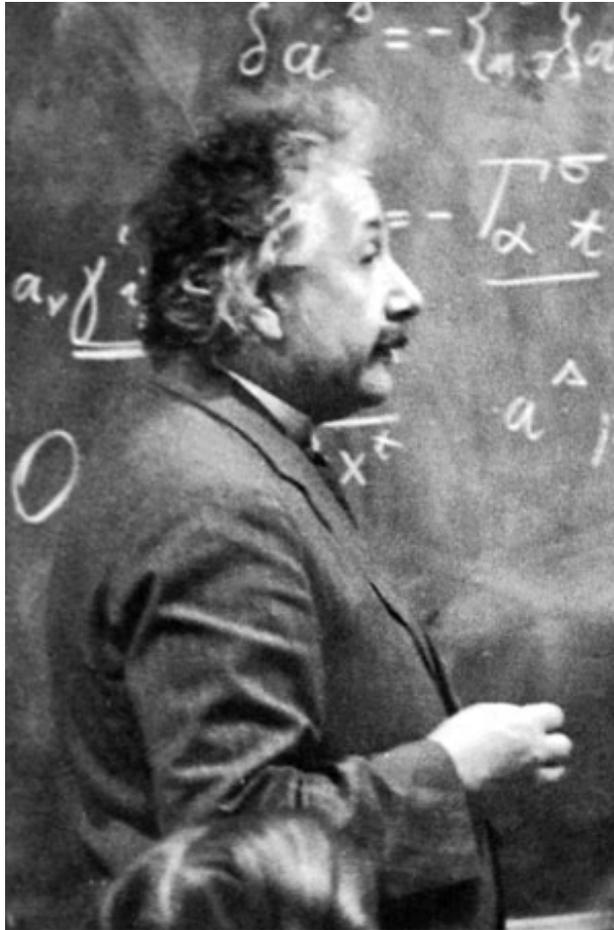


# INNOVATION



"INNOVATION IS NOT THE  
PRODUCT OF LOGICAL THOUGHT,  
ALTHOUGH THE RESULT IS TIED  
TO LOGICAL STRUCTURE."

-Einstein



"THEY ALWAYS SAY TIME  
CHANGES THINGS, BUT  
YOU ACTUALLY HAVE TO  
CHANGE THEM YOURSELF."

-Andy Warhol



THE LAUNCH OF KATE MOSS FOR TOPSHOP COLLECTION, THE FIRST COLLABORATION OF ITS KIND FOR TOPSHOP

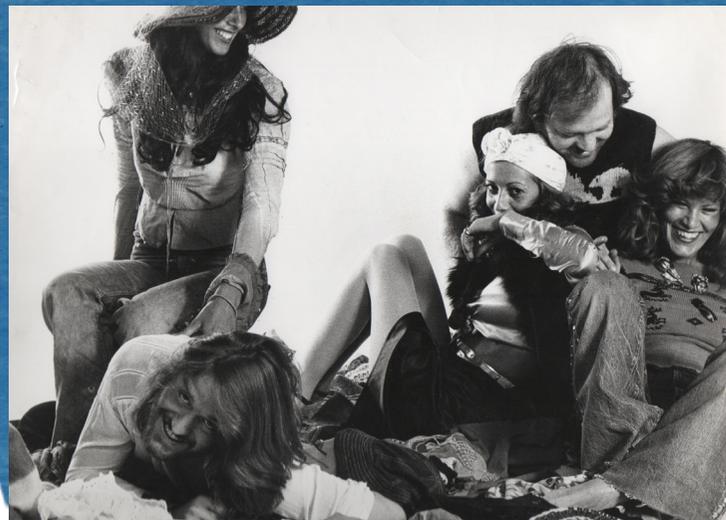


LINE OUTSIDE THE APPLE STORE FOR IPHONE 6

SINCE THE BEGINNING OF MY CAREER I TRIED TO BRING INNOVATION, RESEARCH, AND CLEVER IDEAS IN EVERYTHING I DID. I ALWAYS THOUGHT THAT INNOVATION IN PRODUCTS AND DESIGN IS THE MOTIVATIONAL FACTOR THAT ATTRACTS THE CUSTOMERS TO NEW PRODUCTS AND MAKES THEM HAPPY.



