
right page
TT022-745 HONG KONG - BLU OMBRA



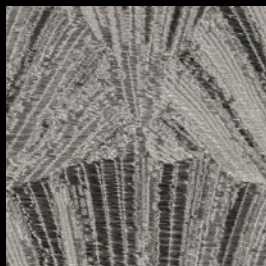
HAVANA - CAT.C - TC090



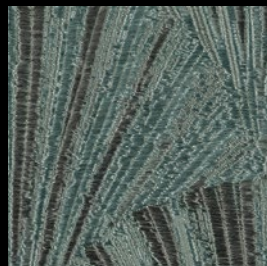
708 - AVORIO



709 - ORO



710 - GRIGIO



711 - VERDE PAVONE

HOUSTON - CAT.E - TE018



723 - PERLA

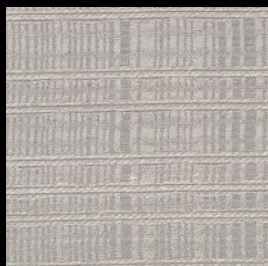


724 - ORO

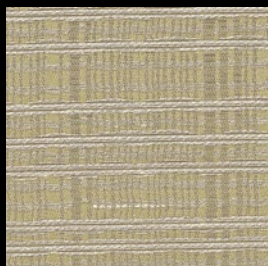


725 - RAME

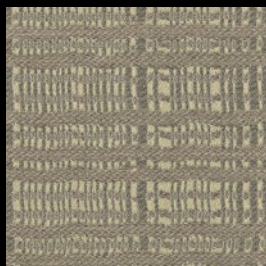
HADLEY - CAT.C - TC089



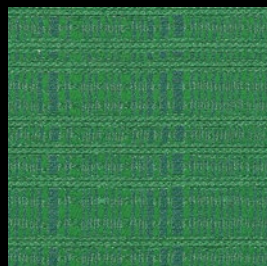
700 - GHIACCIO



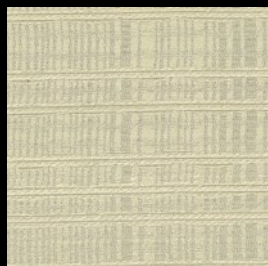
701 - ORO PALLIDO



702 - TORTORA



703 - VERDE



746 - AVORIO

HERMITAGE - CAT.D - TD059

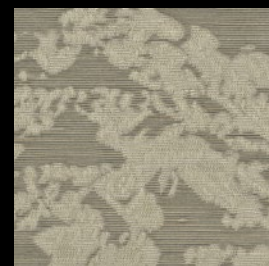


716 - AVORIO/ARGENTO

HELSINKI - CAT.C - TC091



712 - PERLA



713 - ORO PALLIDO

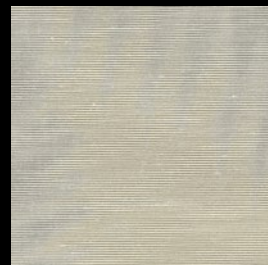


714 - AZZURRO



715 - MILITARE

HONOLULU - CAT.D - TD060



721 - AZZURRO/BEIGE



722 - SEPPIA

HAWAII - TT021



741 - AVORIO



742 - ORO



HAITI - TT016



726 - AVORIO



727 - ORO ROSSO



HAMPTON - TT018



731 - AVORIO



732 - ARGENTO



733 - CARTA DA ZUCCHERO



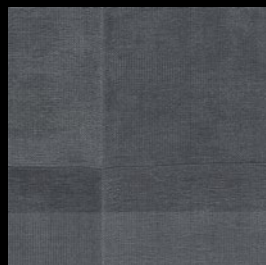
HONG KONG - TT022



743 - AVORIO



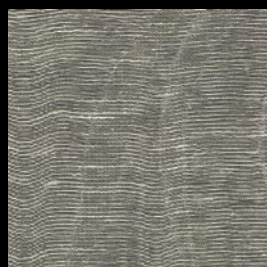
744 - BRONZO



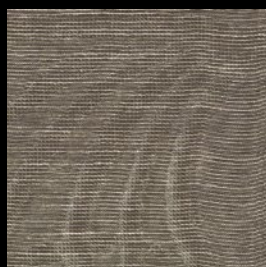
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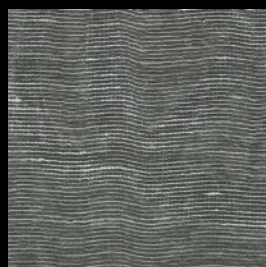
HAMPSHIRE - TT017



