

APPAREL AND ACCESSORIES

Menswear expert Brioni broaches female form with new collection

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Brioni is releasing a female capsule drop for spring/summer 2023, highlighting Roman perspectives on femininity. Image courtesy of Brioni

By EMILY IRIS DEGN

Italian menswear brand Brioni is out with the second part of a feminine capsule series, having just released a spring/summer 2023 womenswear collection.

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The campaign features lightweight fabrics, timeless shapes and tailoring specific to the female form. Showcasing the brand's specialty clothing cuts, pieces are more fluid versions of their male counterparts, allowing for the body to be highlighted rather than hidden.

"I aimed to create a modern perspective on tailoring for the woman of today," said Norbert Stumpf, design director of **Brioni**, Rome, Italy.

Roman womanhood

Entitled "La Donna," the release is truly Roman in nature, exploring modern femininity through the cultural aesthetics of the brand.

The campaign shots are often reminiscent of Botticelli's "The Birth of Venus" per the model's posing and flowing fabrics. The sparkling, turquoise waters behind her act as a further ode to Italian beauty.



The model poses like Venus in famed Roman paintings from antiquity, bringing another level of Roman femininity to the collection. Image courtesy of Brioni

This is a move away from the more masculine-erring capsule fall/winter 2022 collection, which included heavier fabrics, darker colors and starker silhouettes. The drop marked the first time Brioni ventured into the world of women's attire.

The slow craftsmanship is heavily highlighted in this new collection. The cuts are minimalistic, providing a freeing sense of simplicity.

From deeply plunging necklines to pleated pants, movement and shape are central to this capsule. The model's graceful poses complement this, as she creates curves and waving shapes similar to the flowing water behind her.

[View this post on Instagram](#)

A post shared by Brioni (@brioni_official)

Said to be inspired by Rome, the birthplace of Brioni, eternity lies at the heart of these images and the pieces themselves. Made to last, the designs are timeless, sturdily made and effortlessly comfortable.

The idea of eternity also comes into play per the elongation that took place in the design process, as the items are more graceful plays on men's cuts, allowing for a more body-forward presentation.

Because of this approach, sensuality is fully present in the capsule collection. The use of lines and movement-friendly cuts only further accentuates the femininity of the pieces.

With unlined fabrics, the collection also allows for deeper body visibility. With fabrics that flow with the body, the

clothing acts as a partner to the skin rather than an armor that covers it.

This is a full evolution away from the structured items of the men's collections that Brioni typically offers.



Posing in front of a classically Italian landscape, the model showcases female cuts of male pieces. Image courtesy of Brioni

"La Donna" is available only in select stores via the Brionni Made-to-Order service. The offering gives customers the chance to pick out their fabrics from the collection line-up, as well as have the pieces tailored specifically to their body, in-house.

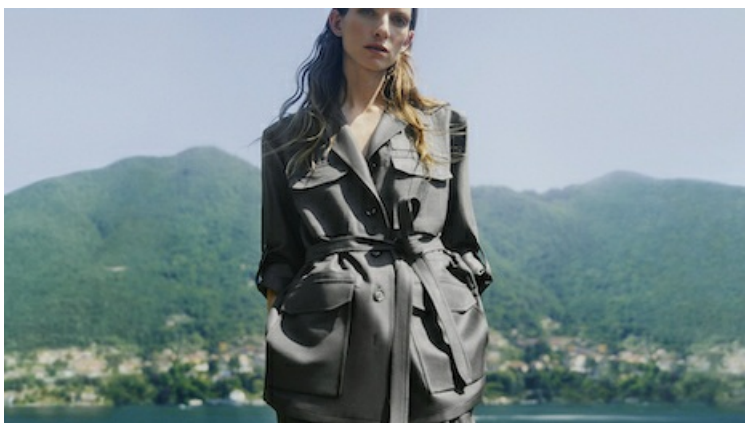
From the fit to the sensual campaign to the purchasing process, "La Donna" is a truly personal experience, celebrating the individuality of women's forms. The body is allowed the freedom of movement against the backdrop of Roman waters.

Feminine form

Other Italian luxury brands are joining Brioni in the celebration of women's physicality.

Roman jeweler Bulgari has come out with a campaign centering on femininity, reclaiming the association between woman and snake ([see story](#)). The brand showcased Madrid, as Spanish model Nieves Alvarez brought sensual imagery to the tour, wearing Serpenti jewelry.

Italian fashion label Missoni recently paid homage to the connection between the land and the body in Alicante, Spain. The collection, like the Brioni capsule, featured lightweight fabrics that allow for the female body to be the focal point ([see story](#)).



The light versions of the men's items allow for a more relaxed fit, letting the body take centerstage. Image courtesy of Brioni

Italy has a long history of celebrating women, with Romans worshipping goddesses in ages past. In a time when luxury brands are increasingly turning to their heritage, this capsule collection feels timely.

Brioni's embrace of Venus and the beauty of the female body is deeply Roman, as the civilization has made the feminine form the subject of its art, religion and ideals for millennia.