

REVENANT

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REVENANT (Eng) Survivor.

| From latin Redivivus “restored, renewed”.

A person who returns after a long absence, to come back to life.

C-E-N-S-O-R-E-D

Fall / Winter 2019-20 - Menswear Collection

Following the debut collection for SS19, *The Bloody Fashion Week*, which focused on key roles within the fashion system, Revenant reinforces the brand’s DNA through provocative illustrations inspired by ideas of culture, power and economy. Beyond their inherent aesthetic value, these themes provide fresh scope for the brand’s ironic ideas, that are often overtly explicit.

Censored, the title of the second collection, is a contradictory term intentionally chosen by the brand’s founder who feels that no limits have been imposed on his creative freedom and the unconditioned nature of his own thinking:

“This season the brand explores wider concepts beyond the fashion system, which was the sole focus of the SS19 collection, but it does not abandon them completely. Playing with double meanings, motives and popular modern icons, in which contradictions are simultaneously reinforced and legitimized.”

Tommaso Bencistà Falorni, Revenant Founder and Designer

Illustrations constructed through decorative lettering, slogans shouted by society, like the cuckold, written Honey Money or Game Over, paired with a skeleton heart, the motif which symbolizes the end of a love affair. Icons that are becoming symbols of casual hook-ups or signs of ulterior motives, as seen in *SEX*, a print created from two powerful currencies with an X to mark danger.

The artwork *Ex-plosion* combines the Sacred Heart with the atom bomb, two symbols of good and bad in a continual juxtaposition. *Security* offers an ironic twist on the classic security guard uniform, the insurmountable obstacle always blocking the way at the entrance to exclusive events, this time written in glitter. *Hell_O* presents an evil, fashionista cat whose greeting is a play on words between hello and hell, above a distorted *Catwalk*, a mandatory reference to the fashion shows.

The new collection also features playful reflections on social media with *Haters*, in which the malicious forked tongue of a two-tone snake represents the nightmare of all online celebrities: a crime-scene with a chalk outline of the crushed victim and the phrase - no panic! - it’s just another *Fashion Victim*.

Last, but not least, a deep dive into the 90’s resulted in a decorative print that blends tribal style tattoos with flames and lightning on the sides, sleeves and legs of pieces, poking fun at a classic must-have of the era.

The sporty menswear collection features a versatile range of T-shirts and sweatshirts that can be worn from morning till midnight. T-Shirt styles are available with both short and long sleeves, sweatshirts and trousers are available exclusively in black, in order to ensure all attention is focused on the provocative eye-catching prints.

The materials and treatments are all of the best quality and completely Made in Italy, created in collaboration with renowned producers. Prints are created using a variety of techniques including silk screen, digital and cut out prints. Sweatshirts are available in two types of fabric, one thicker and one thinner, in order to meet the needs of the various international markets. Macro-zips, sublimated print details and orange grosgrain finishes all help to distinguish the brand right down to the finishing touches.

“The Revenant man is one who appreciates both cultures and subcultures, who mixes and matches his wardrobe in his own unique way. Citizen of the world and nocturnal animal, his heart beats at 130 BPM. He likes fashion but isn’t obsessed. Ironic, not iconic,” concludes Tommaso Bencistà Falorni, Founder & Designer di **Revenant**.

Company Profile

Revenant is a brand owned by TBF Limited Srl, founded in 2011 and specialised in design and communications. Andrea Bencistà Falorni is in charge of operations, Tommaso Bencistà Falorni follows creative direction. The brand, which made its debut with the SS19 collection, is distributed worldwide by showroom StudioZeta. For Tommaso Bencistà Falorni Revenant marks his return to the ready-to-wear sector. His first successful project was in 2009 with the brand Toxic.Toy * (within 3 seasons the label was stocked by over 150 clients in 15 countries). The same year it won the Best New Designer award at the White Show in Milan and led to a series of charity projects under the Eccellenze Toscane name, in collaboration with celebrated boutique Luisa Via Roma. In 2012, Tommaso began to take an active role in the family business, specialized in the luxury food and wine sector, as well as simultaneously launching the brand Frida Firenze at Pitti Uomo, a collection of luxury accessories for dogs. Tommaso went on to design the men’s and women’s collections for Playboy, for the Italian, Spanish and Turkish markets, and worked as a PR, collaborating with renowned brands such as Prada, Emporio Armani, Moschino and Salvatore Ferragamo.

Revenant marks a new chapter, a “return” to the much loved ready-to-wear sector after a hiatus. It’s no coincidence that Revenant means “the one who returns”.