

ROBERT FRIEDMAN FW 2013

The Robert Friedman Collection is as versatile and innovative as ever, both as regards fabrics and styles , enriched by refined details , that make it unique.

Here are many textured fabrics, jacquard and “fil-coupe”, declined into classic colours but also in trendy colours for the next season.

In fact colour catches the eye, with plenty of yellow shades, blended with grey, blue with acid yellow and green, purple and brown with bright blue.

These items are destined to “brighten” men’s outfit, which will surely be characterized by winter colours , dark for outerwear such as jackets and jumpers, illuminated by the shirt, so as to avoid monochrome.

Square pockets are still available, proposed with patterns that can be combined with your shirt, and so much appreciated the past season. This season you can also choose to wear a foulard/headband with your shirt; you can pick it up among patterned fabrics or warm flannels. These options add a great value to the shirt that becomes a decorative element to be displayed, and at the same time commercially valuable.

Besides there will be a very special CAPSULE collection with a dedicated label and tag : “Vintage in Progress”.

This proposal comprises unique items, with patches made with different colours, both as regards textures and colours, and still well blended, to be collected, some of such items made with details by original vintage “foulards”, all different.

Washings have been our strength for dozens of years, and have been updated with new formulas giving the items an even greater softness and smoothness.

Besides, this season Robert Friedman introduces the project “down jacket”.

After months of in-depth research – both in design and technical – we have realized three styles, flexible, made with a RIP-STOP fabric, available in 12 colours.

The padding is made with the best possible blend: 90% goose down and 10% small feathers . This special padding gives the items the best thermal features with a high level of internal heat and moisture absorption. At the same time it is a very soft and light item... surely a must have, very urban, but also very suitable for your free-time .