



 Недела на италијанскиот јазик во светот

Младите и Италија - една инспирација, многу приказни

*Италијанскиот моден дизајн – како од домашен бренд
прераснува во светски еталон за вкус и стил*

Проф. д-р Марија Кертакова



Perugia beautiful old street via dell`Acquedotto, Umbria, Italy



La dolce vita!



DOLCE & GABBANA
PARIS/LOVE



Le Italian fashion houses they have always been considered legendary in the rest of the world, from Armani to Prada, from Versace to Valentino.

This is because the Italian fashion has always been recognized for meticulous craftsmanship and for luxury materials, but only **after the Second World War did Italy become a true fashion capital.**

Before the war, Italian fashion houses followed French fashion, just like the rest of the world. France dictated the fashion trends, but immediately after the war there Italian fashion he obtained trust and financial support, managing to create a unique and unmistakable style.

During the 50s and 60s, as French labels such as Christian Dior and Jacques Fath turned their attention to couture, Italian fashion houses truly understood the need for women to have comfortable and versatile clothes, even if they were made to measure and refined.

Italian day wear took off in America (Italian designers really understood the American women) and paved the way for the **ready-to-wear collections coming out of fashion houses today.**

American Money

In an effort to restore and stabilize the Italian economy after World War II, the Marshall Plan provided American aid for Italy's textile businesses, which were mostly small, family-owned operations. This investment spurred the production of the leather, fur, silk and wool—still the country's most prized luxury materials to this day.

A Focus On Practicality

Italian fashion impresarios like Emilio Pucci, Valentino, and Fendi designed luxurious clothes, but they were always grounded in a strong sense of reality.

Women Designing For Women

Part of the reason Italy was the first market for day wear was a coterie of women designers who understood the needs of women. Germana Marucelli, Mila Schön, Simonetta, and Galitzine: “this group of ladies were all coming from Italian aristocracy, and they found themselves without a job and without any money after the war,” says Tonchi. “What they knew was clothes, they loved clothes, and they had the technical know-how to create these collections.”

Hollywood Invasion

The fashion industry was influenced by other artistic fields, most notably film. In the 1950s, Rome became Italy's “Hollywood on the Tiber” when American filmmakers started shifting production overseas to take advantage of lower costs. Hollywood stars like Eva Gardner, Audrey Hepburn, and Liz Taylor regularly wore Italian designers, while the Italian costume designer Danilo Donati frequently designed for Italian filmmakers like Federico Fellini and Luchino Visconti.

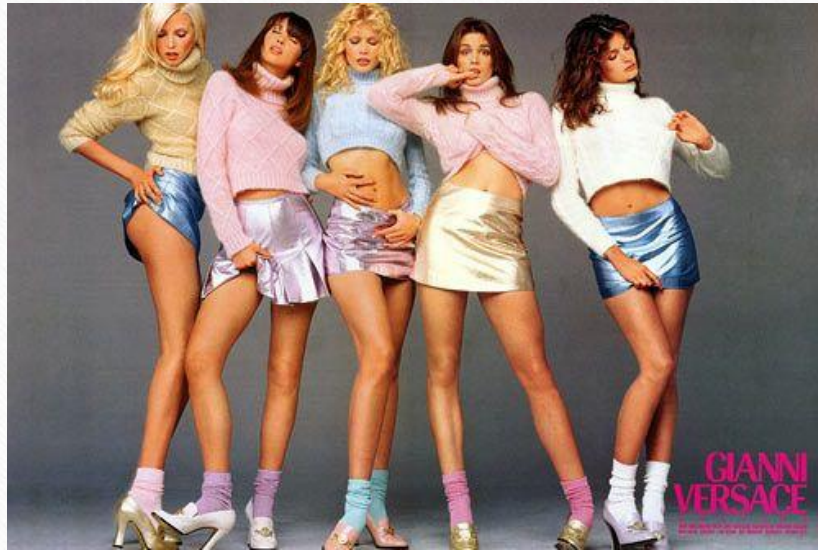
Italy today is home to the most famous fashion designers, and the largest fashion labels in the world. From Gucci and Diesel to Fendi and Dolce & Gabbana, the Italian fashion presents talents and projects of worldwide appeal.

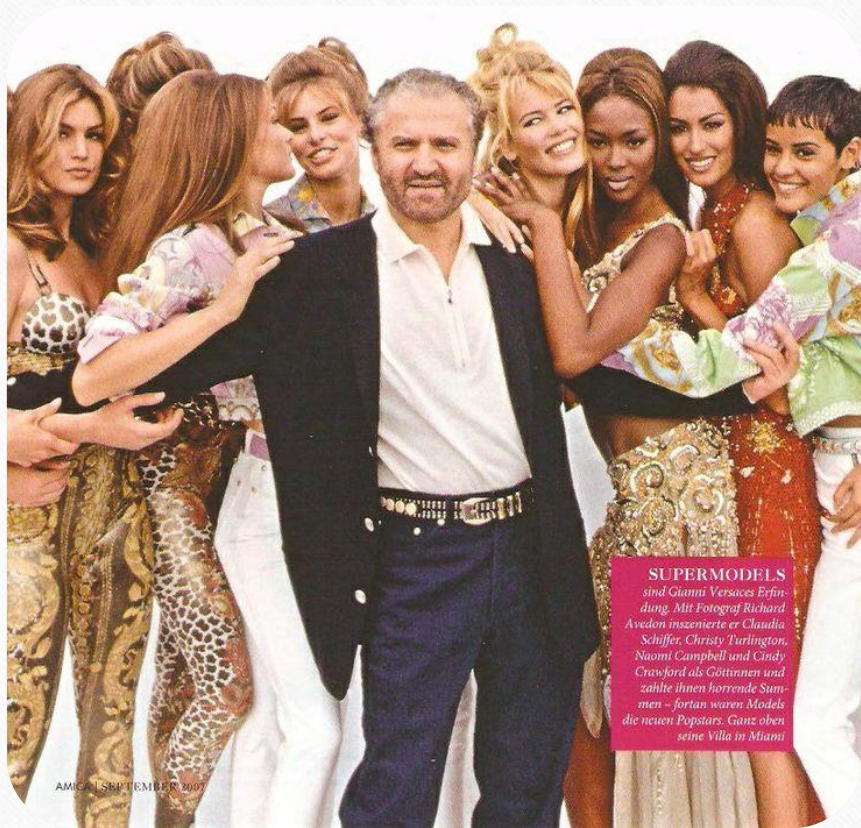
The style of Italian fashion is rightly celebrated as unique among competitors: with its unmistakable elegance, excellent tailoring, fine fabrics, creativity and unparalleled innovation.

In fact, let's see the big names of Italian fashion in the major shopping streets in all cities of the world. Italian fashion houses have now become "household names" when it comes to luxury fashion.

Among the legends of Italian fashion that dominate global markets we find:

Prada, Armani, Versace, Cavalli, Dolce & Gabbana, Bottega Veneta, Salvatore Ferragamo, Gucci, Tod's, Marni, Valentino, Missoni, Gianfranco Ferrè, Krizia, Coveri, Trussardi, Laura Biagiotti, Alberta Ferretti, Moschino, Rocco Barocco, Emanuel Ungaro, Luciano Soprano, Romeo Gigli, Bulgari, Sergio Rossi.





SUPERMODELS
sind Gianni Versaces Erfindung. Mit Fotograf Richard Avedon inszenierte er Claudia Schiffer, Christy Turlington, Naomi Campbell und Cindy Crawford als Göttinnen und zahlte ihnen horrenden Summen – fortan waren Models die neuen Popstars. Ganz oben seine Villa in Miami

Gianni Versace with his favourite supermodels 1992



Giorgio Armani

DOLCE & GABBANA

“Italians know very well that it’s style that matters, not fashion, and Italian style has no class or age limits.” (Stefano Gabbana)
„Италијанците многу добро знаат дека е важен стилот, а не модата, а италијанскиот стил нема класни или старосни граници“. (Стефано Габана)

ARMANI “Elegance is not to be noticed, but to be remembered” (Giorgio Armani)

„Елеганцијата не треба да биде забележана, туку да биде запаметена“ (Џорџо Армани)

PRADA

“What you wear is what you give of yourself to the world, especially today, when human contacts are so fast. Fashion is an instant language “(Miuccia Prada)

„Она што го носите е она што го давате од себе на светот, особено денес, кога човечките контакти се толку брзи. Модата е инстантен јазик“ (Миуча Прада)

VALENTINO

“My style? Timeless, that means: solid, made of substance and not small sensational effects. Powerful, a fashion really designed to give power to women. “(Valentino)

"Мој стил? Безвременски, тоа значи: цврсто, направено од супстанција и не мали сензационални ефекти. Моќна, мода дизајнирана со цел да им даде моќ на жените. „(Валентино)

VERSACE

“I think it’s the responsibility of a stylist try to break the rules and barriers.” (Versace)

„Мислам дека а е одговорност на стилистот да ги прекрши правилата и бариерите“. (Версаче)

MOSCHINO

“If you cannot be elegant, be at least extravagant” (Franco Moschino)

„Ако не можете да бидете елегантни, бидете барем екстравагантни“ (Франко Москино)

CAVALLI

“I consider myself an artist, with the only difference that my creations are worn, don't hang it on a wall.”
(Roberto Cavalli)

„Себеси се сметам за уметник, со единствената разлика во тоа што моите креации се носат, а не се закачуваат на ѕид“. (Роберто Кавали)

GIANFRANCO FERRÈ

“A dress is sensuality when it moves tied with the body. It's ostentation when it covers you and dazzles you. It's emotion. It's noise, rustling. A silent dress is a null, useless dress. “(Gianfranco Ferrè)

„Фустанот е сензуален кога се движи врво синхрон со телото. Показен/Претенциозен кога те покрива и те заслепува. Тоа е емоција. Тоа е бучава, шушкање. Тивкиот фустан е нула, бескорисен фустан.
(Џанфранко Фере)

MISSONI

“I do not buy designer clothes, I wear what I like.” (Ottavio Missoni)

„Не купувам дизајнерска облека, носам тоа што ми се допаѓа“. (Отавио Мисони)

Chiara Ferragni – Instagram stars who advertise fashion brands are the new fashion trendsetters of the new era



Chiara Ferragni is an Italian blogger, businesswoman, fashion designer and model who has collaborated with fashion and beauty brands through her blog The Blonde Salad.

Mariano Di Vaio – From an ordinary boy from the street,
he grew into a sought-after face in fashion advertisements



*„Презентација на модни илустрации
инспирирани од модата на младите
во Италија“*

Модни илустрации на студенти од Технолошко-техничкиот факултет при Универзитетот Гоце Делчев-Штип од насоката
Дизајн на текстил и облека

Ментор Проф. д-р Марија Кертакова
Студенти учесници – Модни илустратори:

Слаѓана Петрова

Анастасија Петковска

Марина Блажев

Маријана Богојеска

Викторија Китановска

Марија Димитровска

Мартина Попоска

Славица Тодорова

Евгенија Јорданоска

Сања Атанасова

Сара Котеска

Бојана Стојкоска

Сашо Зуламоски

Александар Шијакоски

Александар Николовски

Наталија Литајковски

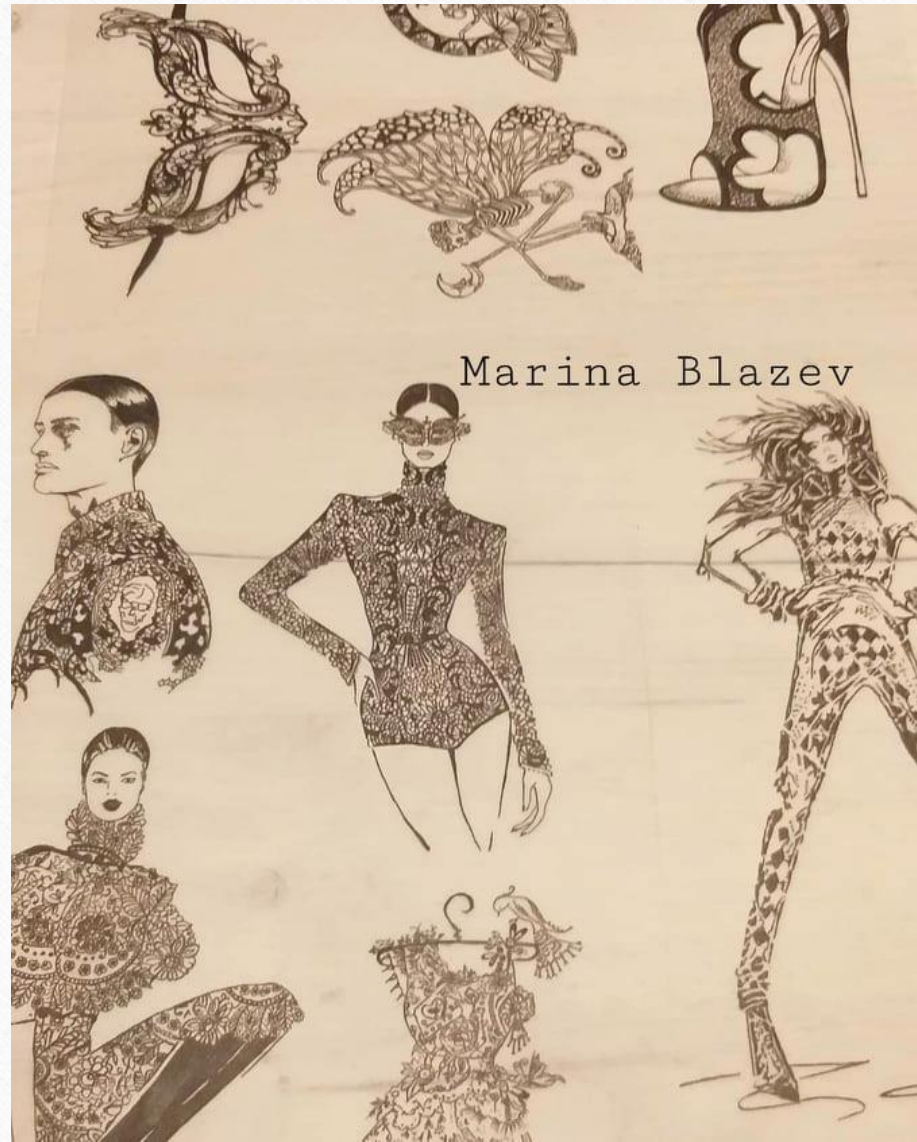
Рената Вучкова

Сандра Арсова

Марина Блажев

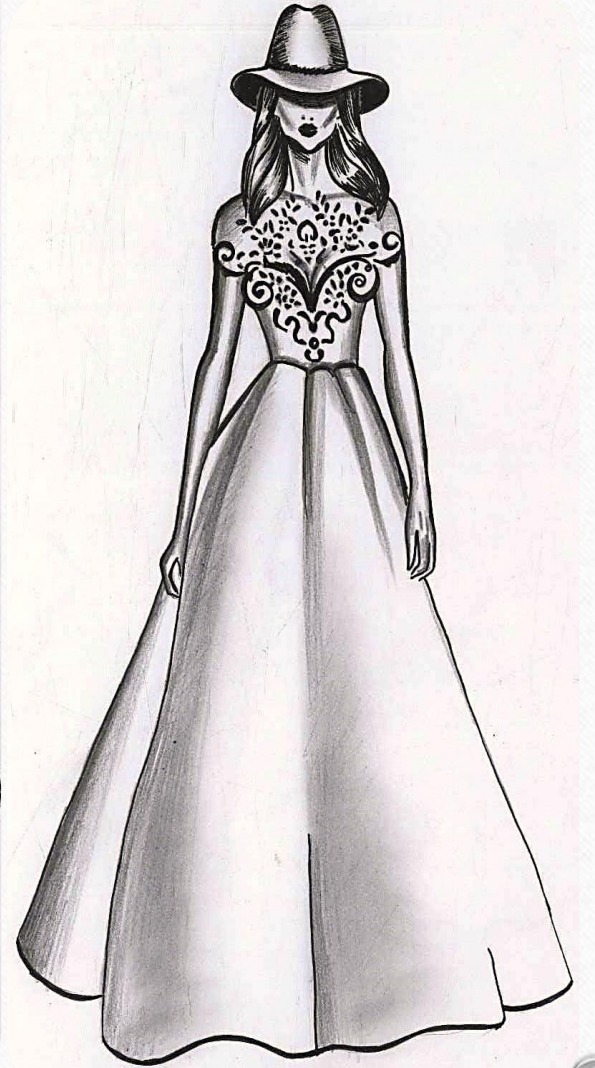
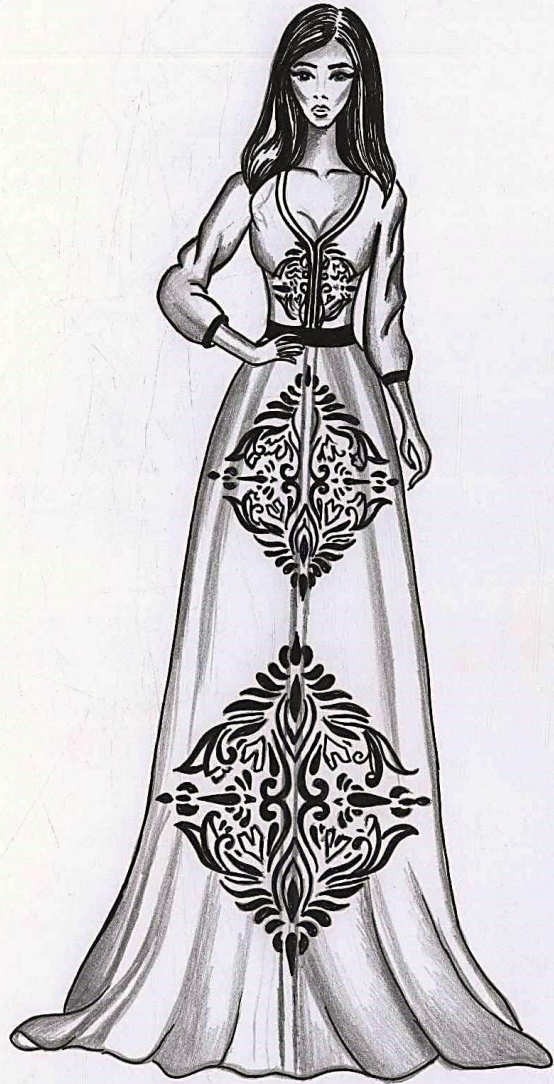


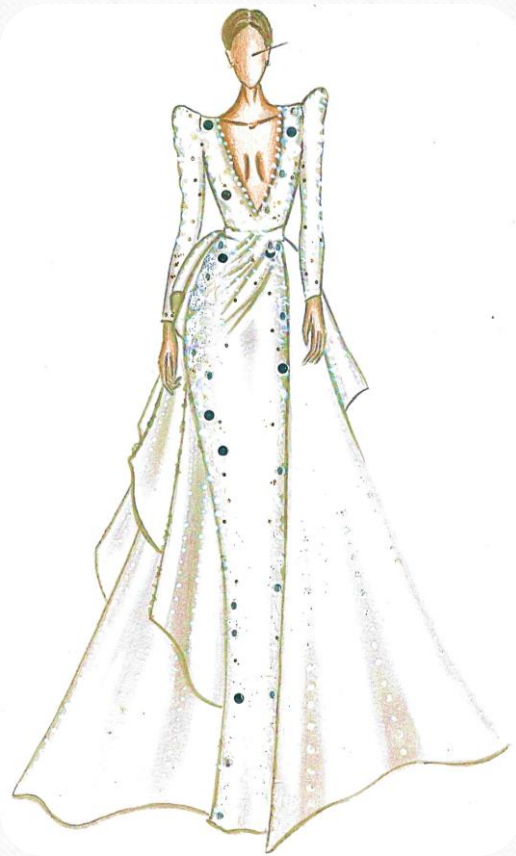














Blaze

Blaze

Маријана Богојеска



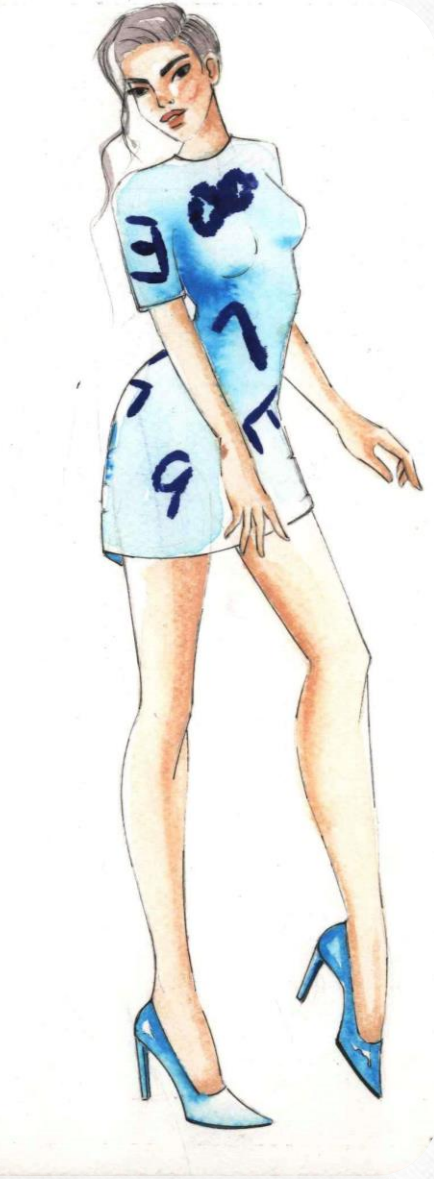
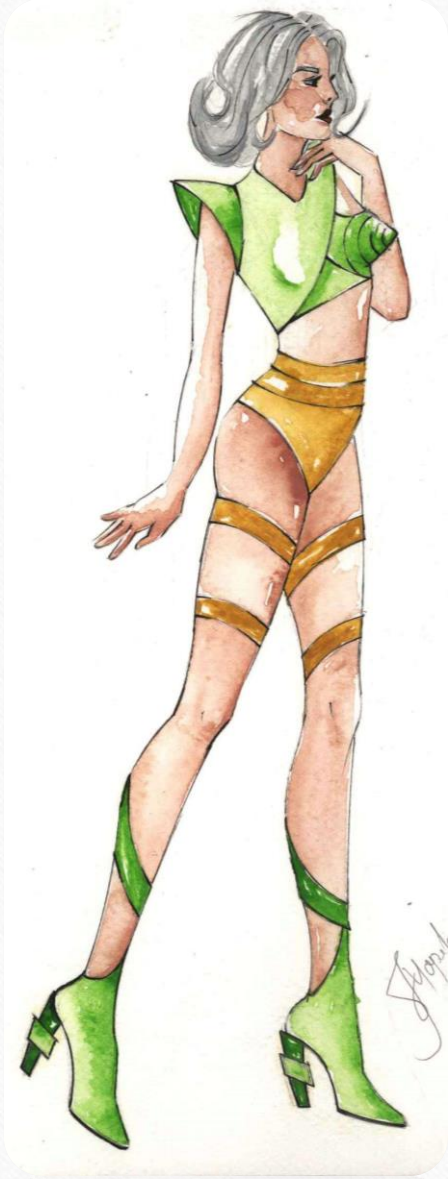
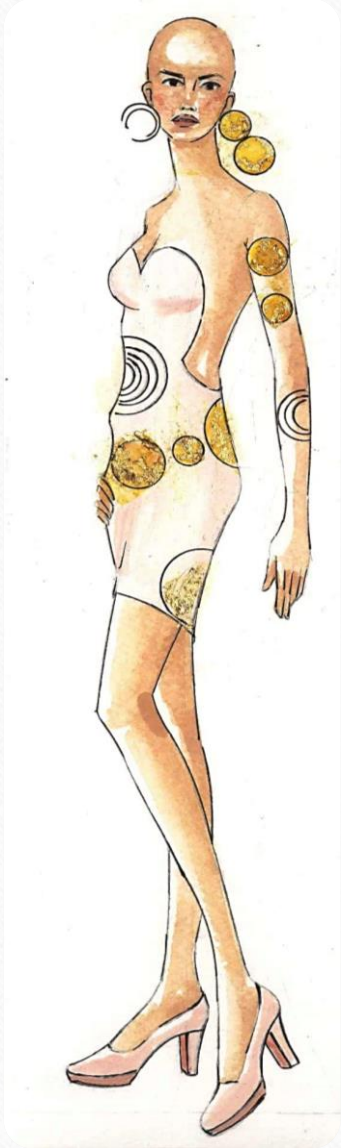


St. Mary's

St. Mary's



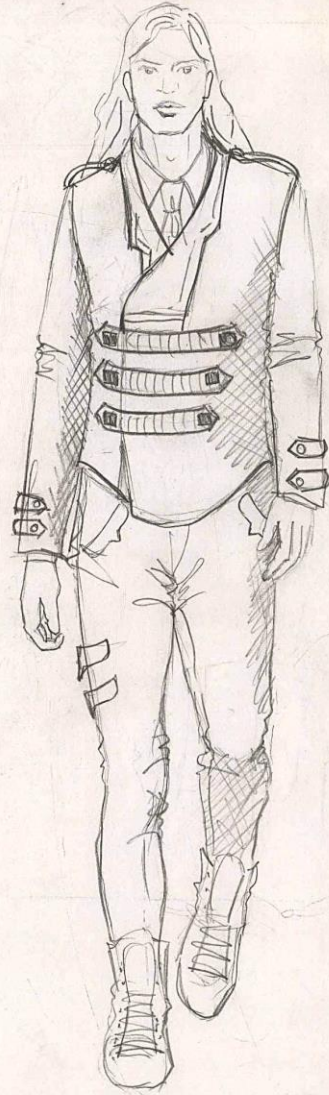




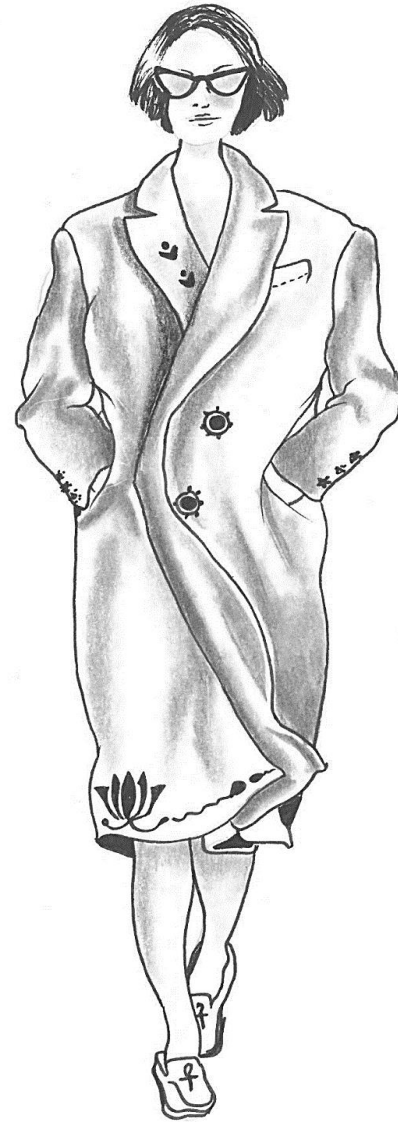
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Сашо Зудамоски