ONE OF THE FIRST CUSTOMERS TO COLLECT HIS NEW IPHONE, CLEARLY VERY EXCITED



THIS IS THE FIRST TEAM OF KING'S JEANS,  
WHERE I PROUDLY SHOW MY HAIR

A KEY FACTOR OF INNOVATION IS A TEAM AND TEAMWORK. FROM THE BEGINNING I HAVE ALWAYS BELIEVED IN TEAMWORK AND WORKED TO CREATE TEAMS THAT WOULD WORK WITH ME ON INNOVATION. THE PASSION AND THE EMOTIONAL ENVOLMENT OF THE TEAM ON A PROJECT IS THE KEY TO BRINGING SUCCESS TO INNOVATION.



THIS IS AN ICONIC PICTURE OF A MUCH BIGGER TEAM THAT WE CALLED GENIUS GROUP. THANKS TO THESE PEOPLE GENIUS GROUP CREATED AN INCREDIBLE AMOUNT OF INNOVATION

BEFORE MOVING ON TO WHAT IS THE MOST INTERESTING PART OF THE CONVERSATION, WHICH IS WHAT WILL BE THE FUTURE AND INNOVATION IN DENIM, I WOULD LIKE TO GO OVER THE MOST IMPORTANT INNOVATIONS THAT I WAS INVOLVED IN AND THAT HAVE MARKED MY CAREER.



BEFORE



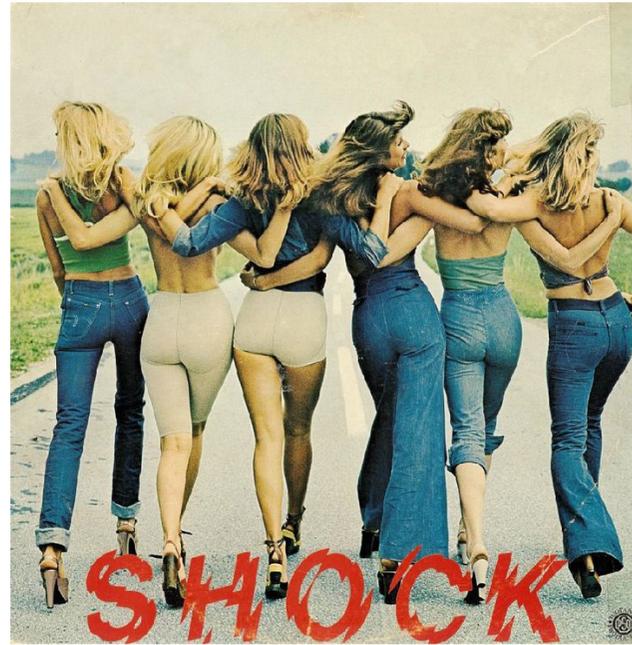
A LOT OF WORK



AFTER

# EARLY 70s

THE INTRODUCTION OF  
DESIGN AND FASHION  
IN THE OTHERWISE FLAT  
AND BORING WORLD OF  
DENIM.



