

REVENANT

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REVENANT (English) – Survived; Survivor.
| From the Latin Redivivus 'restored, renewed.'
A person who returns after a long absence; Returned to a new life.

Debut of **BAD INFLUENCE** at the 96th edition of Pitti Immagine Uomo Spring-Summer 2020 - Menswear Collection

Changeable contrasts, oppositions and suggestive dichotomies, logical derivations that bring out new concepts: these are the creative themes defining **Revenant's** Spring-Summer 2020 collection, entitled "Bad Influence". The line will be presented for the first time at the 96th edition of Pitti Immagine Uomo in the Unconventional Pavilion, where the grittiness of luxury street style will be on display. In the collection, polar opposites encounter and collide, giving way to a new syntax where the classic is set against the contemporary, nature is set against the artificial and tradition against modernity. *Bad Influence* depicts an influence detached from moral judgement and expresses evident obstacles as well as a plurality of elements told through the ironic messages characterising the DNA of the brand.

There is a wider range of graphics: the search for illustrations and evocations of artistic heritage characterise the collection where historic themes are brutally cut and pasted or re-developed with cutting-edge photographic content.

A canvas depicting a still life opposed with Marijuana leaves and the artwork *Ex-plosion*, combining the sacred heart with an atomic mushroom cloud, are the symbols of the "bad influence" inspiring the collection.

Poser is the famous Vincent Van Gogh self-portrait, reinterpreted with sunglasses, ready to be photographed, like a real celebrity. *Liberty* portrays the instantly recognisable Statue of Liberty, which expresses all the emancipation by brandishing a bunch of roses in honour of independence. *Venus* is a modern take on Botticelli's Venus, or what is left of her: a victim of the stereotype that equates feminine beauty with skinniness, her face is a stamp stuck into a skeletal and fluorescent body! Finally, *Global Warming* – where things get really hot – draws attention to rising temperatures with two mating dinosaurs that are making the most of their final moments before extinction.

The sporty collection is targeted at men for whom T-shirts and sweaters are a uniform worn from day to night regardless of location. The line comprises black and white short-sleeved T-shirts, sweaters, jogging bottoms and, summer must-have, basketball shorts, which are all black to draw full attention to the provocative prints. New for SS20, **Revenant** presents its interpretation of an oversized polo, made from cotton jersey, and a maxi hoodie to be worn as a trench.

Copious volumes and "bad fits" are embellished with a variety of printing techniques, where transfer reigns supreme, giving a taste of the glorious trends of the 90's, the years the designer grew up and when fashion was imprinted on him.

The collection is entirely produced in Italy, created in collaboration with the best suppliers in the industry. The materials are 100% cotton, both the jersey and the twill sweat fabric that looks like knitwear.

Thanks to a partnership with the famous *Studiozeta* showroom in Milan, ever since its first season **Revenant** has set its flags not only on Europe, but also in Asia, Russia and even Africa, with sales points in Lebanon, Nigeria and Egypt. *Harvey Nichols* in Hong Kong and *Rainbow Concept* in Macau are at the top of the brand's list of an high-level clientele.

"*The **Revenant** man is a guy who lives for cultures and subcultures, who mixes supposedly dissonant elements without rules. A citizen of the world and night owl, his heart beats at 130 BPM. He likes fashion but is not addicted. Ironic, not ironic,*" concludes Tommaso Bencistà Falorni, Founder & Designer of **Revenant**.

Company Profile

Revenant is a brand owned by TBF Limited Srl, a company founded in 2011 operating in the sectors of design and public relations in the luxury sector. Andrea Bencistà Falorni takes care of the operational management while Tommaso Bencistà Falorni is in charge of creative direction. For Tommaso, the company marks his return to the clothing sector; the name Revenant is no coincidence, meaning "a person who returns".

Debuting with its Spring Summer 2019 menswear collection, the brand is distributed worldwide in the StudioZeta showroom.

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