Александар Шијакоски

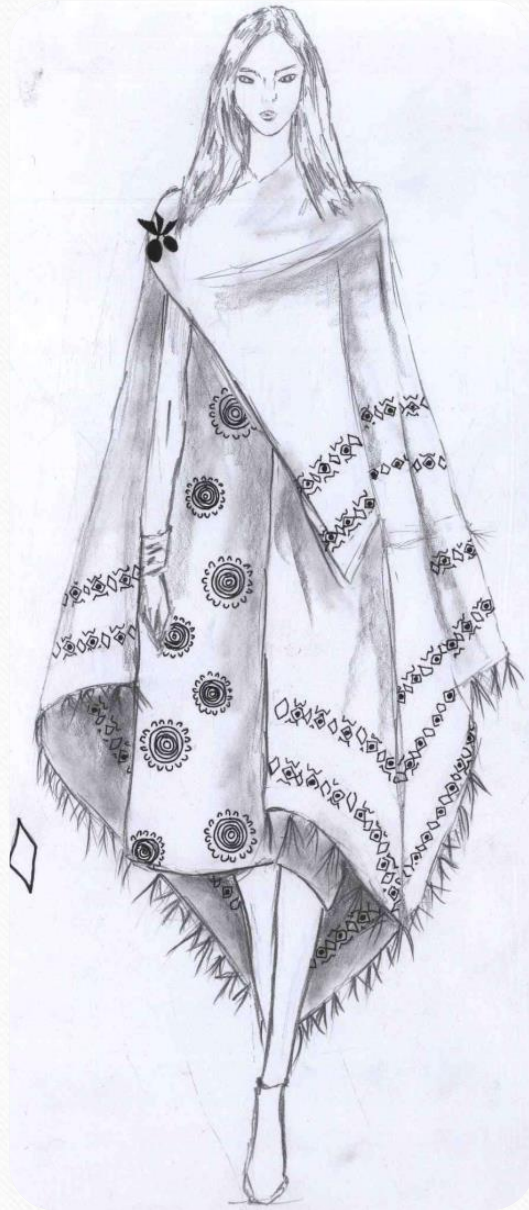


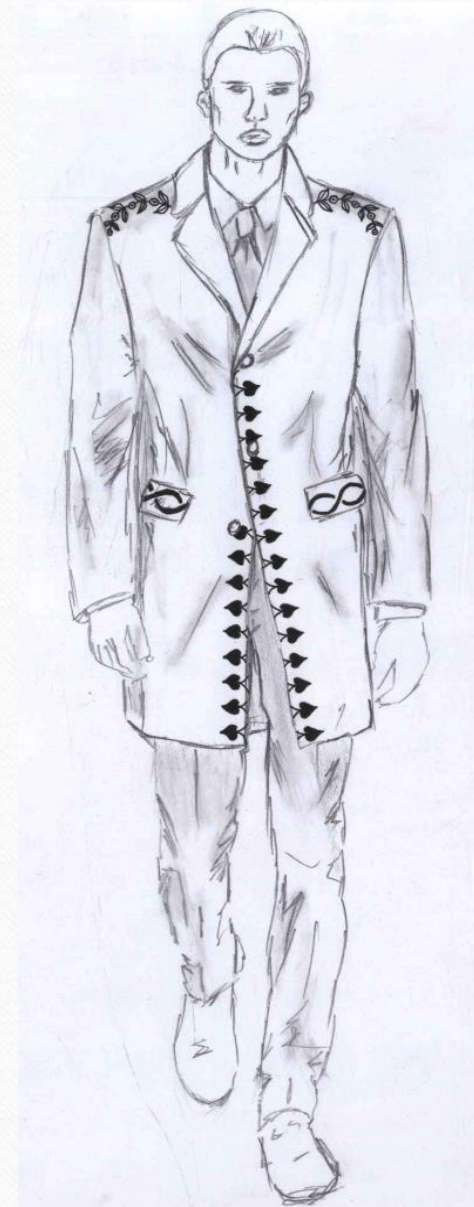
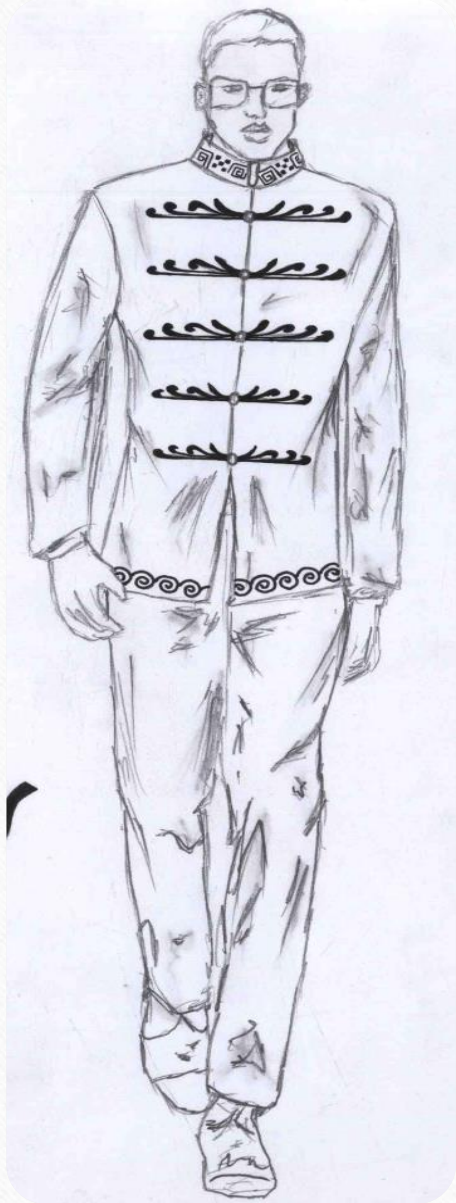
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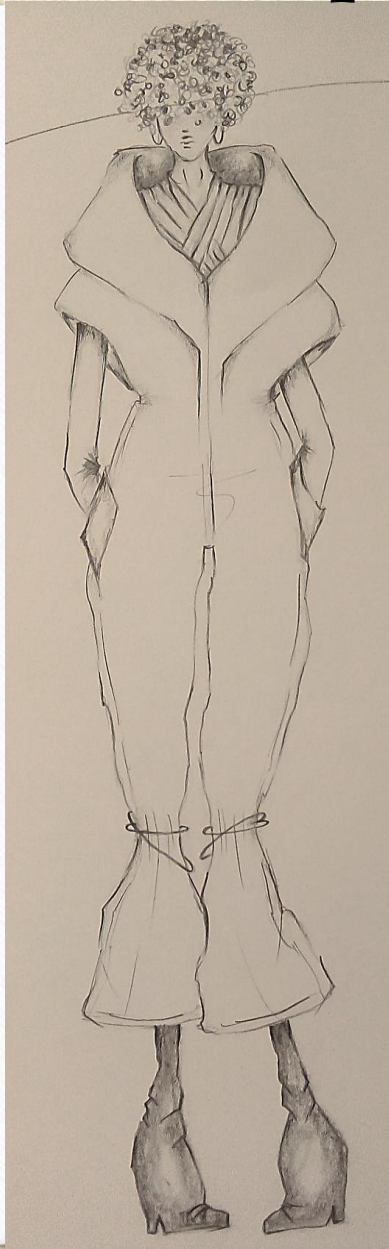


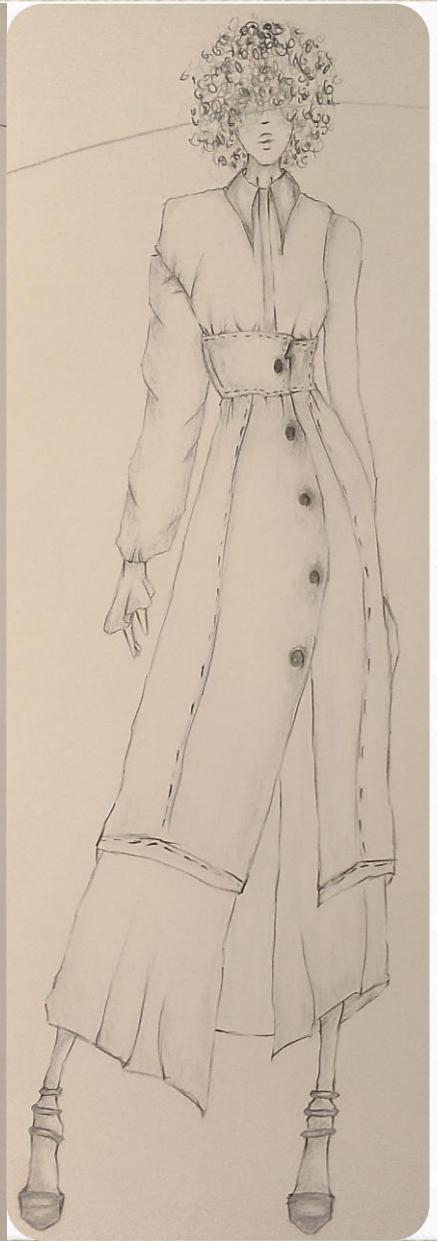
Евгенија Јорданоска





Мартина Попоска









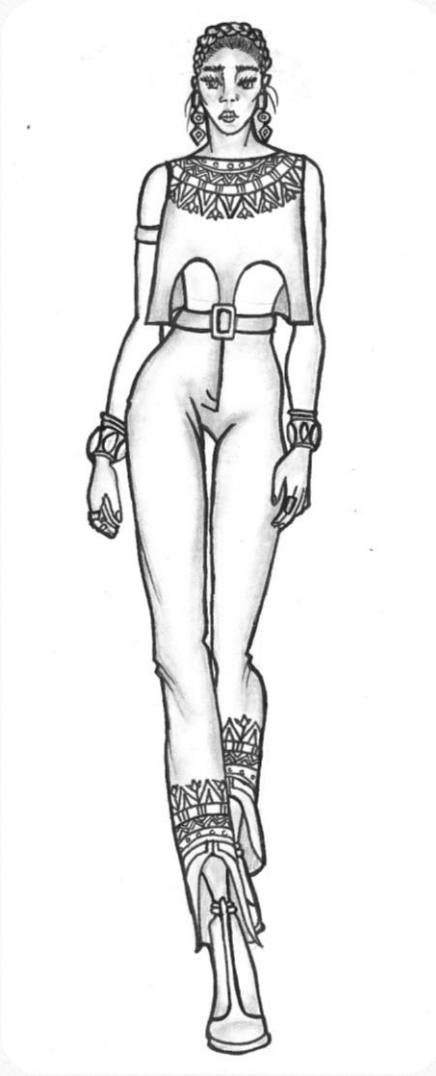
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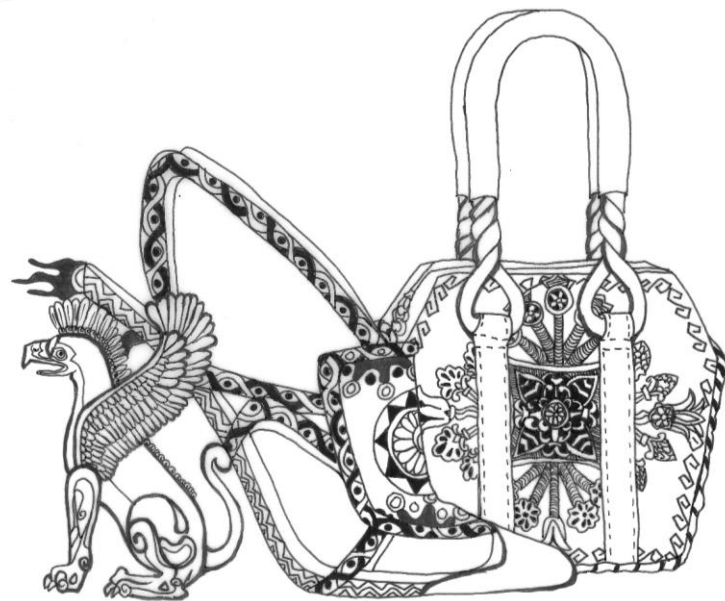
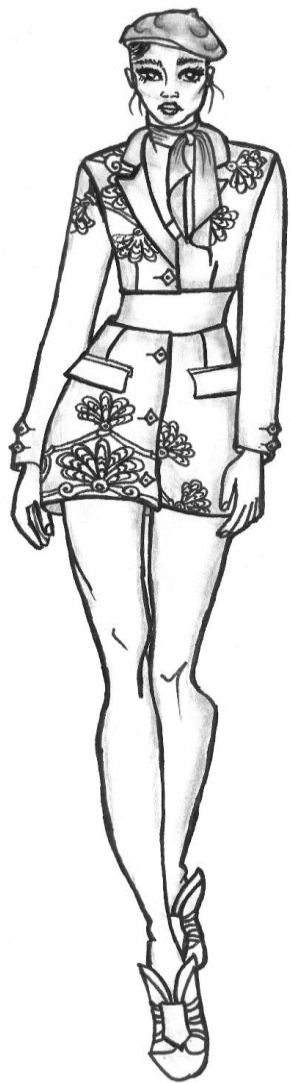