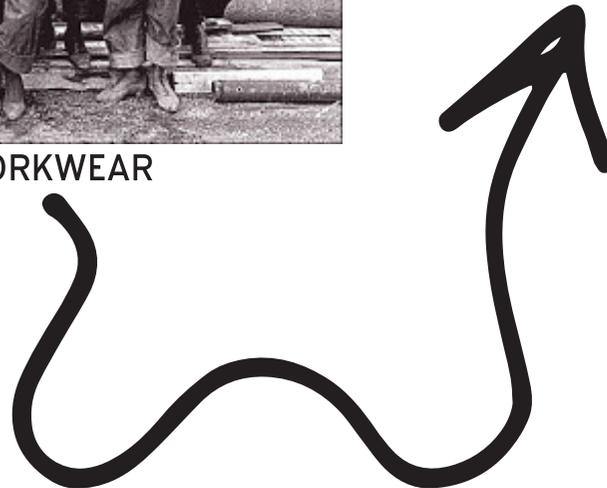
FARRAH FAWCETT



IT WAS JUST WORKWEAR



CLUBBING AND DESIGNING

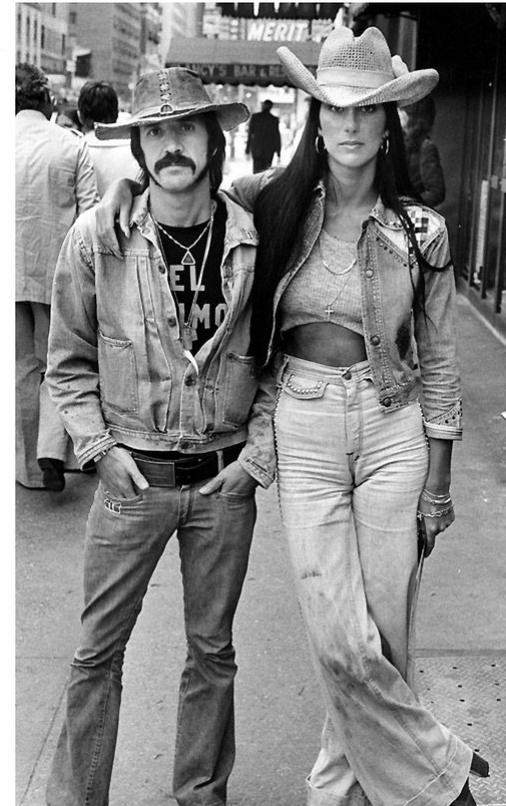


# LATE 70s



MY FIRST LAUNDRY IN A DECONSECRATED CHURCH IN ITALY

SAW THE BEGINNING OF THE FIRST AND LATEST TREATMENTS FOR DENIM, IN PARTICULAR THE INVENTION OF THE STONE WASH, WHICH REVOLUTIONIZED THE WORLD OF DENIM AND IS STILL ONE OF THE ELEMENTS AT THE FOREFRONT OF DENIM DESIGN TODAY.



