



Paola Marella

## Emotional patchwork for the second life of luxury

'I grew up in Como where I attended the renowned Institute of Textile Art and Design "Setificio Paolo Carcano", established in 1868 and sponsored by my grandparents, both leaders in the textile industry since the beginning of the 20th century. Thanks to this family tradition, I have always had the opportunity to experience the magic of fashion. I worked traveling the world as a textile, fashion and jewelry designer, devoting myself also to my own prêt-à-porter line. Backagainshirts is my latest project.' This is how Marina Aliverti enthusiastically explains the origin of this capsule, a connection between prêt-à-porter and art that is consciously transforming itself into a fluid total look. At the base is the idea of recycling, a topic that is so consistent with the period we are living in, and the available resources.

'During the lockdown,' Marina continues, 'I felt the desire to create something new. Instead of an exhibition of paintings or photos as in past years, I devoted myself to a color therapy project (chromotherapy) related to textiles: a limited series of gender-neutral shirts made with the surprising 'upcycled' silks of the historic Como companies: the Backagain Shirts.' For each Backagain Shirt Marina composes a patchwork with 3 or 4 different designs, so it is a long and exciting job. Already committed to promoting attention to climate change since 2016, she insists that fashion must play a leading role in the pursuit of sustainability. 'Now my goal is to ignite this project by selling online, after having received a positive feedback from qualified retail operators and the collaboration with a high-end boutique in St. Moritz.'

For the spring/summer season the Safari, Chesa-Veglia, Pop, Rock & Roll, and Balmoral collections were further enriched with geometric designs mixed with fluo jungles, sailor stripes with camouflage, opticals with animalier and zoo prints, botanical mix n'match, polka dots and leopard spots, liberty and abstract.

Eco mission at the forefront, the exciting search for leftovers and fabric remnants with patience, slowness and attention to different details - this is Marina's new true luxury. It is the art of reimagining existing paradigms and creating new realities, even in fashion: big shirts and comfortable no gender chemisiers will be combined with pajamas pants, they will cross over into multiple pop paintings where embroideries of eerie feline eyes, brilliant blades of grass, lettering and maps, and precious lotus flowers will appear.

Research has also passionately focused on packaging: each garment is wrapped in delicious vintage sachets and each label is hand-printed by the artist in her Cernobbio atelier.

*Translation by Marina Aliverti*