Александар Николовски



Славица Тодорова

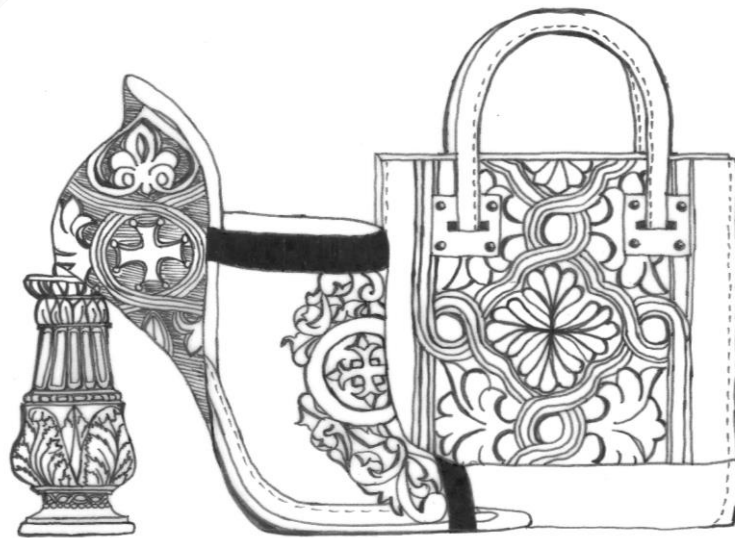
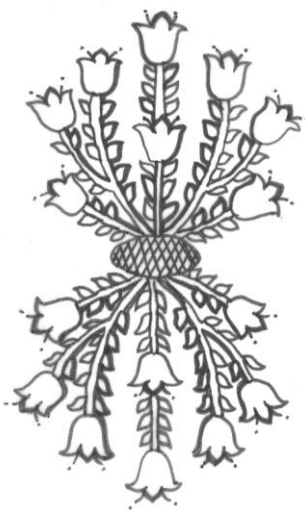


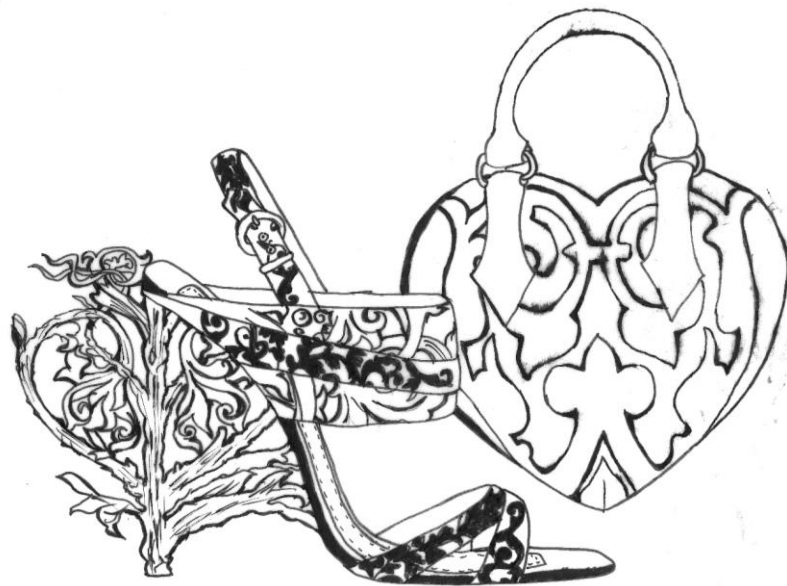


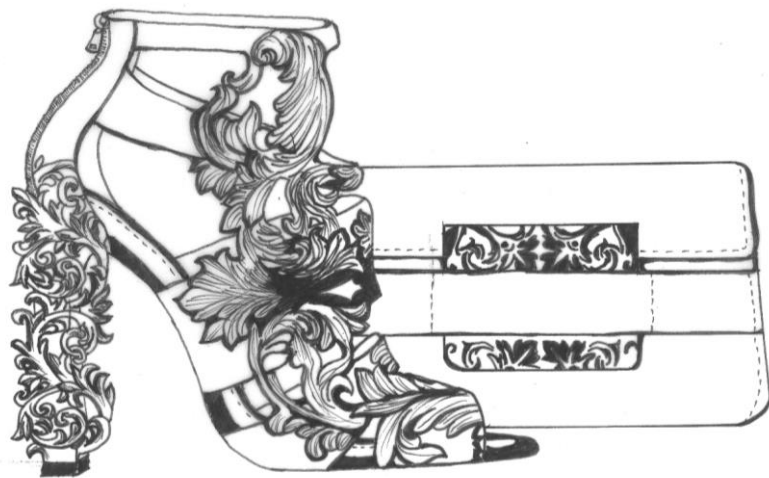


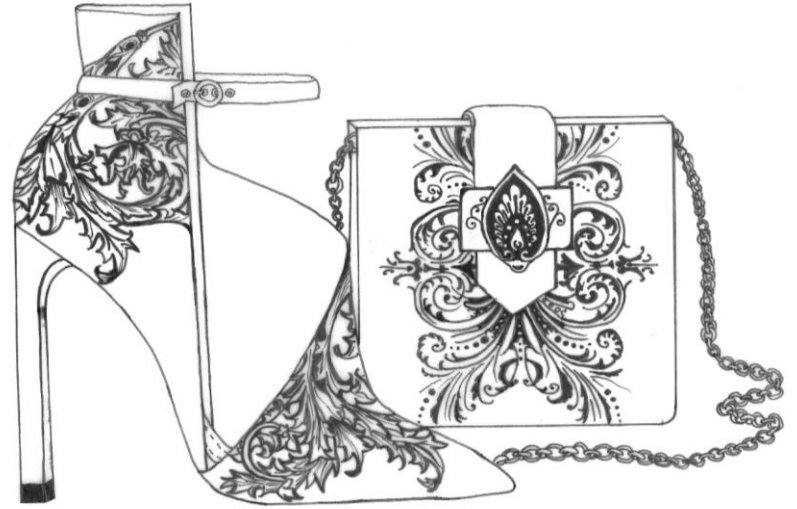












Сања Атанасова

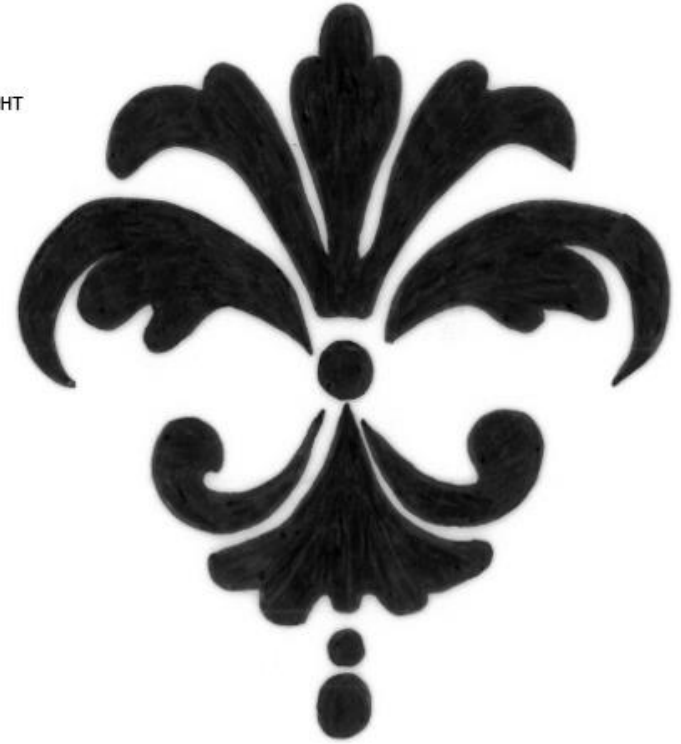
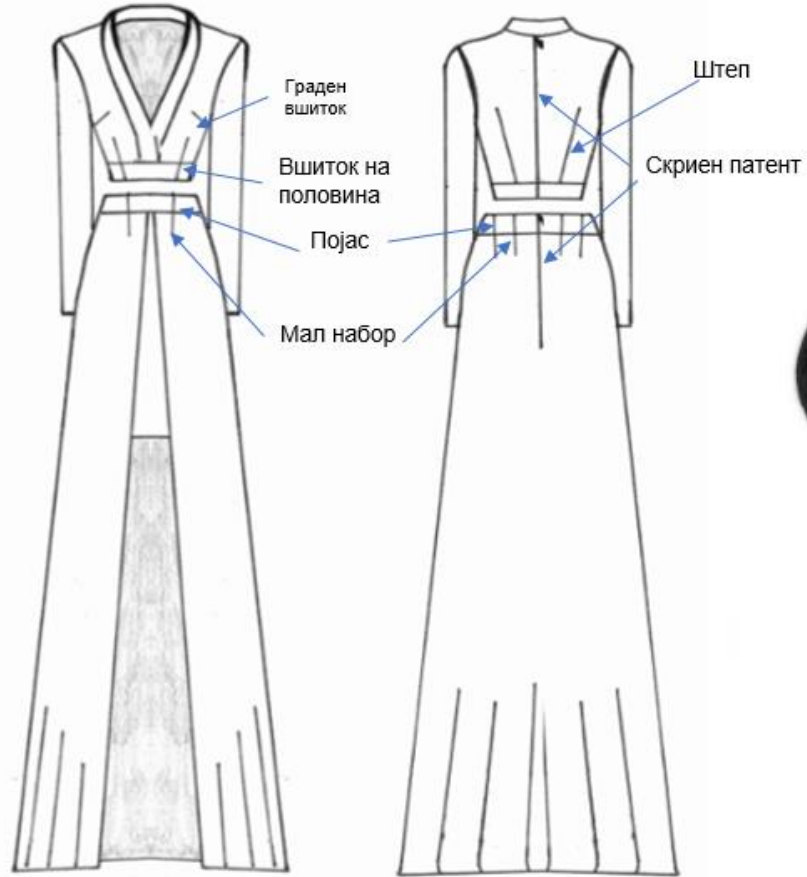