SONNY AND CHER

**MUSCLE**  
SPORT



**RE**tour  
HOLIDAY LOOK

REPLAY  
& SONS

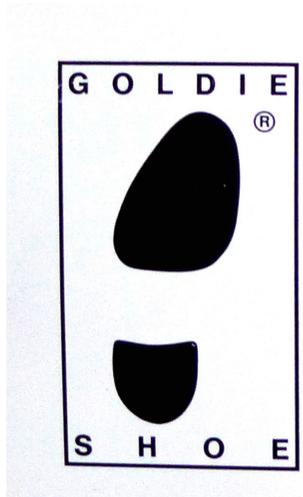
**GOLDIE**  
junior

**GOLDIE**  
*Lingerie*

  
**DIESEL**

**HOT**<sup>®</sup>  
PRODUCTS  
ITALY

  
**REPLAY**



  
**GOLDIE**  
ITALIA  
*Sport Line*

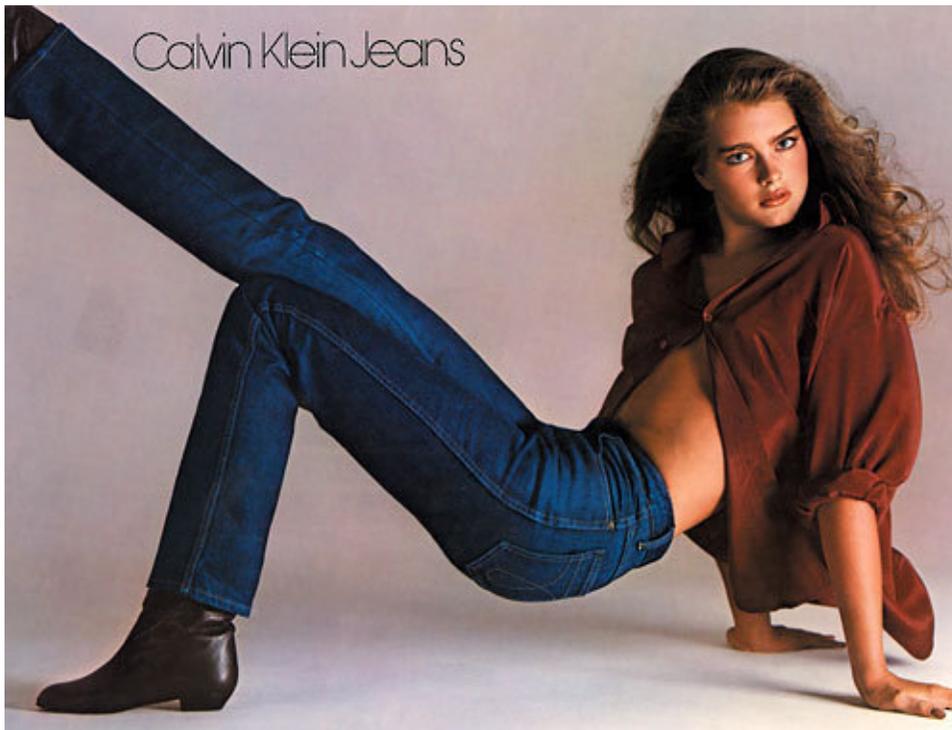
*Viva*

MANTEJ + BARILLI  
**'BO-BO'**  
**KAMINSKY**<sup>®</sup>  
SPORTSKY  
MADE SOMEWHERE IN ITALY

**GOLDIE**<sup>®</sup>

JUST A FEW OF THE LINES I  
STARTED DURING THIS TIME

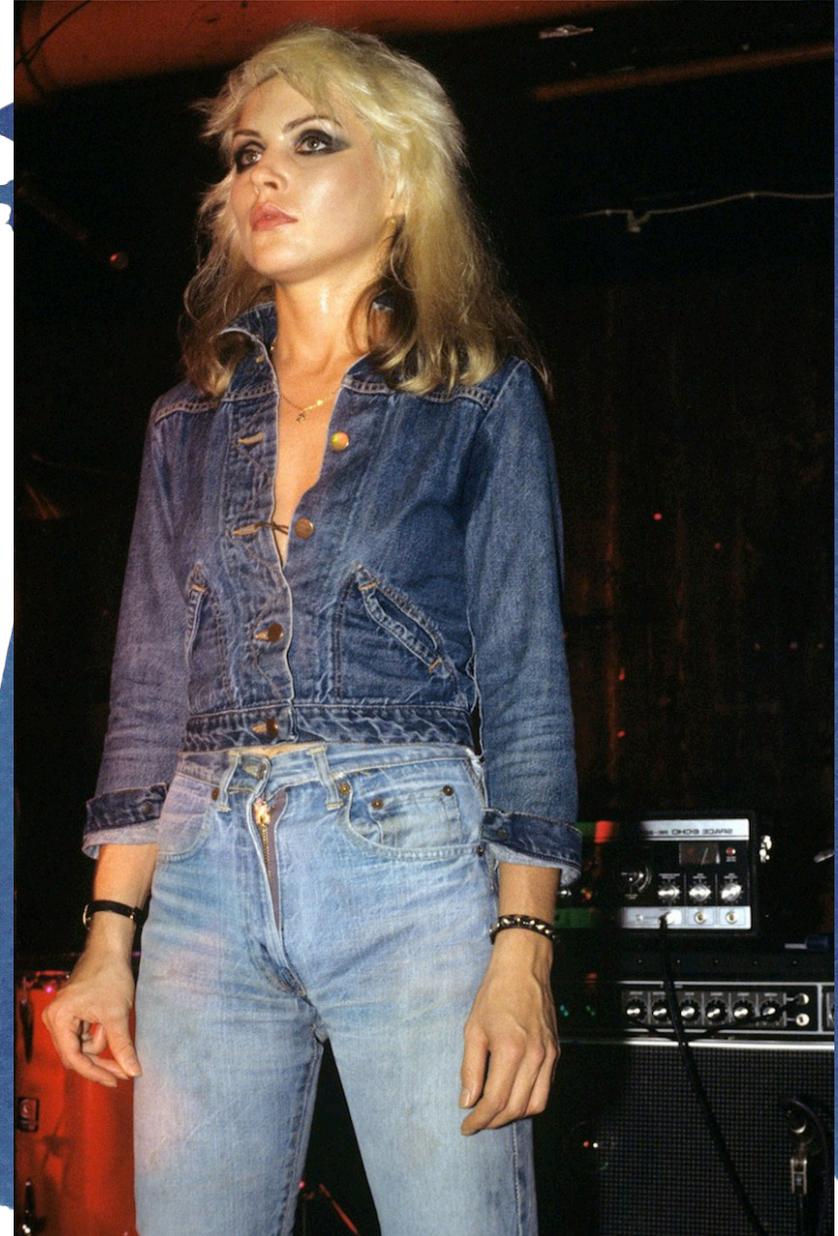
# LATE 80S



BROOKE SHIELDS FOR CALVIN KLEIN

