

CERRUTI 1881 AND THE WOOLMARK COMPANY OFFER PARSONS PARIS STUDENTS THE ULTIMATE INDUSTRY EXPERIENCE

Paris, 15 December 2017. The results of a unique collaboration between fashion house Cerruti 1881, Parsons Paris and The Woolmark Company were showcased this week during a special event held in Cerruti's Paris showroom.

Under the guidance of Cerruti's Chief Creative Officer Jason Basmajian and his teams, Parsons Paris students were tasked to develop a capsule collection that explored gender fluidity, whilst gaining real-life experience across design, merchandising, and marketing. The Woolmark Company offered students the opportunity to experiment with a selection of luxury, fine Merino wool fabrics in navy blue, which students used to create genderless looks in line with the Cerruti heritage.

A judging panel comprising industry heavyweights including Jason Basmajian - Cerruti 1881 Chief Creative Officer; Stuart Ford - The Woolmark Company General Manager; Leyla Neri - Parsons Paris Director of Fashion Design Program and Strategic Design Management Program; Alessandra Valensise - Cerruti 1881 Collection Director; George Yang - Cerruti 1881 Head of Design; Paulo Meixedo & Filipe Fangueiro - Dsection Founders and Editors in chief; Grégoire Proffit - Galeries Lafayette Menswear Buyer; and Amalie Gassmann - Model, stylist and influencer chose REVOLUTION as the inaugural winner.

"We are so excited to have this opportunity with The Woolmark Company and Parsons Paris, to really share our experience and an end-to-end process with the students," said Jason Basmajian. "I think the best part of this project is everybody wins and the future is bright; Parsons Paris students represent our talent in this business. The innovation with Woolmark, their support combined with our design and merchandising skills have really given the students a full 360-degree perspective of what it is like to work in the fashion industry today."

Amalie Gassmann added: "I really love the different materials and seeing how intricate and how versatile the students have made it. Wool is a very innovative material and there was also the challenge of using one single colour which was dark blue, and still having a shape to the garment without it being swallowed by the outfit. They did such a good job and they really experimented with the materials."

Teams were asked to design a mini Autumn/Winter capsule collection, consisting of two full looks. Each look was to be modelled on both a male and female model, with androgyny being the key theme. REVOLUTION was chosen based on design, execution, business, marketing and visual presentation.

"This has been such an amazing opportunity for me because as a Parsons student in New York I am very thankful that I came to Paris," said Millicent Dunstan of winning team REVOLUTION. "I knew about Woolmark previously, but I didn't know the extent of what wool had to offer. Just from sewing with tech wool, sewing with wool denim, learning about all the different things that wool can do, and the potential that it has - the fact that it is renewable and biodegradable. I didn't know about that before and as a designer sustainability is very important to me. I feel like I can take away from this project and from Woolmark what I've learned and apply it to my design career."

«The Cerruti and Woolmark project was one of the most rewarding experiences I've had through Parsons not only because we were able to work and collaborate with the fashion designers and respected companies, but also because everyone was so engaged and passionate about the project. We learned directly from professionals in the industry I would like to one day be in and I'm grateful for the fact that the Cerruti team was so helpful in every aspect of the project. For the management students like Dylan and me, Cerruti's Head of Production, Alessandra, was extremely supportive and informative throughout the entire project in teaching us about the business side of the fashion industry. Overall, it was an incredible learning experience that has taught me so much and I will continue to use what I've learned from this project in my future endeavors.» said Ashley Lee of winning team REVOLUTION.

EDITOR'S NOTES

Winning Team: REVOLUTION

Angelica Baez-Chavez

Dylan Custodero

Clarissa De Vasconcelos Matos

Millicent Dunstan

Ashley Lee

Alexandra Polley

Further quotes and images from the event can be found [here](#).

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.

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