Сања Атанасова



Преден дел

Заден дел



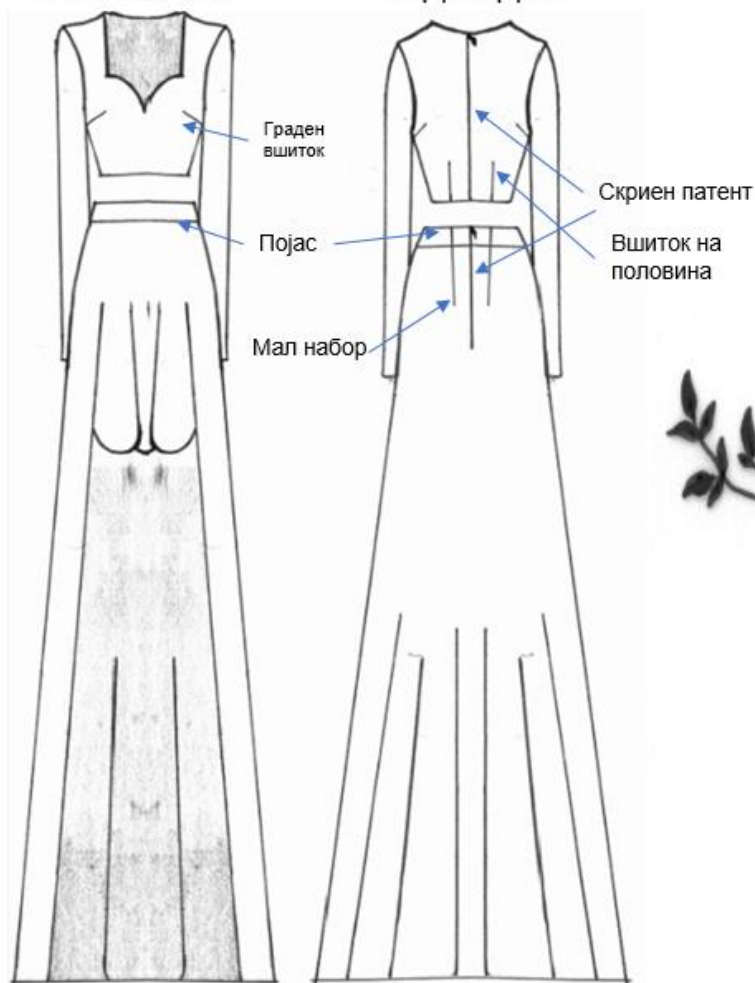
Модел, скица, орнамент

МОДЕЛ, СКИЦА, ОРНАМЕНТ



Преден дел

Заден дел



Модел, скица, орнамент

Activate Windows



Преден дел

Заден дел

Граден
вшиток

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набор

Скриен патент

Вшиток на
половина



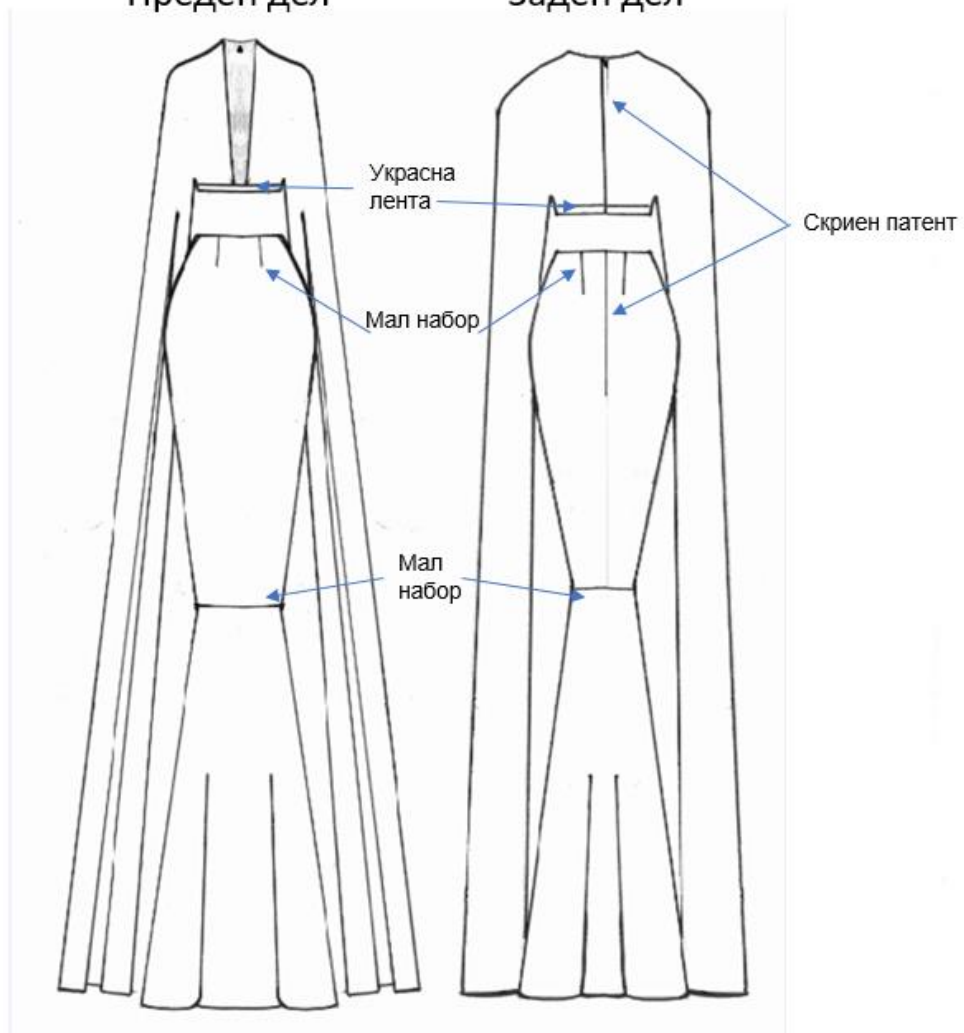
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Преден дел

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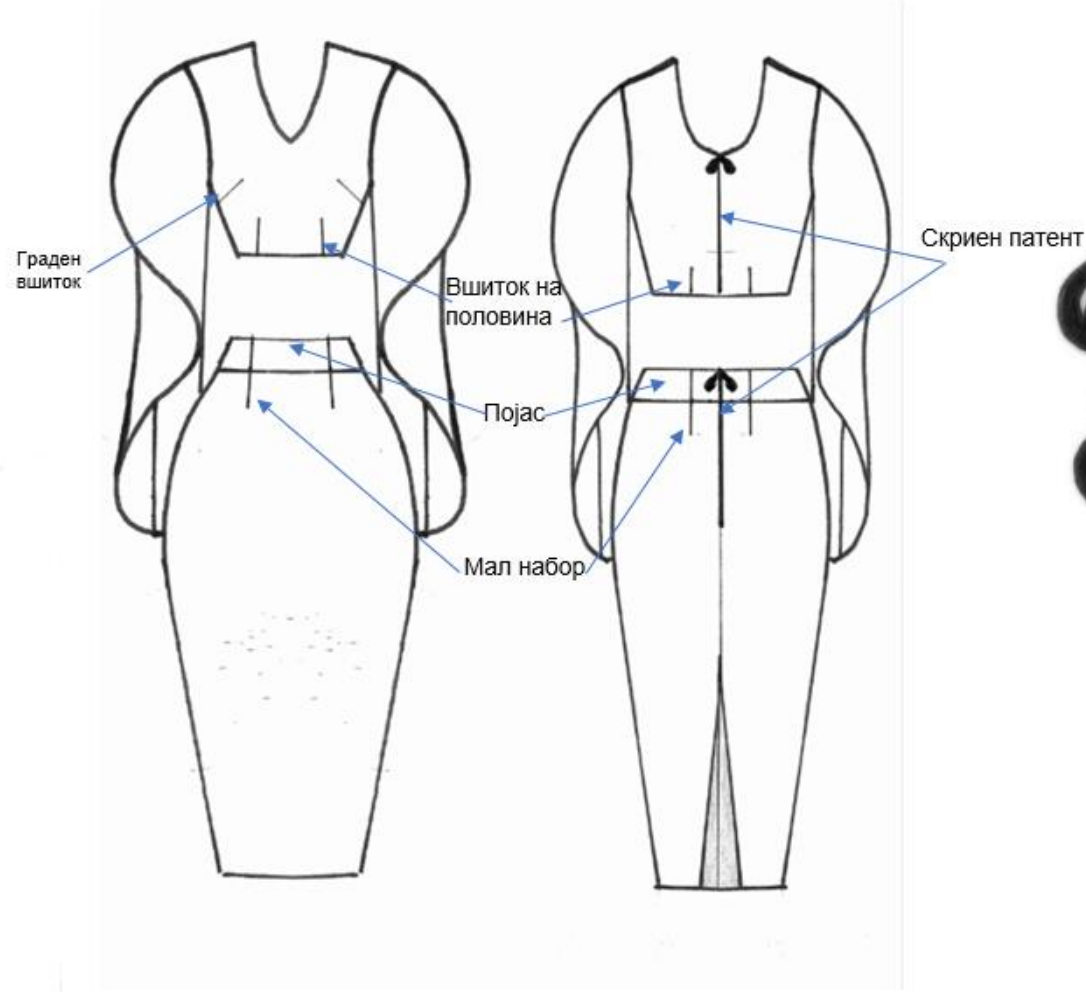
Модел, скица, орнамент
model' skits' ornament

Activate Windows
Activate Windows



Преден дел

Заден дел



Модел, скица, орнамент

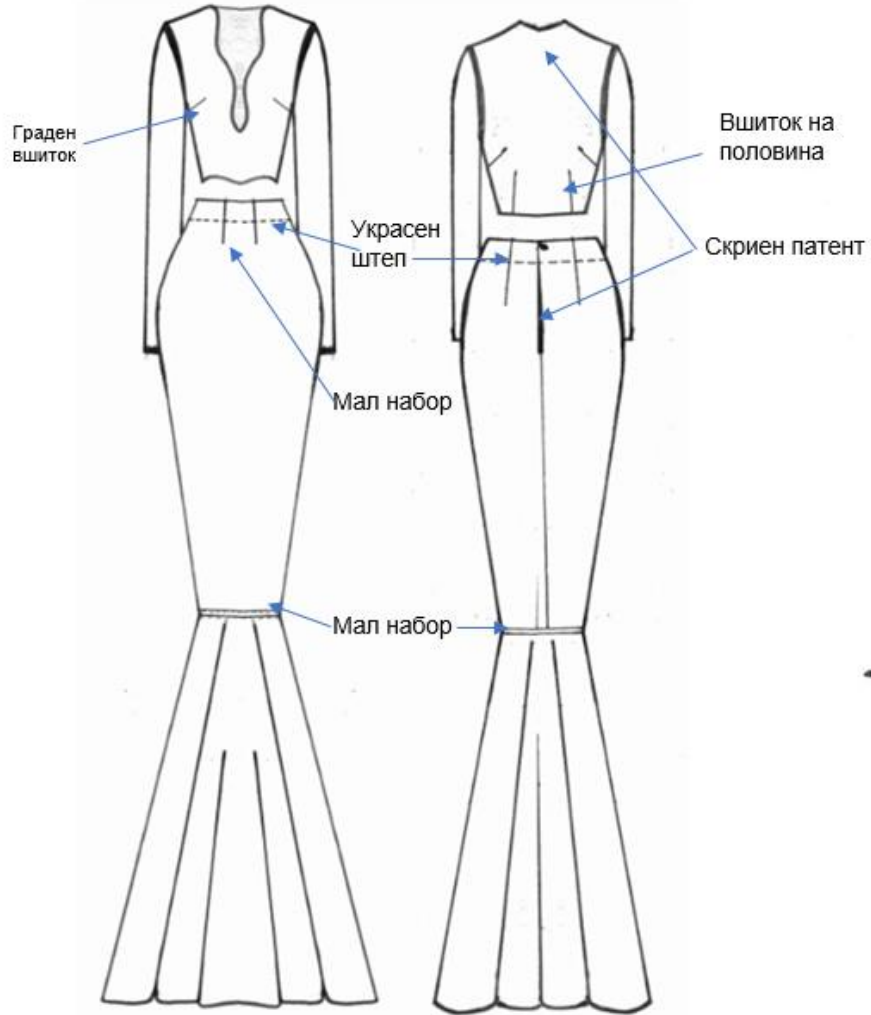
Activate Window

Модел, скица, орнамент



Преден дел

Заден дел



Модел, скица, орнамент

Модел, скица, орнамент

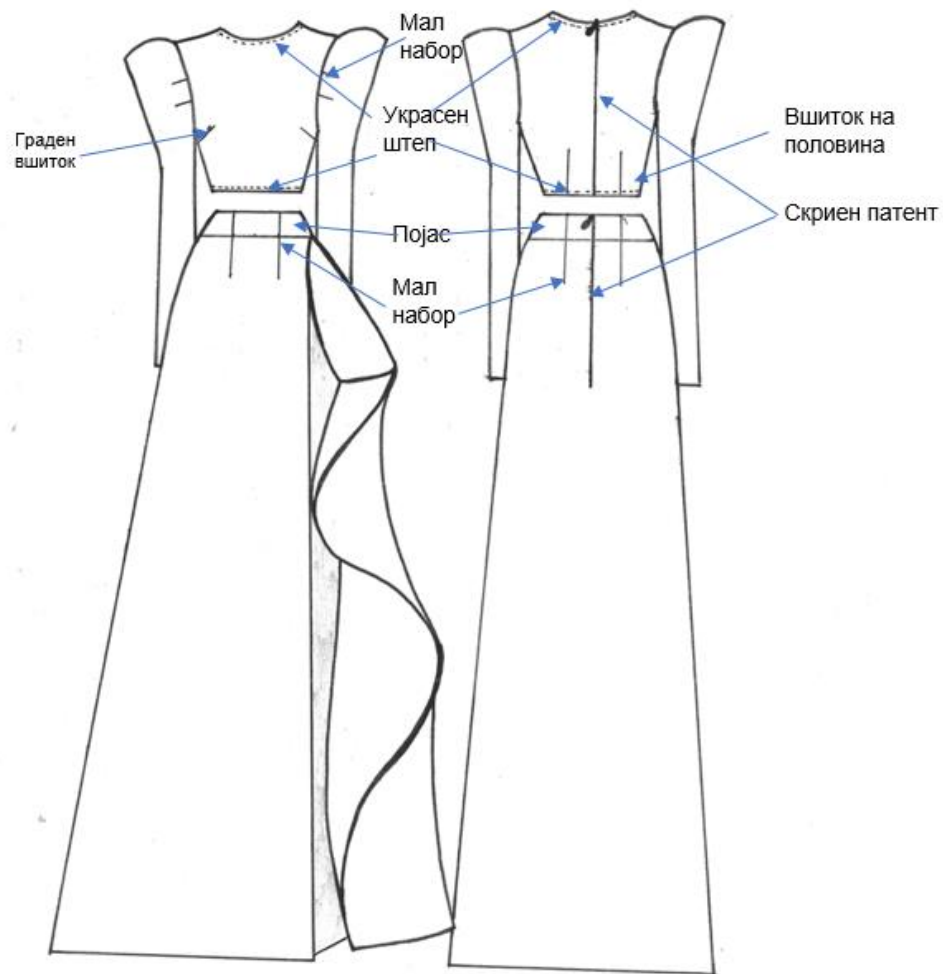
Activate Windows

Go to Settings to activate Windows.