THE FIRST 'PRIMITIVE' STRETCH JEANS ARE RELEASED, THIS IS A HUGE INNOVATION IN FIT, JEANS HAD NEVER BEEN SO SKIN TIGHT.

THE FIRST RESEARCH AND EXPERIMENTATION WAS DONE INTO NEW WAYS TO MAKE 'SPECIAL EFFECTS' ON JEANS, IN PARTICULAR THE REPRODUCTION OF A WORN PAIR OF JEANS, OR VINTAGE JEANS.



DEBBIE HARRY OF BLONDIE

THE STUDY AND RESEARCH ON THE REPRODUCTION OF THE AMERICAN VINTAGE JEAN.

THE INTRODUCTION OF THE RING YARN.

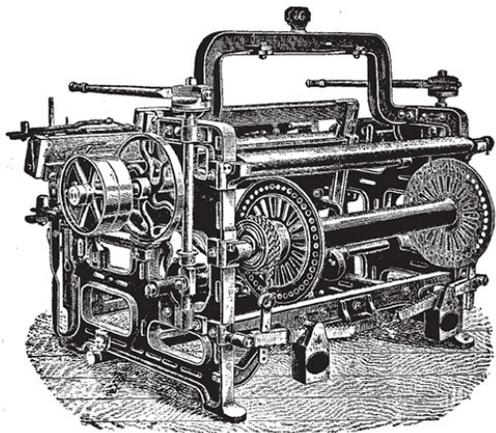
MY RIVET COLLECTION IS ONE THAT OPENED THE WAY TO THE VINTAGE AMERICAN LOOK.

THE ROSEBOWL IN L.A. BECAME AN ICONIC FLEA MARKET AND A KEY DESTINATION FOR ALL THE JEAN MANIACS.



