

REVENANT

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REVENANT (Eng) - Survivor; Survivor.
| From the lat. Redivivus 'restored, renovated'.
Who returns after a long absence; returned to new life.

GLOBAL WAR-MING: protecting the planet is no longer an option

Fall Winter 2020-2021 – Menswear Collection at Pitti Immagine 97

After the debut of last season at Pitti Immagine Uomo, **Revenant rvnt** again chooses the multi-expressive street style stage of the Unconventional pavilion (stand 14), to present the Fall Winter 20-21 collection entitled Global War-ming, a theme with a strong personality with the clear purpose of conveying the message that protecting the planet is no longer an option but a precise commitment.

Revenant rvnt also actively supports Treadom, the only website that allows you to plant trees and follow them online, directly financing agro-forestry projects, bringing multiple environmental benefits, including CO2 reduction, reforestation and protection of biodiversity.

The original nonchalant typical of the brand, brings to the stage the immediacy of the graphics and the grandeur of the themes, which through the strong power of communication of the T-shirt, launch a series of amusing provocations to actively contribute to a desired change of mentality and lifestyle of an audience to be made aware more and more about safeguarding our land.

War-ming, the wordplay that evokes the war of global warming that is destroying the planet, **Revenant rvnt** screams it with the irony of his own prints.

The water gun that shoots fire is the essential contradiction that better describes the collection, to denounce the illogicality of polluting the house we are living in. To emphasize the concept, a new emoticon representing a burning planet Earth has an angry look because it is melting.

"Eden is over" is another message, written as a sign of a march, combined with Adam and Eve who no longer meet in the earthly paradise, but between the chimneys of the factories immersed in a blood-red sky.

The flowers in the buttonhole with screaming pistils, now bloom from the can of a soft drink, just as the flower necklace has become a chain that threatens our freedom, paradigms we have unfortunately learned to live with. The cute skeleton of a cow, emblem of intensive breeding that increase the planet overheat, and a t-rex one reminds our fate, but fortunately there are the glittery Fireman to save us!

Finally the bee, another symbol of the collection, the first sentinel to warn us about the first hints of environmental change, represented with the gas mask combined with the chemical composition of the main pollutants and the claim "put your mask on and breath normally" .

The sporty collection focuses on menswear style staples such as the T-Shirt and sweatshirt which form the basis of a modern man's uniform that can be worn from morning until midnight. The collection features short sleeves T-Shirts, sweatshirts and jogger. As new proposals in this FW 20-21, **Revenant** presents its interpretation of an oversized jersey T-shirt and proposes a maxi hoodie to wear as a coat, proposed during the SS 20 and now revised in the image.

The B & W of the past seasons is no longer predominant: the proposal of black is reduced, the optical white becomes an off-white and, researching from the tones of classic clothing repropose in street style, we find the camel and the maxi-pinstripe for T-shirts, sweatshirts and joggers, contrasted by the all-over print of the Global Warming graffiti inscription.

Large volumes and "bad fit" enriched by various printing techniques, to savor the glorious 90s trends in which the designer grew up and which represented for him the imprinting in fashion.

All processes are entirely Made in Italy, carried out in collaboration with leading suppliers in the industry. The fabrics are in 100% cotton both for jersey and the diagonal-woven sweatshirt that reminds knitwear.

"The **Revenant rvnt** man is someone who loves cultures and sub-cultures, who is able to mix and match a variety of different styles. An international late-night soul, his heart beats at 130BPM. He likes fashion but it doesn't take over his life. Ironic, not iconic" **concludes - Tommaso Bencistà Falorni, Co-Founder & Designer, Revenant rvnt.**

Thanks to the partnership with the famous Studiozeta showroom in Milan, **Revenant** is present from the first season in the best boutiques, not only on the European map, but also in Asia, Russia and even in Africa, with sales points in Lebanon, Nigeria and Egypt. To mention some of the main customers, La Rinascente Italy, Harvey Nichols Hong Kong, Rainbow Concept in Macau and Elite Store in Spain, are the top clients of a list of selected and high-level customers. From the FW 2020-2021 season **Revenant rvnt** is represented in the UK by Pop-Up Showroom in London.

Company Profile

Revenant is a brand owned by TBF Limited Srl, a company founded in 2011 that operates in the field of design and public relations in the luxury segment. Andrea Bencistà Falorni takes care of operations, Tommaso Bencistà Falorni follows the creative direction. For Tommaso it is a real return to the clothing sector, not by chance the choice of the name Revenant, which means "the one who returns".

The brand, debuting with the men's collection for spring / summer 2019, is distributed by StudioZeta showrooms in Milan and Pop-Up in London for the UK market.