

SPRING SUMMER 2023

PALZILERI



“Across the Bosphorus”

Pal Zileri Spring-Summer 2023

Starting from Italy, just as *Marco Polo* left from the shores of Venice to embark on his journey to the East, **Pal Zileri’s *Effortless Attitude*** reaches the intermediate stage of that historic journey, landing in Istanbul: the meeting point between West and East , with the waters of the Bosphorus acting as a line of conjunction between two worlds, apparently so distant, but eventually so close.

From the encounter between ancient and modern, between tradition and innovation, the new communication campaign by **Pal Zileri** is born for the Spring-Summer 2023 season, inspired by iconic characters such as Sean Connery’s 007, with its masculine and impeccable style that stands out contrasting the bustling streets of the city.

Colors, lights and landscapes become a fundamental part of a story that unfolds through the streets of Istanbul, passing through the ancient spice market, the evocative architecture, the *Galata Bridge* and the iconic *Orient Express Station*. The light, filtered through Stefano Galuzzi’s lens, becomes the connecting element of a varied scenario and a color palette of vivid and bright tones.

The protagonists of the campaign are the film operator and former model Eddie Klint and the model and entrepreneur Ben Allen who interpret the refined and contemporary style of the brand with natural elegance.

The collection reflects the contamination between West and East by combining its Italian DNA with colors and fabrics borrowed from the Eastern culture. Therefore, the warm colors of spices blend with the impalpable muslin and weft fabrics give life to versatile and modern garments.

The suits and outerwear are the protagonists of the collection, but played in a fresh and informal key, combined with colorful cotton and silk polo shirts or silk knitted t-shirts that give a sporty and contemporary twist to the looks.

Oriental-inspired also the prints of the shirts, that add a discreet touch of color and lightness to the outfits, as well as the knitwear embellished with contrasting details.

The sportswear counterpart of the collection balances the proposal with an offer of functional and refined garments such as the Varsity Jacket, which this season is presented in the nylon and tone-on-tone combination, the blousons in technical fabric, the refined overshirt in openwork suede and the sporty elegance of the tracksuit suit.

With this Spring Summer 2023 collection, travel becomes a contamination of styles, cultures and colors that form the backdrop to the effortless and contemporary elegance of the Brand.

“Attraverso il Bosforo”

Pal Zileri Primavera-Estate 2023

Partendo dall’Italia, così come *Marco Polo* parti dalle sponde di Venezia per intraprendere il suo viaggio verso Oriente, **l’*Effortless Attitude*** di **Pal Zileri** raggiunge la tappa intermedia di quello storico viaggio approdando a Istanbul: il punto d’incontro tra Occidente e Oriente, con le acque del Bosforo a fare da linea di congiunzione tra due mondi in apparenza così lontani, ma in realtà così vicini.

Dall’incontro fra antico e moderno, tra tradizione e innovazione, nasce una la nuova campagna di comunicazione di **Pal Zileri** per la stagione Primavera/Estate 2023 ispirata a personaggi iconici come lo 007 di Sean Connery con il suo stile maschile e impeccabile che risalta in contrasto con le brulicanti vie della città.

Colori, luci e paesaggi diventano parte fondante di un racconto che si dipana attraverso le strade di Istanbul passando per l’antico mercato delle spezie, le suggestive architetture, il *Galata Bridge* e l’iconica Stazione dell’*Orient Express*. La luce, filtrata attraverso l’obiettivo di Stefano Galuzzi, diventa l’elemento di congiunzione di uno scenario variegato e di una palette cromatica dai toni vividi e accesi.

Protagonisti della campagna l’operatore cinematografico ed ex modello Eddie Klint e il modello e imprenditore Ben Allen che interpretano lo stile ricercato e contemporaneo del brand con naturale eleganza.

La collezione riflette questa contaminazione tra Occidente e Oriente coniugando il proprio DNA italiano con colori e tessuti presi in prestito dalla cultura Orientale, e così i colori caldi delle spezie si fondono alle mussole impalpabili e ai tessuti “stramati” per dare vita a dei capi versatili e moderni.