ROSEBOWL FLEA MARKET

# LATE 80S/EARLY 90S



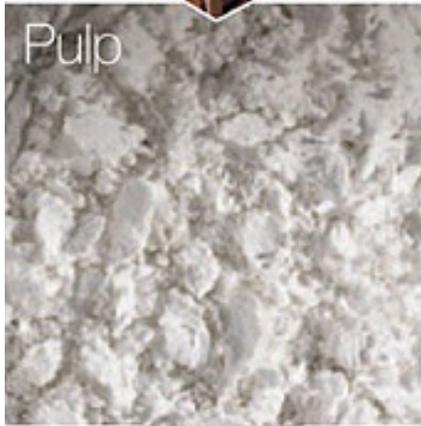
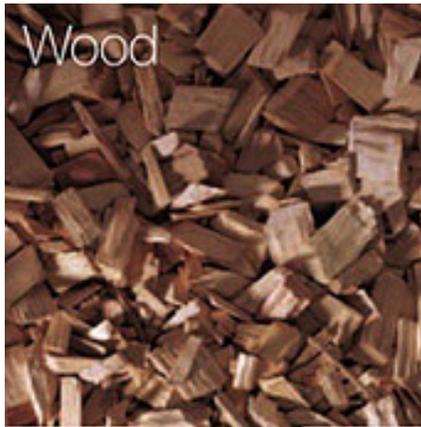
THE OLD SHUTTLE LOOM



THE OLD SHUTTLE LOOMS IN ACTION AGAIN

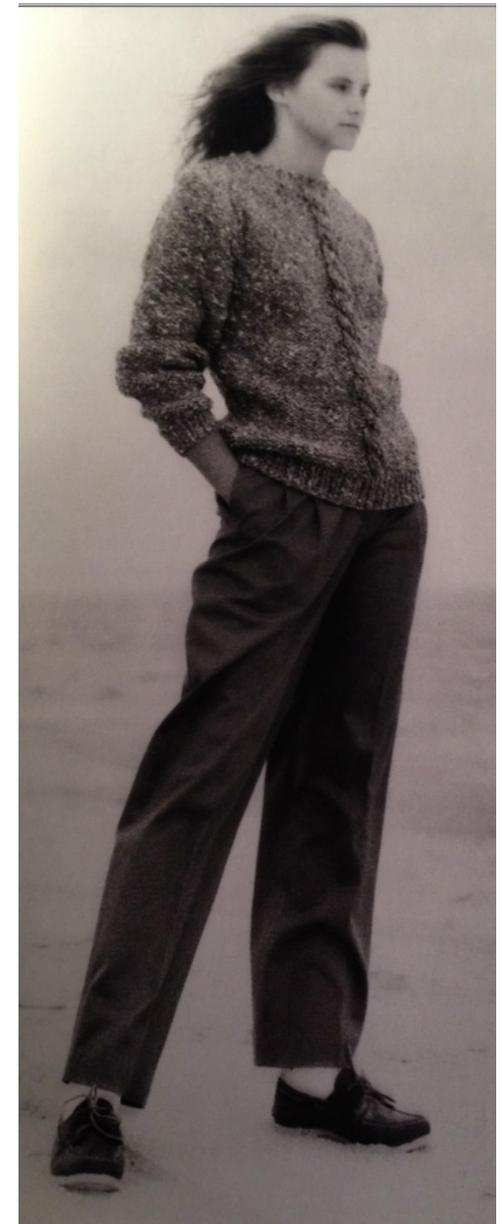
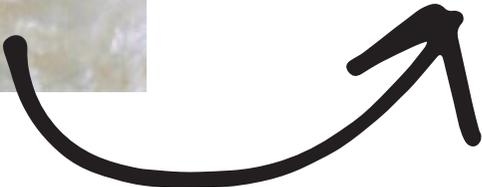


1969 GAP JEAN



# MID/LATE 90s

THE INTRODUCTION OF THE CELLULOSE FIBER, IN PARTICULAR TENCEL. FIBERS DERIVED FROM USED USED TO MAKE DENIM SOFTER.