Преден дел

Заден дел

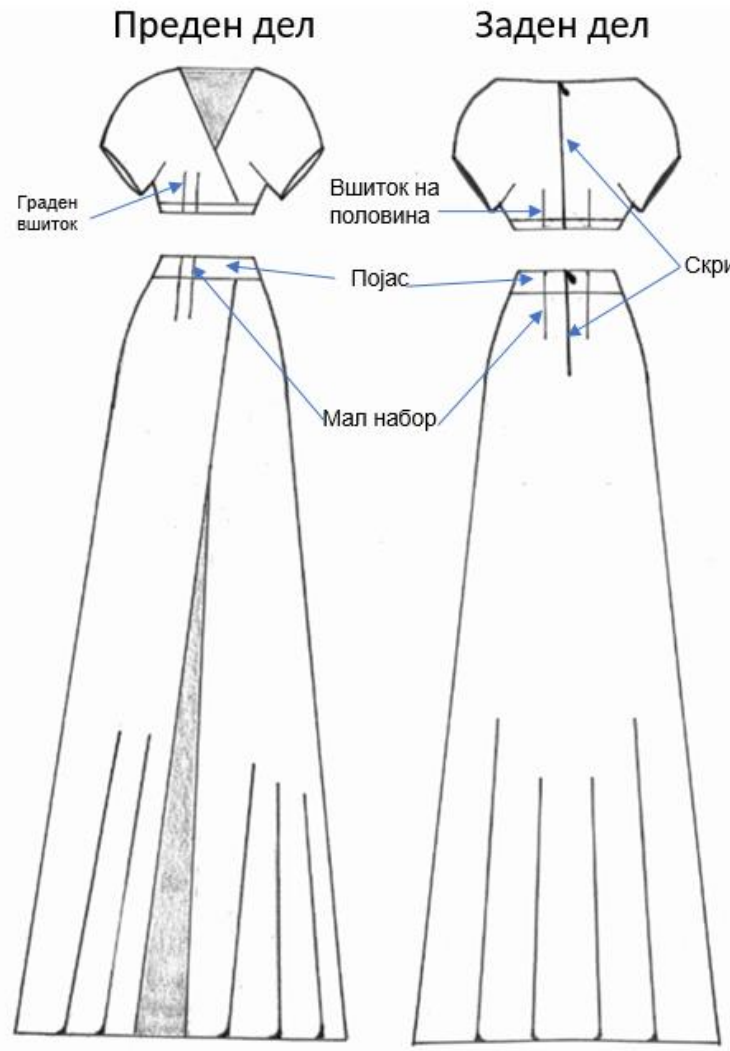


Модел, скица, орнамент

Модел, скица, орнамент

Activate Windows

Activate Windows



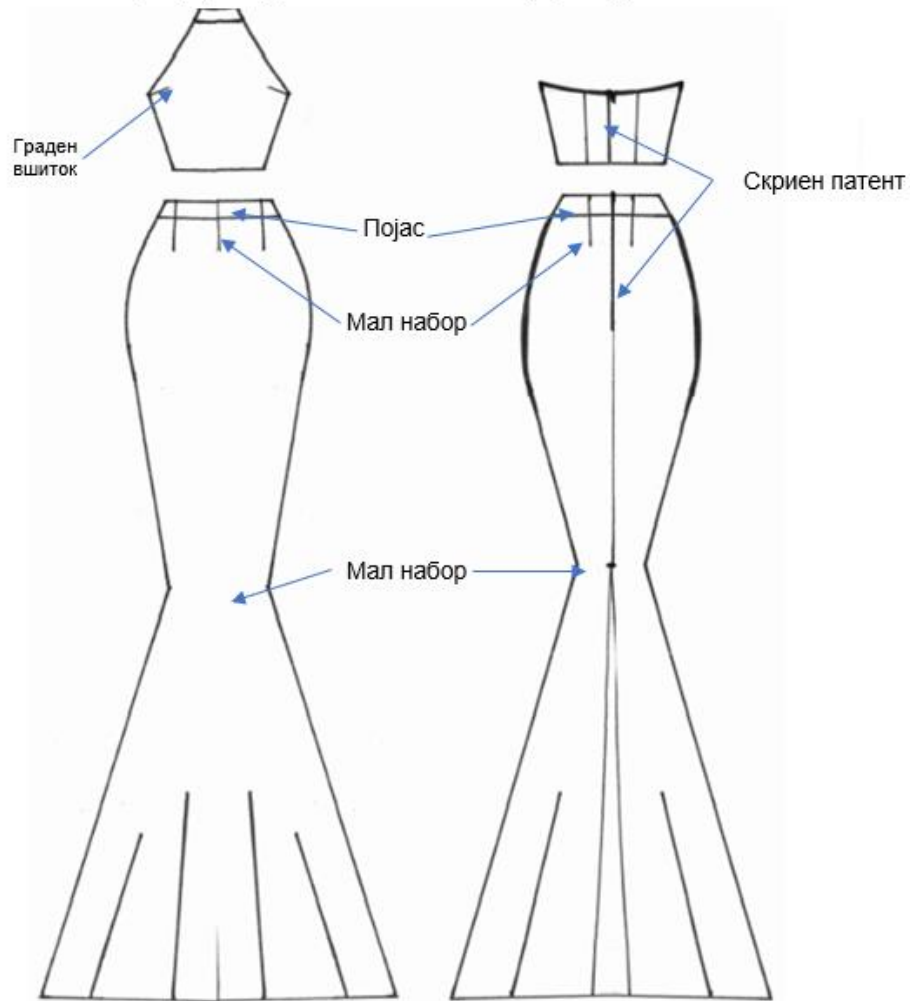
Модел, скица, орнамент
Model, sketch, ornament

Activate Windows
Activate Windows



Преден дел

Заден дел

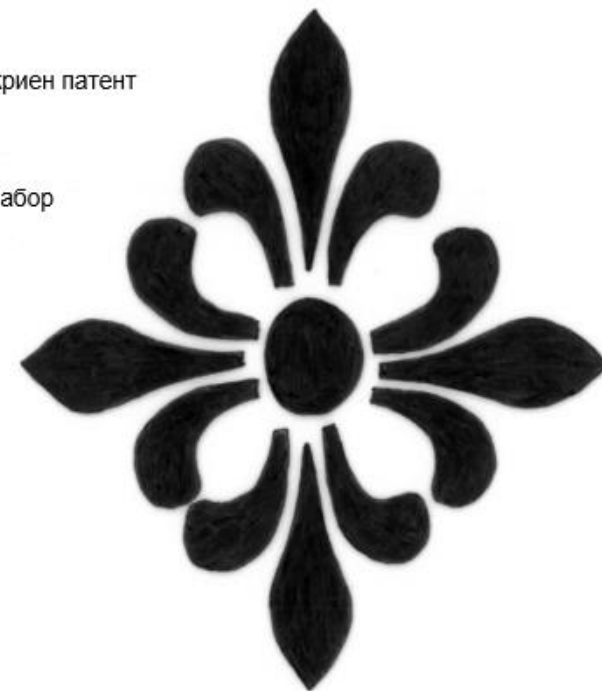
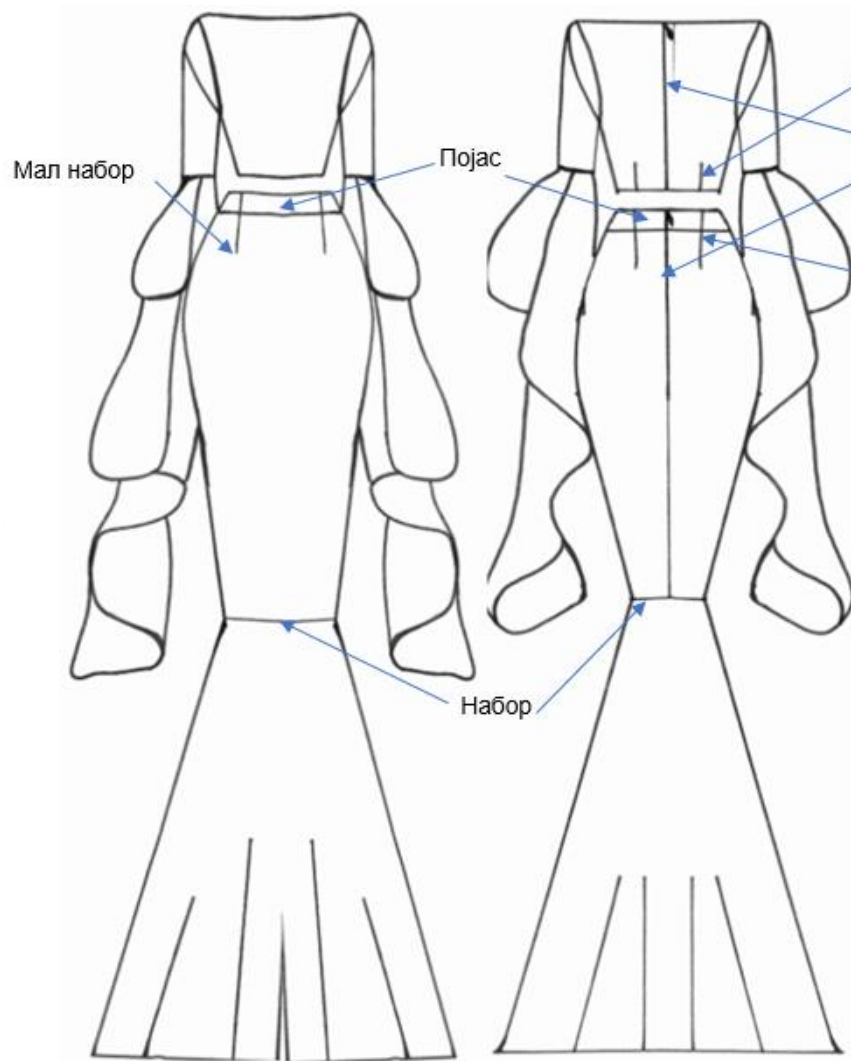


