

IN-STORE

## Berluti pays homage to evolution of patina in store windows

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*Window display at Berluti featuring Diffusions of Pigment*

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By STAFF REPORTS

Italian apparel and footwear label Berluti is celebrating the ever-evolving nature of leather through a partnership with artist Tobias Tovera.

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The painter and installation artist specializing in capturing the effect of age on materials, first observing the wear with time and then recreating it via a creative medium. Berluti is honoring the patina formed on its shoes by showcasing Mr. Tovera's "Diffusions of Pigment" series alongside its shoes and handbags in its windows, portraying the message that its leather goods only get better over time.

### Beauty with age

Berluti revels in patina, explaining to consumers that as they encounter wind, precipitation and other forces, the color of its shoes will consistently lighten and change, making them "more distinctive." It also comes to more fully mirror the wearer.

In a video shared on Berluti's blog, Mr. Tovera explains his work as footage of him working with a canvas plays. He uses paint as a sculptural medium, allowing layers to build on and affect each other.

The artist also describes the natural collaboration between himself and the brand, since they both use pigments to create a unique mark. To make more of a connection, he used Berluti's patinas instead of paint for his canvasses.

Embedded Video: <https://www.youtube.com/embed/DMHUIMVLXhg>

*Berluti - Men At Work - Tobias Tovera*

Beginning in September, Berluti began using works from "Diffusions of Pigment" in its store window displays. Briefcases or shoes in coordinating colors to the paintings sit in the middle of the art or on the floor below, alongside a bottle of patina.

Fashion and art can mutually benefit from the increasing convergence between the two sectors, according to a panel discussion at the 2014 FT Business of Luxury Summit.

Fashion uses art as a way to elevate products, while artists use collaborations as a method of marketing to raise the awareness for their work. However, fashion labels should think beyond the name attached, since the creative process can also be rewarding ([see story](#)).

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