

BELSTAFF



 Gobetto

FASHION ART DESIGN

Belstaff signature waxing eternalized by the use of resin

Belstaff celebrates Salone del Mobile Milano with a special collaboration with Gobetto.

Selected artists explored the concept of an eternal moment through the world of resin and its features giving life to unique interpretations of the iconic jackets made by Belstaff. The art pieces will be displayed at Belstaff House in Via della Spiga 19, during Salone del Mobile from 14th to 19th of April 2015.

Through a futuristic parallelism, the catalysis of the resin enacts the functionality of the Belstaff product. The resin, as with the famous Belstaff Wax, from functional and protective becomes a decorative element strongly predominant up to turn into an artistic and iconic pure element.



Gobetto resins stand out as an adjuvant element between Modern Art and Fashion, between functionality and aesthetics, capturing and translating the movement of the bodies in a moment: from Flexint floral relief decorations created by Sonja Quarone, to Mino Longo's rock influence and the *animalier* fluorescence of Giorgio Deriu, from the romantic essence of Arianna Raimondi, to the versatile technique of Elena Giorcelli and the metallic concentric spirals of Romano De Micheli.

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The soul of Fashion, trapped in a world of resin reflections, is the result of this artistic collaboration that powerfully freezes a moment and its speed.

The six art pieces will be displayed at Belstaff House during Salone del Mobile and during the Cocktail Party that will take place from Thursday 16th April from 18.30 to 21.30 (by invite only).

The jacket that will receive the most votes by our customers, will be donated for a Charity Auction that will take place in Milan on Tuesday November 3rd in cooperation with Sotheby's Italia to support the Associazione CAF Onlus.



Artists and Art works:

Sonja Quarone: TITLE: *UNDER SKIN – Flexint UV with silver sparkle and decorative elements*

Giorgio Deriu: TITLE: *ROARRR - Flexint Biolight yellow and blue*

Mino Longo: TITLE: *BRITANNIA '73, WALKING IN LONDON!: Flexint UV transparent, glittered and pigmented*

Romano De Micheli: TITLE: *IBIZA WAVES: Flexint UV and bronze powder*

Arianna Raimondi: TITLE: *IN THE MOOD OF WHITE: Pigmented UV Flexint UV and Poliepo GC 503 UV with extra transparent crystals*

Elena Giorcelli: TITLE: *LIFE FLOWER: Flexint UV mixed techniques*

Technical details of the materials used:

Flexint UV is a bicomponent epoxy resin (Ratio 1 ÷ 0.5), solvent free, it does not fade, reactive diluents free, to avoid any irritation and dermatitis risks. Its special features are softness and elasticity.

Flexint Biolight is a bi component epoxy resin (Ratio 1 ÷ 0.4) solvent free, and non-toxic. In daylight the resin appears in its color and keeps its different nuances also in darkness, releasing the absorbed energy in a phosphorescent glow. This resin is available in five colors: green, yellow, red, orange and blue.

Poliepo GC 503 UV Extra is a two component epoxy compound (Ratio 1 ÷ 0.5) solvent-free, and non-toxic, designed to ensure excellent transparency, easy application and excellent resistance. Solvent-free, to avoid contact irritation. The catalyst ensures good UV stability maintaining the transparency over time.

About BELSTAFF:

Belstaff is a global British luxury lifestyle brand steeped in its heritage and spirit of adventure. In Belstaff, the fearless explorer and the fashion enthusiast alike will discover an approachable luxury for a modern lifestyle all influenced by Belstaff's rich history and archives.

Belstaff is headquartered in London and showrooms reside in New York, Milan and Munich, with a London showroom opening in May. Belstaff is currently sold through its flagship on New Bond Street, and five freestanding boutiques in Europe and the United States, through select wholesale distribution worldwide and on www.belstaff.com

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About GOBBETTO:

The highly professional area where Gobbetto move draws the trail offering the solutions and researches of architects, artists and designers in the application of resins in Italy since 60's.

Gobbetto's activity is devoted to develop high technology systems and techniques to obtain surfaces and backgrounds, capable to highlight contents, artistic and communicative languages, expressed through the plasticity of resin materials.

For further information please contact: www.gobbetto.com