728 - GHIACCIO



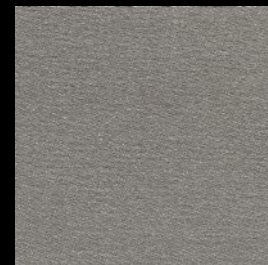
729 - ORO



730 - AZZURRO



HARLOW - TT020



738 - GHIACCIO



739 - ORO



740 - SALVIA



HANOVER - TT019



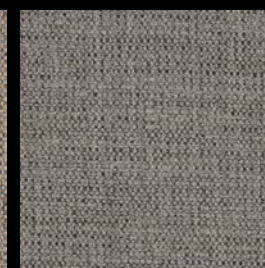
734 - PERLA



735 - BEIGE



736 - RAME



737 - NICKEL



SHEERS AND DRAPERY
VOILAGE ET DRAPERIE
VORHÄNGE UND DRAPERIEN
TENDE E DRAPPEGGI



UPHOLSTERY LIGHT USE
EMPLOI LEGER
ACHTSAME BEANSPRUCHUNG
IMBOTTITI USO LEGGERO



UPHOLSTERY MEDIUM USE
EMPLOI NORMAL
NORMALE BEANSPRUCHUNG
IMBOTTITI USO MEDIO

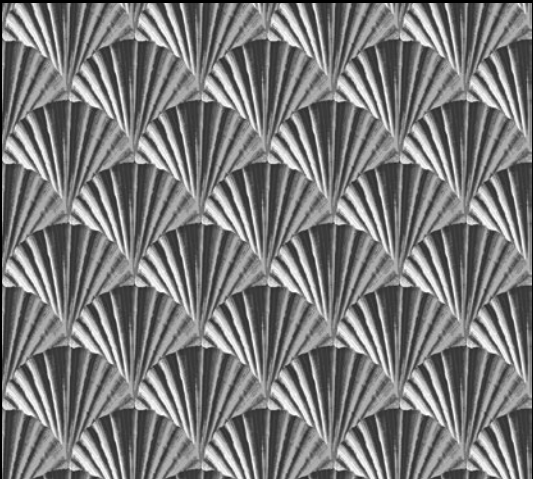


UPHOLSTERY HEAVY USE
EMPLOI FREQUENT
STARKE BEANSPRUCHUNG
IMBOTTITI USO FREQUENTE