Модел, скица, орнамент

МОДЕЛ СКИЦА ОРНАМЕНТ

Преден дел

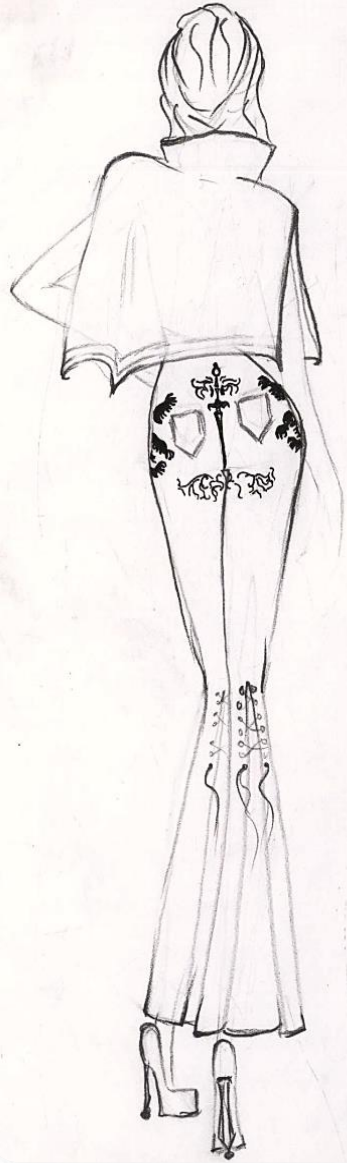
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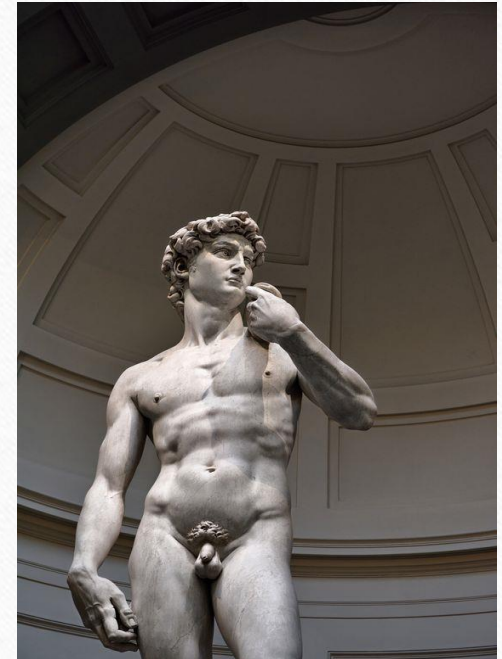
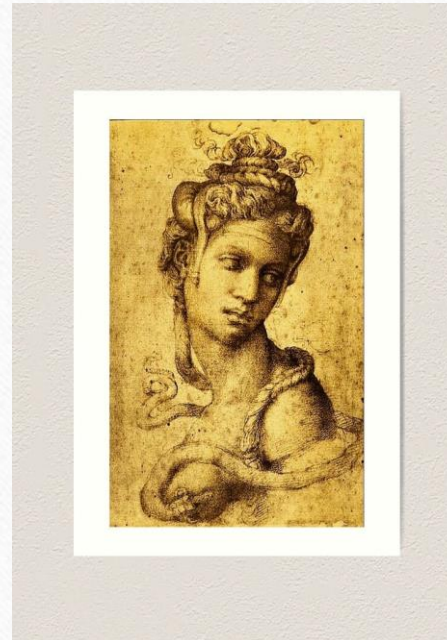
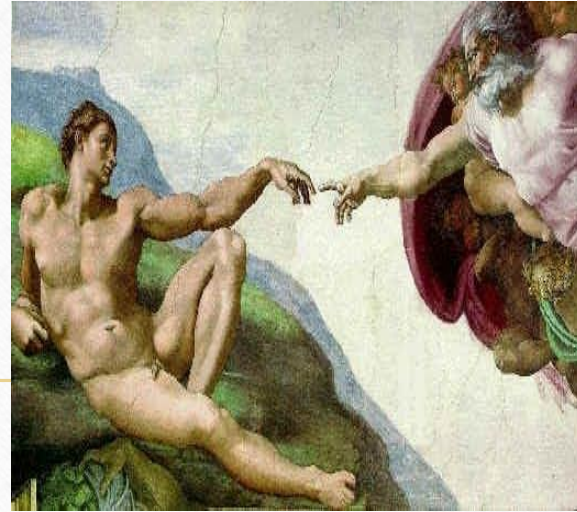
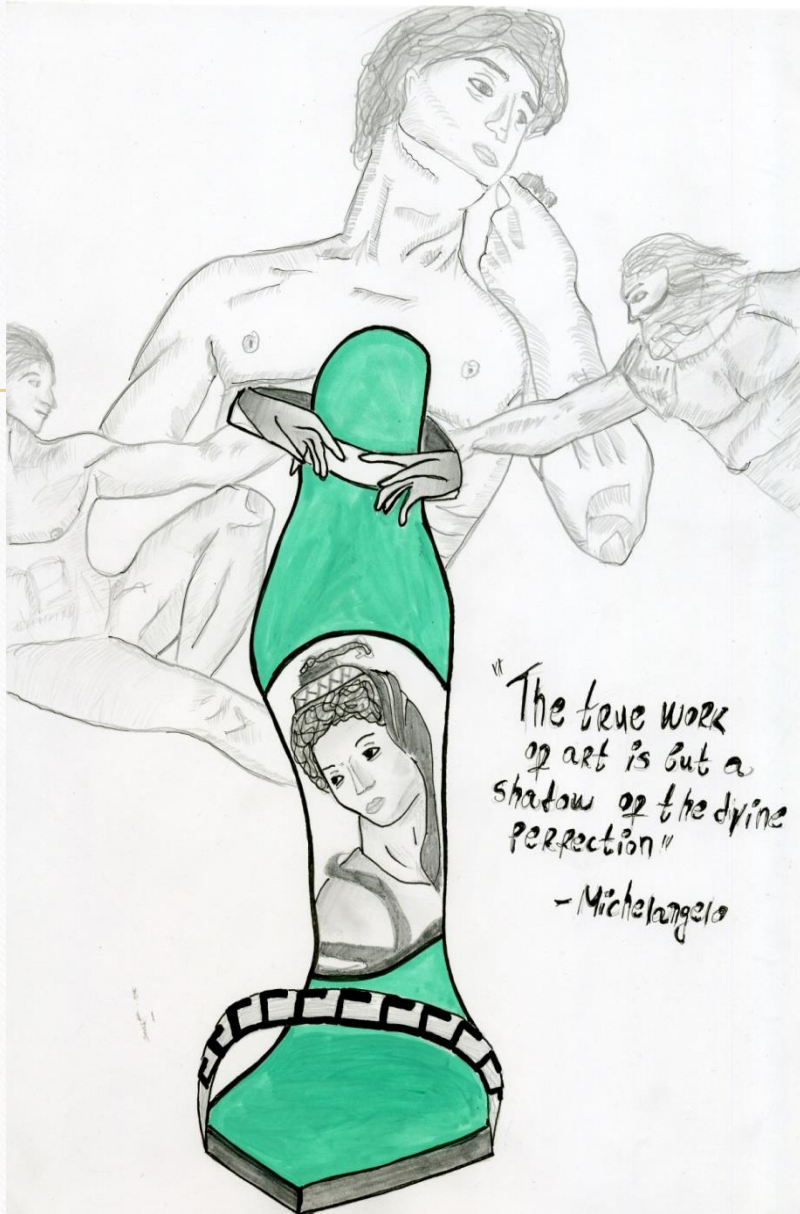
Модел, скица, орнамент

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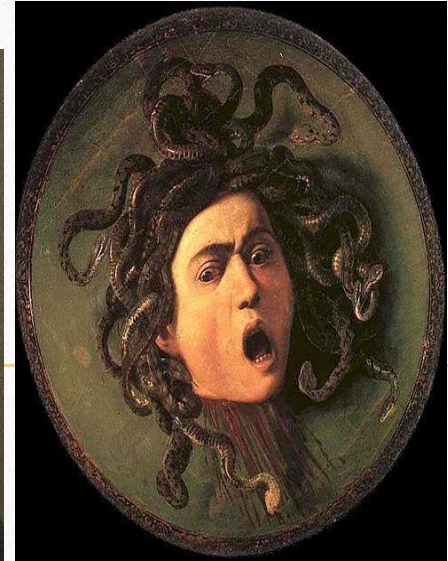
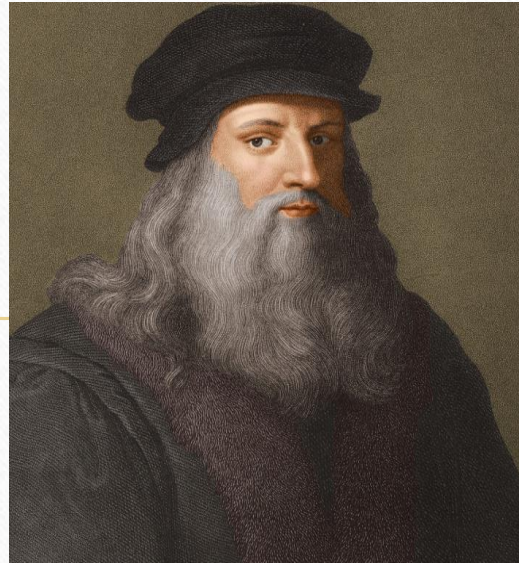
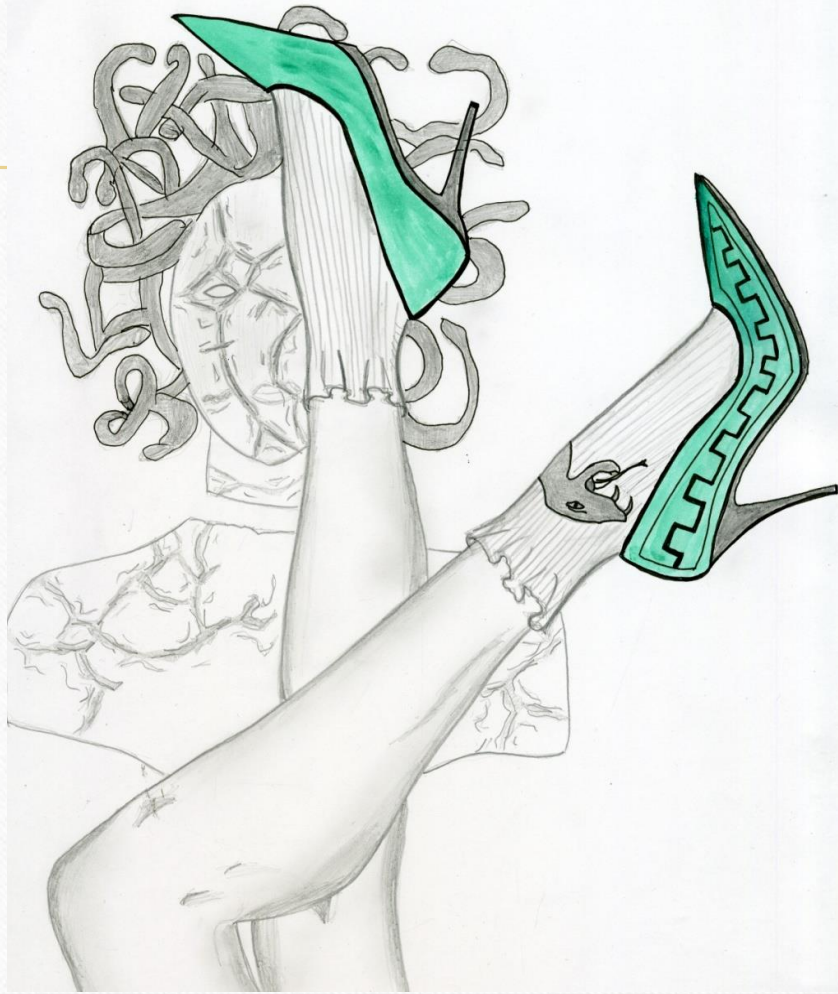
Марија Димитровска



Сара Котеска



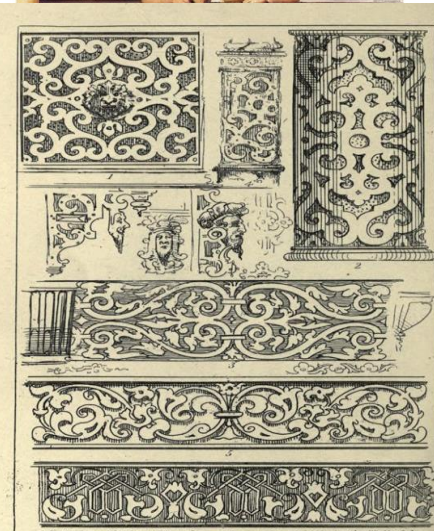
"Where the spirit does not
work with the hand, there
is no art."
- Leonardo Da Vinci



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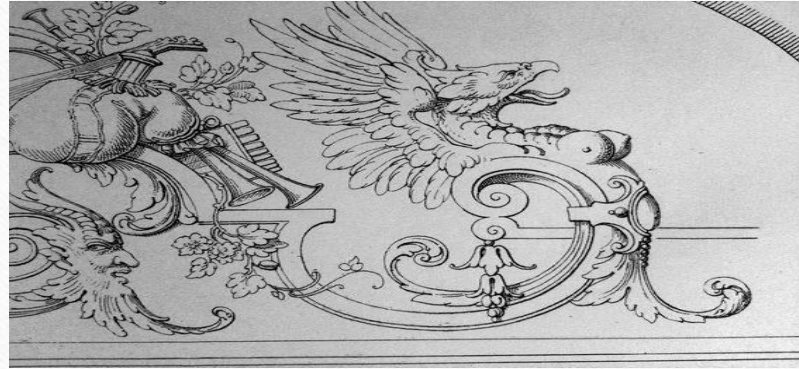
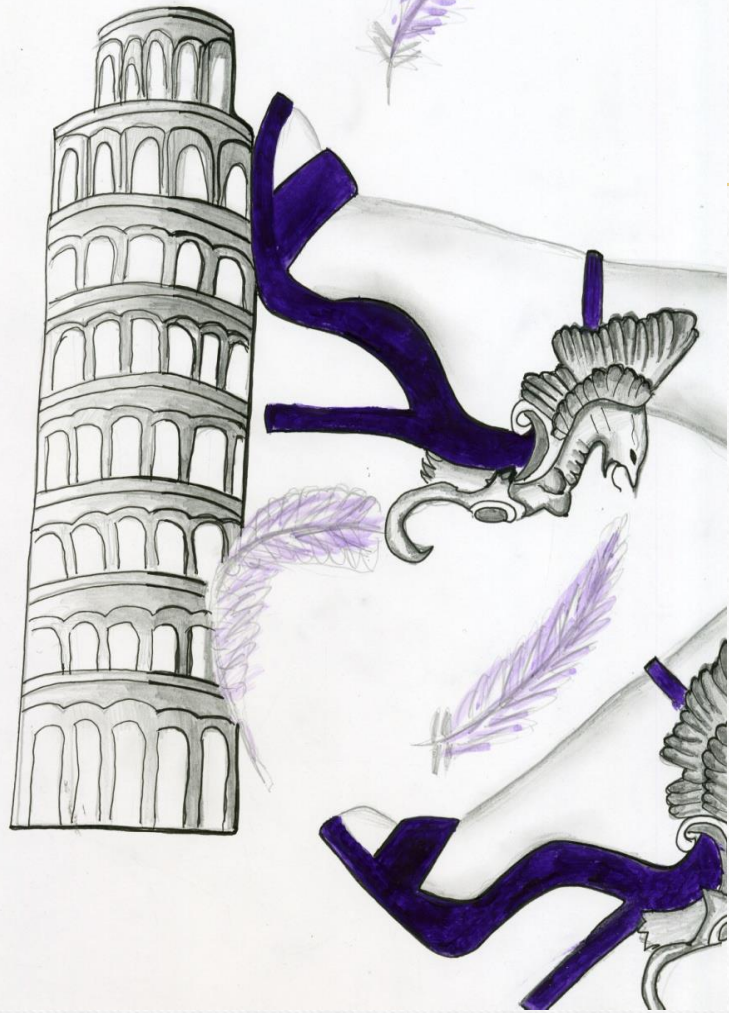
"When one is painting
one does not think."
- Raphaelo
Sanzio



1, 2, 3, from the Star Chamber. 4, a piece found built in the Wall of do.
J. P. Goussier.

