

For immediate release

CERRUTI 1881 LAUNCHES A COLLABORATION WITH PARSONS PARIS AND THE WOOLMARK COMPANY

Paris, 28 September 2017. Paris fashion house Cerruti announces a unique collaboration with Parsons Paris and The Woolmark Company. Under the guidance of Cerruti's Creative Officer Jason Basmajian and his teams, Parsons students will develop a capsule collection that explores gender fluidity in contemporary keys. The Woolmark Company will offer students the opportunity to experiment with a selection of luxury fine wool fabrics. Students of the Fashion Design and Strategic Design & Management programs will design and market together free-spirited genderless looks, integrating both tailoring and casualwear in line with the Cerruti heritage.

Cerruti Chief Creative Officer Jason Basmajian states, «This is an exciting and inspiring collaboration where everyone benefits. The students will gain real life industry experience working within a fashion house across design, merchandising, and marketing. They will be challenged to work in teams, communicate their ideas and channel their creativity into a tangible capsule collection on a relevant theme in today's changing industry. We are proud to partner with Parsons and thank The Woolmark Company for its generous support and commitment to emerging talent.»

International model, influencer and stylist Amalie Gassmann will provide inspiration to the students. Born in San Francisco, brought up in Paris and currently studying film in New York, Amalie is known for her keen style and sense of mixing menswear, streetwear and couture. Amalie will work with the Parsons teams on photographing, filming, and positioning their projects through social media. « I am honored and excited to be a part of this innovative collaboration and creative journey.»



For Leyla Neri, Director of Fashion Design and Strategic Design & Management programs at Parsons Paris - The New School, “Cerruti will provide our students the unprecedented chance to innovate while being trained in field conditions within a historical Maison. Five groups of international students will be immersed in the fascinating heritage of Cerruti and taken under the wing of Jason Basmajian and his high-level professional team for several weeks. They will have the privilege of using the best quality of wools in the world thanks to the extraordinary resources made available by The Woolmark Company. I would never have dreamed of seeing our students involved in such a life-changing experience.”

“We are required to perform under real working conditions following the exact progression and agenda of the brand. I feel that we are gaining relevant knowledge and experience as we are taken out of the context of a classroom. We have the amazing opportunity to be coached by Jason and his closest colleagues. This is certainly a unique experience for both fashion and management students.”

Dylan Custodero, 3rd Year Student in Strategic Design and Management, Parsons Paris.



As the global authority on wool, The Woolmark Company is committed to fostering the education of young designers.

“This partnership with Cerruti and Parsons Paris is the ideal way to connect emerging design talent with a global fashion house who has a long-standing history with wool and the Woolmark brand,” explains Julie Davies, The Woolmark Company General Manager, Processing Innovation & Education Extension. “It is through partnerships such as these that we are able to educate young designers on the extraordinary benefits of Merino wool and encourage them to continue using this fibre throughout their careers. As a luxurious, technical fibre, wool is a natural fit for this design project, asking students to create gender-less outfits suited to Cerruti’s design aesthetics.”

About Cerruti 1881

The Cerruti brothers founded the House of Cerruti in 1881 in Biella, Italy, manufacturing the highest-quality wools and luxurious textiles. Maestros of their craft, the Cerruti’s reputation grew throughout the century, with Nino Cerruti taking up the baton at the age of 20 in the 1950s. In 1967, he founded Cerruti 1881, creating a legendary impact on men’s ready to wear. Today, the brand has 95 stores globally and is stocked at leading retailers worldwide.

Since April 2011, Cerruti 1881 is part of the Hong Kong based Trinity Limited group, specialized in high-end men’s prêt à porter. Jason Basmajian was appointed Chief Creative Officer in October 2015.

In 2017, Cerruti celebrates the 50 years of the brand.

About Parsons Paris

Parsons Paris is the unique European campus of Parsons School of Design, New York. Parsons has had a school in Paris since 1921, when Frank Alvah Parsons first established the Paris Ateliers of the New York School of Fine and Applied Art. In 1970, Parsons merged with The New School, a university founded in 1919 by a group of eminent scholars dedicated to the social sciences and the performing arts. Parsons Paris’ new academic center, established in 2013 at 45 rue Saint Roch, reflects the pedagogical mission of The New School. It is a laboratory where the students of both cities can take advantage of unique resources to experiment new design practices in order to produce positive social change.

About The Woolmark Company

The Woolmark Company is the global authority on wool. Through our extensive network of relationships spanning the international textile and fashion industries, we highlight Australian wool’s position as the ultimate natural fibre and premier ingredient in luxury apparel.

The Woolmark logo is one of the world’s most recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product.

The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 60,000 woolgrowers that help fund the company.

#Cerruti50

Facebook : @cerruti.official

Twitter : @cerruti1881

Instagram : @cerruti1881

#Parsons

Facebook : @Parsonsparis

Twitter : @Parsonsparis

Instagram : @Parsonsparis

#woolmark

Facebook: @thewoolmarkcompany

Twitter: @woolmark

Instagram: @thewoolmarkcompany

#amaliegassmann

Instagram: @amalie_gassmann