

GIANVITO ROSSI UNVEILS 'ANTEPRIMA'

Gianvito Rossi presents a sophisticated collection of fiercely chic and contemporary designs. The iconic pieces are unveiled in an exclusive video - 'Anteprima' - which recalls cinema's pure elegance and glamour. A 'Sweet Illusion' that hints at the soft, see-through material which defines every creation, elongating the female silhouette, and winks at the playful game of identities that takes place in this short movie.

A row of lightbulbs at the front of a movie theatre comes into focus. A mysterious woman, wearing a stylish pair of Plexi pumps, moves towards the entrance of the projection room and takes a seat. As the movie begins, her alter-ego appears on the screen and, with a humorous touch, mimics her every move. At her feet, the dashing Gianvito Rossi creations which make up the collection.

Soft glass details take centre stage both on film and in real life, and adorn the styles in a fantasy of colours. Energetic yellow, soft glaze pink and vigorous black hues give a new sophistication - feminine, yet sharp - to each of the designs.

From the classic Plexi pump with a mid-height heel, to the ultra-modern Metropolis sandal with a sharp stiletto heel, the soft glass gives maximum visibility to the foot and leg, elongating sinuously the silhouette. The minimalist Elle mule, with a sharp pointed-toe and plexi upper, evokes refinement at its best.

The clear crystal detail conveys transparency and lightness to the Plexi high heeled pump in red and black leather. This exceptionally feminine style has become a true symbol of Gianvito Rossi's refined world.

Lastly, the Bree D'Orsay pump: an extremely chic open-toe in patent leather with a pin thin stiletto heel. A smart plexi toe-strap makes this design a favourite addition to any modern wardrobe.

A flirty fantasy, 'Anteprima - a Sweet Illusion' presents a versatile and chic collection of contemporary styles for a strong, independent woman who likes to seduce with all her charm.

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