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## Wood Wood & Poan on runway



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Entitled 'Mondano', the Wood Wood Spring / Summer 2018 collection takes its outset in the lifestyle and atmosphere of the Italian province of Campania. The collection fuses colors, silhouettes and general inspiration from the region with the contemporary fashion aesthetics of Wood Wood.

While travelling the coastline and the island of Capri, the designers experienced the comfortable and carefree lifestyle of the locals. The food, the wine, the late night dinners and general feeling of Mondanità provided the name for the collection.

The vintage look of local signage as well as quotes from Italian culture personalities such as Federico Fellini and Ettore Sottsass, are apparent in the prints and graphics of the collection. Also Anthony Minghella's 'The Talented Mr. Ripley' which take place on the island of Ischia, provide a few references in the print stories. Italian style and bright colors are evident in a fresh and optimistic collection, that in typical W.W. manner mixes streetwear with contemporary detailing and performance styling. As a reflection of Wood Wood's core principles, the collection fuses formal suiting with contemporary sports- and street-wear.

Meanwhile, Austrian designer Georg Weissacher is the special guest of White Man & Woman June edition of the leading international tradeshow, sponsored by the City of Milan and down the catwalk for the first time with the Camera Nazionale della Moda Italiana partnership. Sartorial expert, visionary and all-round whimsical fellow, POAN designer Georg Weissacher brings his very own utopian philosophy to Milan with his latest collection 'The Phenomenon of Man' where knitwear techniques coexist with sporty like ensembles.

Taking inspiration from the widely critiqued book 'The Phenomenon of Man' by French philosopher, biologist and Jesuit priest Pierre Teilhard de Chardin, Weissacher's latest creation encompasses the thoughts of a visionary and vitalist, considering historical roots, the future and technology.

With philanthropy at its heart, this latest collection from Weissacher combines clever juxtapositions of raw elements such as earthy printed motifs, which clash into electrical components. Shapes are clean and sharp across suiting but equally across jackets represent the duration of life, where things are used and lived in.

Gender fluid silhouettes, oversize shapes, clashing prints and futuristic gear will create the POAN look. Weissacher tries to embody the collection with a message that transcends the actual product, by thinking big about all of humanity – POAN stands for PEOPLES OF ALL NATIONS – while facing personal tasks with greater clarity and force. Diversity being the key to today's happiness.

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