"Art evokes the mystery without which the world would not exist,"

- Rene Magritte



- Илустрација инспирирана од ренесансата



Сандра Арсова

Сандра Арсова - Изложба



Сандра Арсова - Коктел забава



Сандра Арсова - Модна ревија



Викторија Китановска





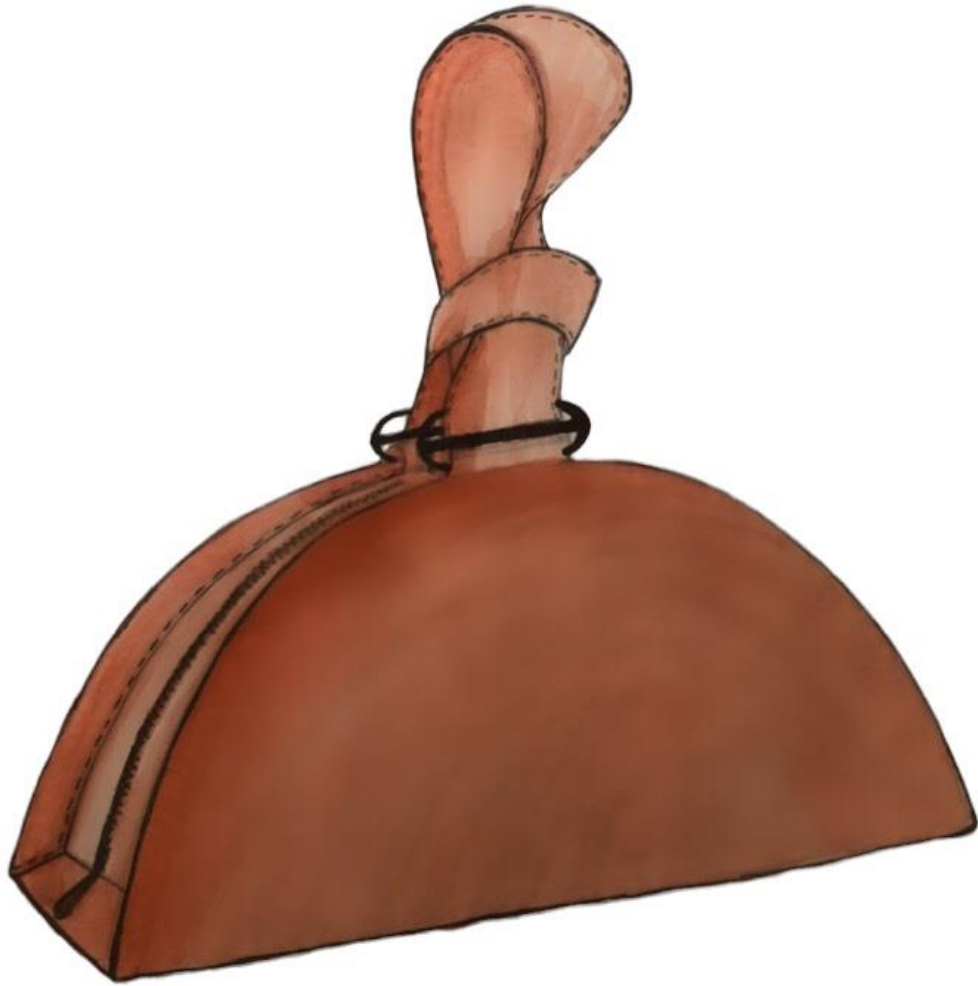
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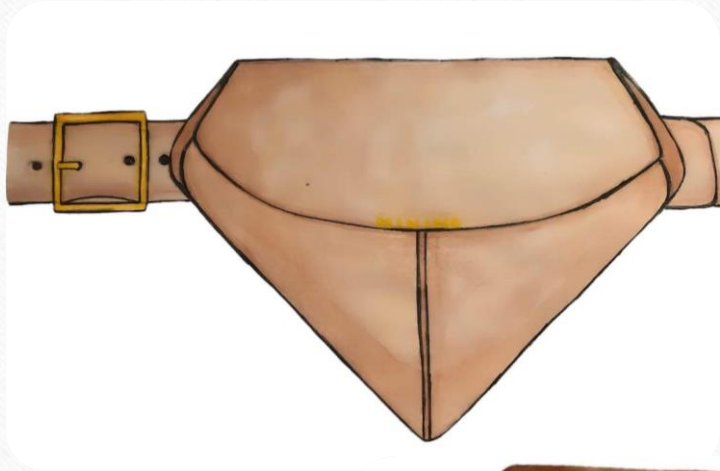


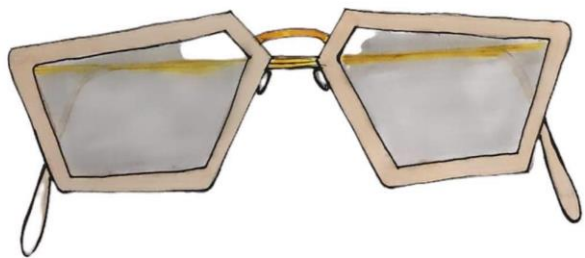
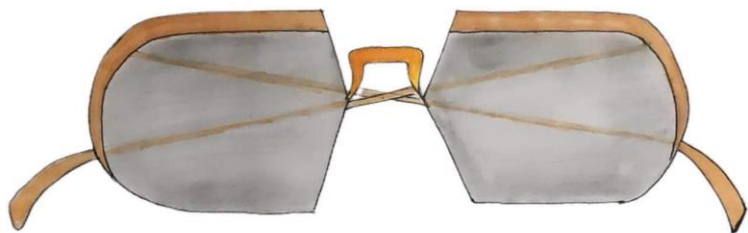
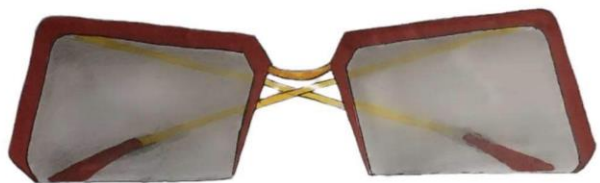
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Phc

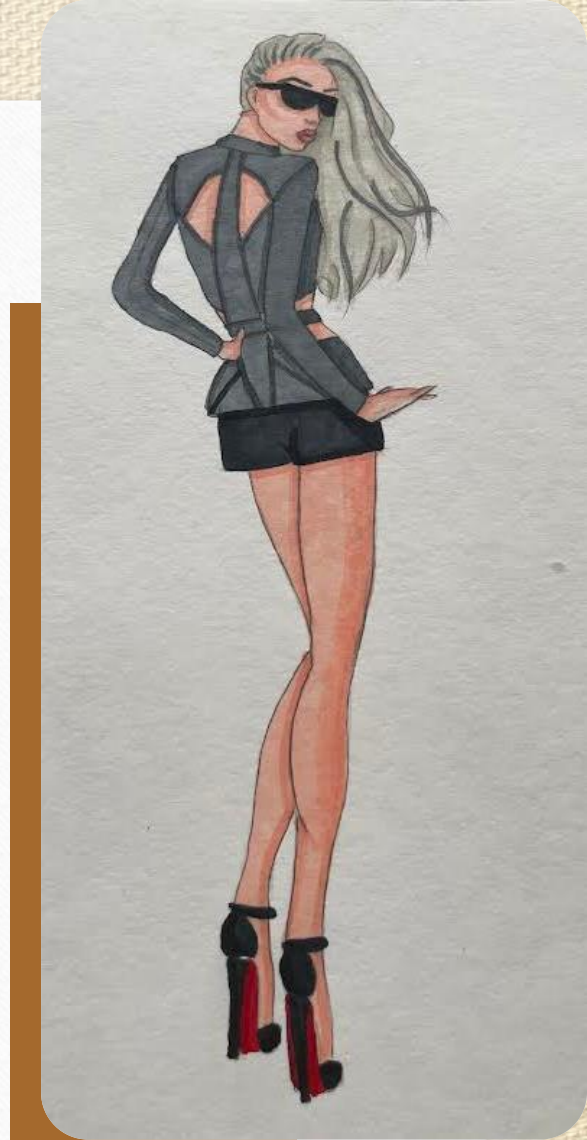






Анастасија Петковска



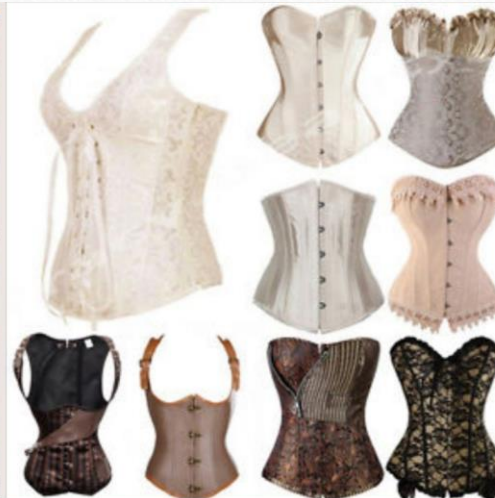








Слаѓана Петрова



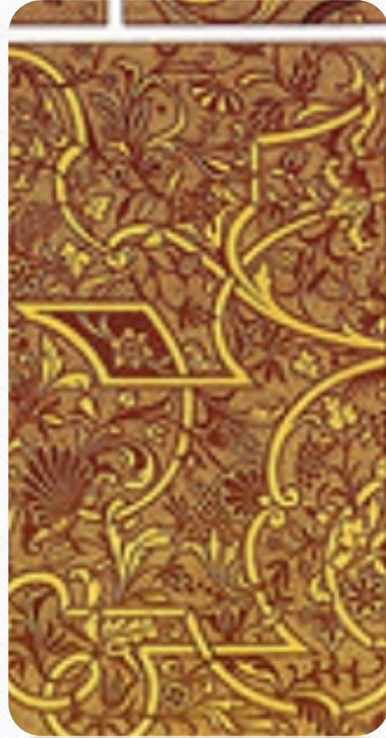
INSPIRATION



Слаѓана Петрова





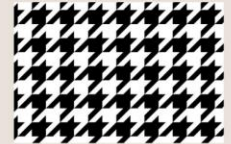
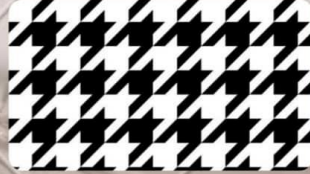


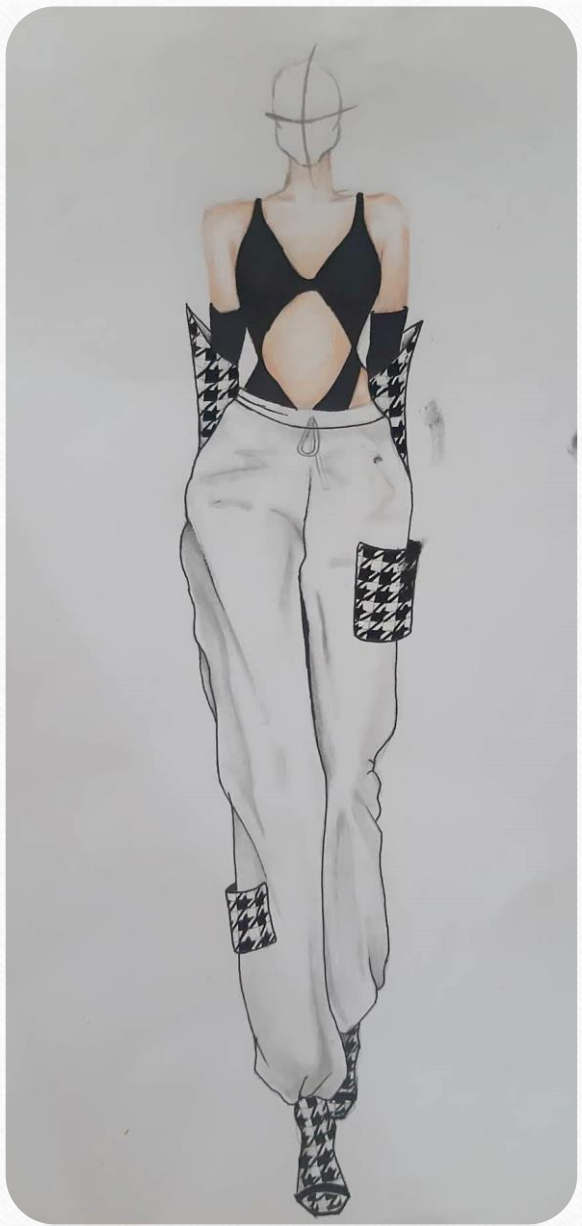






MOOD BOARD









Благодариме за вниманието

Grazie per l'attenzione