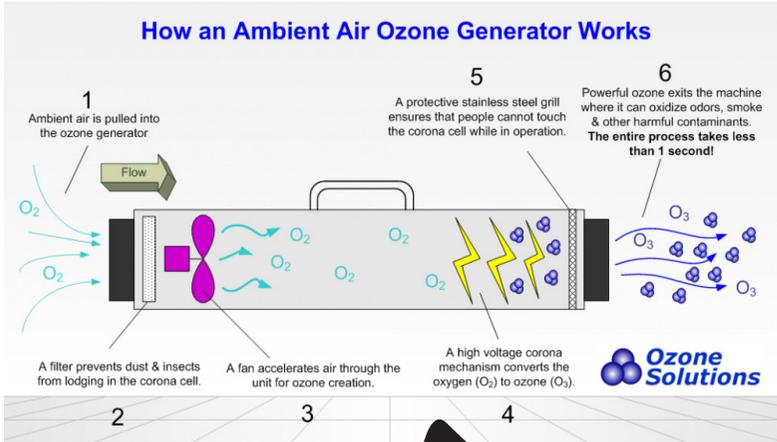


THE DRAMATIC IMPROVEMENT OF THE  
STRETCH FABRICS OPENS THE WAY FOR THE  
'SEXY JEAN' MADE IN L.A.

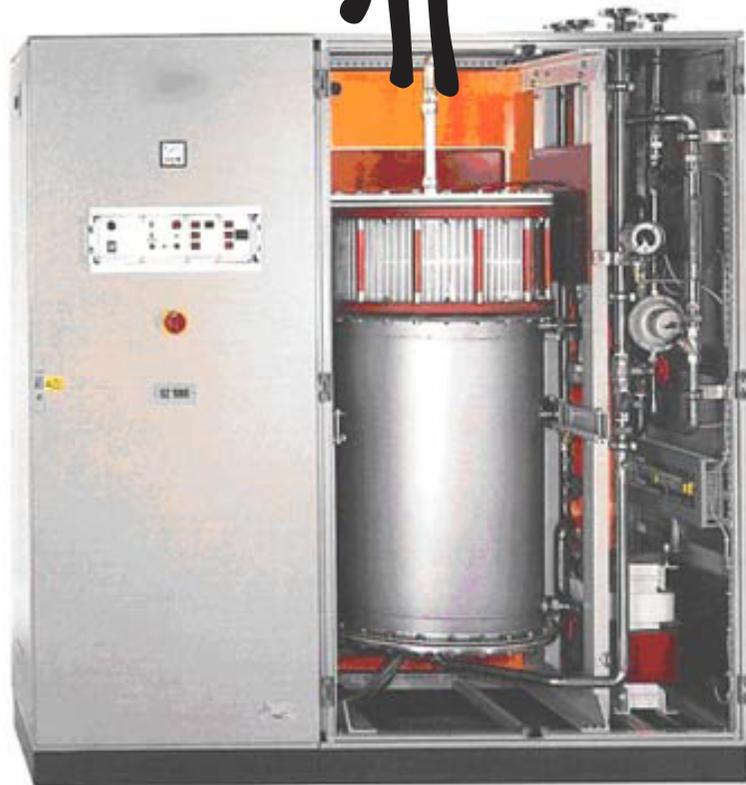
LATE 90S



# EARLY OOs



LASER FOR JEANS



OZONE GENERATOR MACHINE

WITH THE WORSENING ECOLOGICAL STATE, IT BECAME MORE PREVALENT AND UNAVOIDABLE (AND RESPONSIBLE) TO START TO STUDY AND REASERACH AND BRING INNOVATION IN MAKING OUR WORK ECOLOGICAL. THIS IS WHEN I STARTED EXPERIMENTING WITH LASERS AND OZONE MACHINES AND ALL THE PROCESSESS IN ORDER TO SAVE WATER, ENERGY AND USE BETTER CHEMICALS.