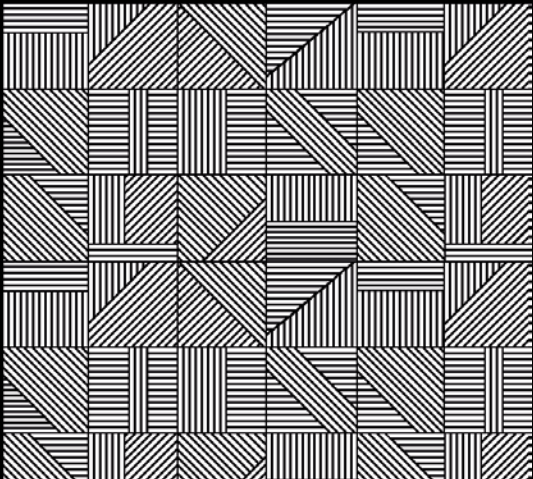
HERMITAGE - TD059 HALF WIDTH



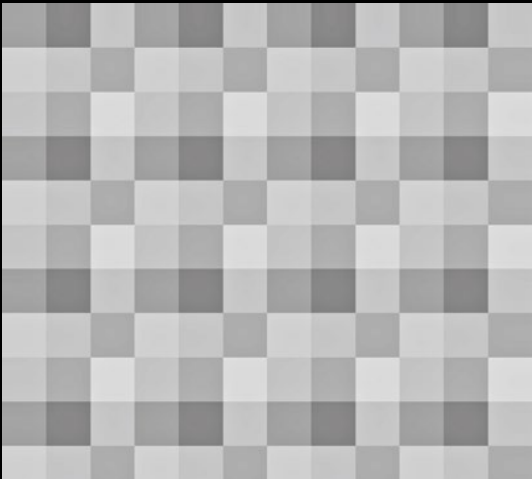
HAVANA - TC090 HALF WIDTH



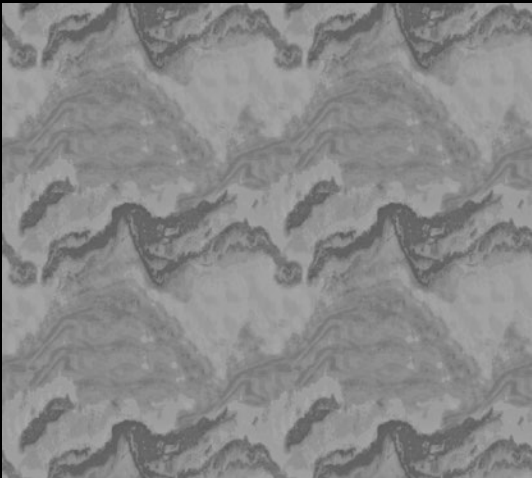
HAMPTON - TT018 FULL WIDTH



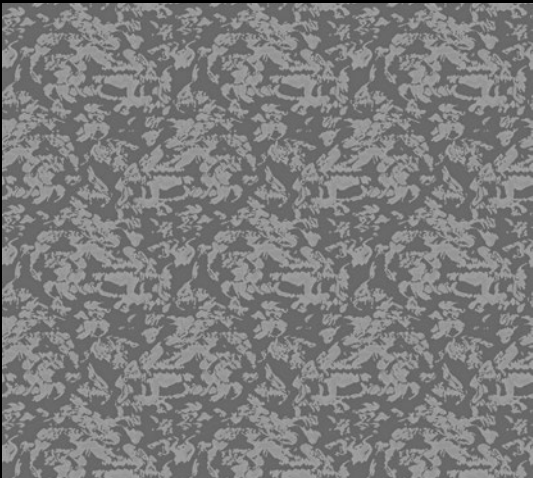
HONG KONG - TT022 FULL WIDTH



HOUSTON - TE018 HALF WIDTH



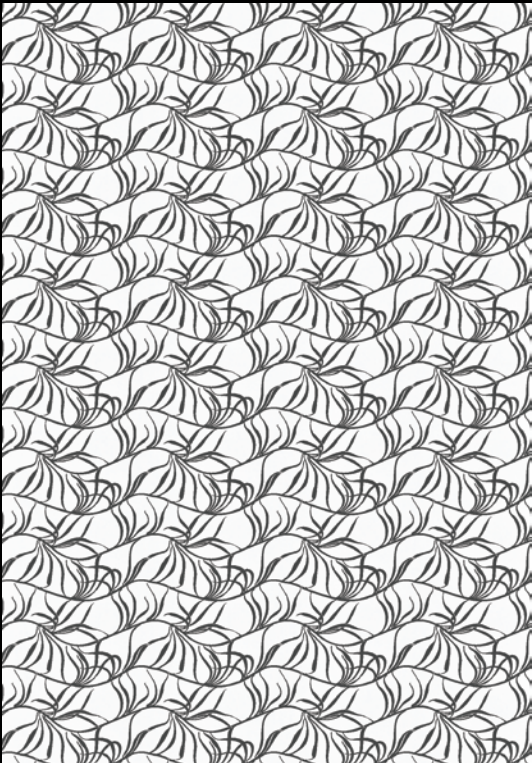
HELSINKI - TC091 HALF WIDTH



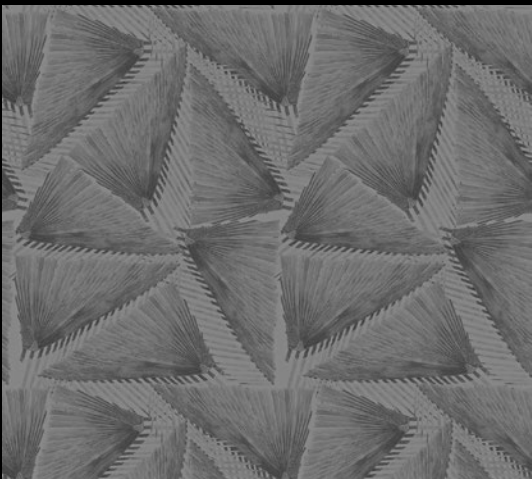
HONOLULU - TD060 FULL WIDTH



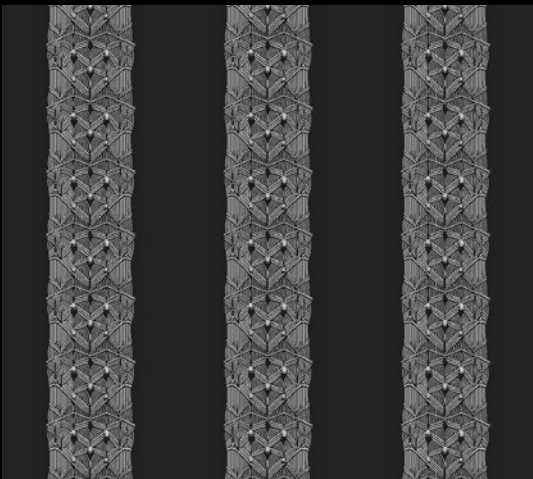
HAMPSHIRE - TT017 HALF WIDTH



HAWAII - TT021 FULL WIDTH



HAITI - TT016 FULL WIDTH





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