# MID 00s

INTRODUCTION OF THE SUPER STRETCH JEAN AND BLENDED DENIM (THE USE OF DIFFERENT FIBERS IN ONE JEAN)



THE FIRST PRESENTATION OF THE SUPER STRETCH JEAN IN THE WINDOW OF AMERICAN RAG

# LATE 00s



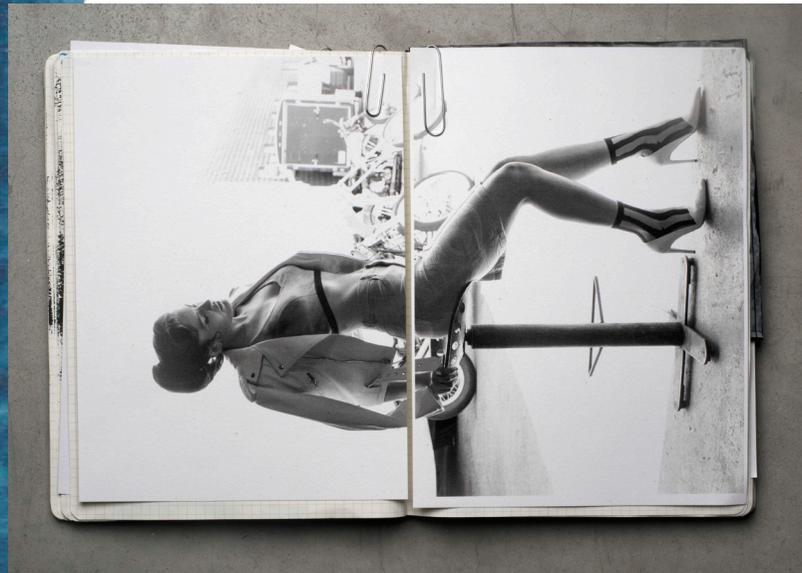
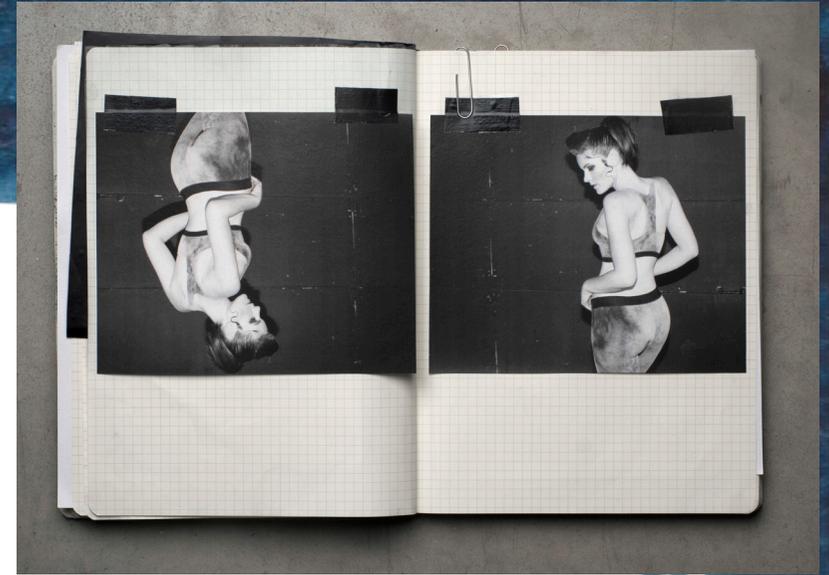
VARIOUS EXAMPLES OF DIFFERENT FINISHES



THE INVENTION OF COATING, METALLICS, WAX FINISH, AND MANY NEW OTHER FINISHES FOR DENIM.

INTRODUCTION OF THE NEW DENIM MADE WITH KNITTING MACHINES,  
BRINGING DENIM TO A TOTALLY NEW LEVEL OF COMFORT.

# EARLY 10s



IMAGES FROM MADE GOLD LOOK BOOK SS15

# THE FUTURE

STRETCHABILITY IN ALL DIRECTIONS,  
MAN MADE FIBERS, NEW LEVEL OF  
COMFORT, NEW ACTIVE STYLE LIFE. FROM  
THE LOOMS TO THE CIRCULAR KNITTING  
MACHINES THIS IS NOT AN EVOLUTION,  
BUT A REVOLUTION.