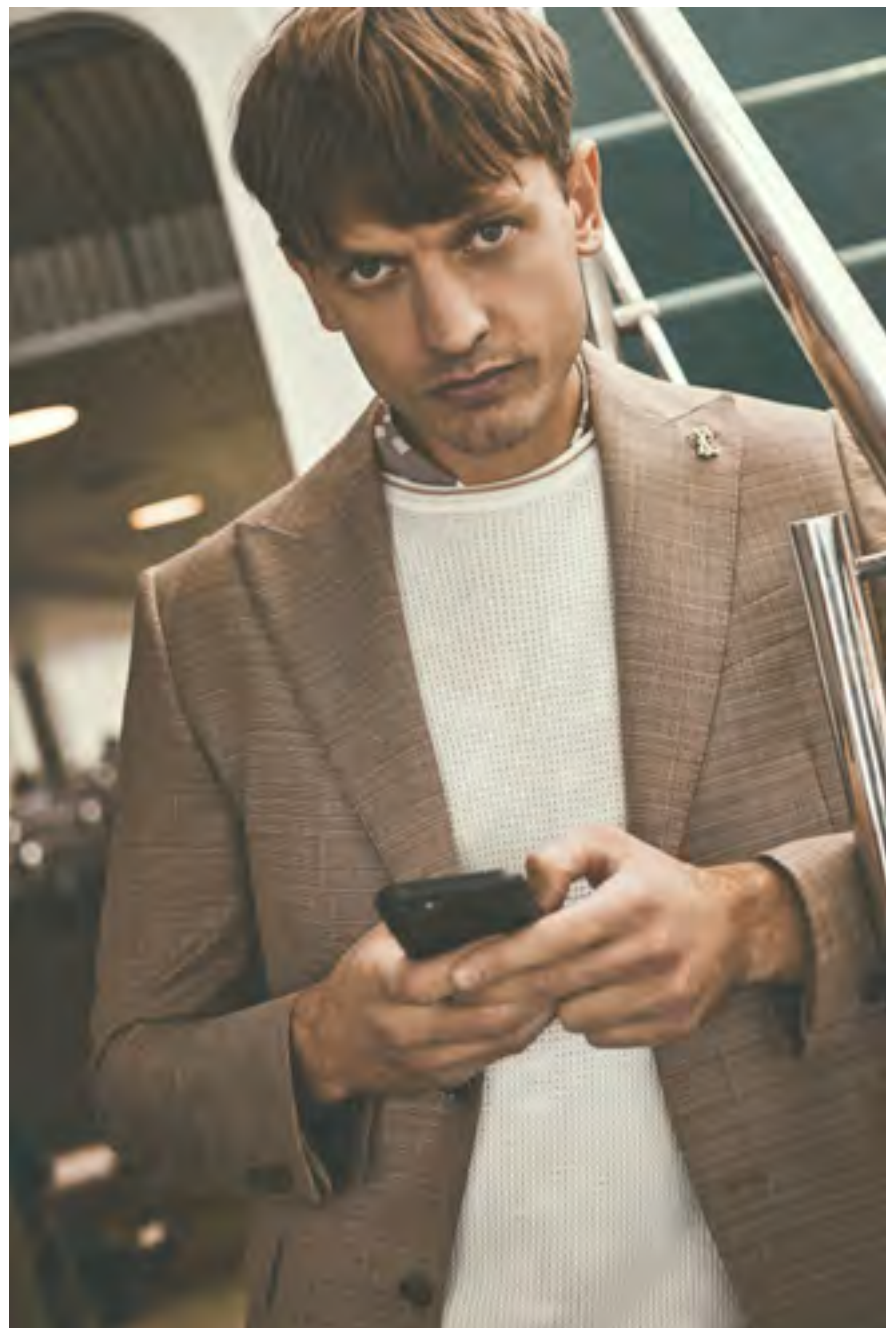
Gli abiti e i capispalla sono i protagonisti della collezione, giocati però in una chiave fresca e informale, abbinati alle colorate polo in cotone e seta o alle t-shirt in maglia di seta che conferiscono un twist sportivo e contemporaneo al look.

Di ispirazione orientale anche le stampe delle camicie che aggiungono un discreto tocco di colore e leggerezza agli outfit, così come la maglieria impreziosita da calati e dettagli a contrasto.

La controparte sportswear della collezione riequilibra il tutto con un’offerta di capi funzionali e ricercati come il Varsity Jacket che questa stagione è presentato nell’accoppiamento nylon e suede ton sur ton, i blouson in tessuto tecnico, la raffinata overshirt in suede traforato e la sportiva eleganza dell’abito tracksuit.

Nella collezione Primavera estate 2023, il viaggio diventa dunque contaminazione di stili, culture e colori che fanno da sfondo all’eleganza *effortless* e contemporanea del brand.





ABITO/SUIT WP39026D2--IA135 COL.39  
T-SHIRT W3M0U315---IM741 COL.81





OUTERWEAR W36SW512---I0205 COL.63  
 POLO IN MAGLIA/KNITTED POLO W3MJG206---IJ748 COL.75  
 PANTALONI/TROUSERS WP130--G---IP110 COL.08



POLO IN MAGLIA/KNITTED POLO W3M0U334---IM747 COL.06  
 T-SHIRT W3MJS559---IJ773 COL.75  
 PANTALONI/TROUSERS W31NW420---IP107 COL.81  
 CINTURA/BELT W300Y547---IB633 COL.08







GIACCA/BLAZER W324423-2--I6886 COL.70  
CAMICIA/SHIRT W3706601---IS926 COL.40  
PANTALONI/TROUSERS W3110--T---IP137 COL.40



GIACCA/BLAZER W324423-2--IG185 COL.15  
 POLO IN MAGLIA/KNITTED POLO W3M0U338---IM774 COL.01  
 PANTALONI/TROUSERS W31NW422T--IP258 COL.40







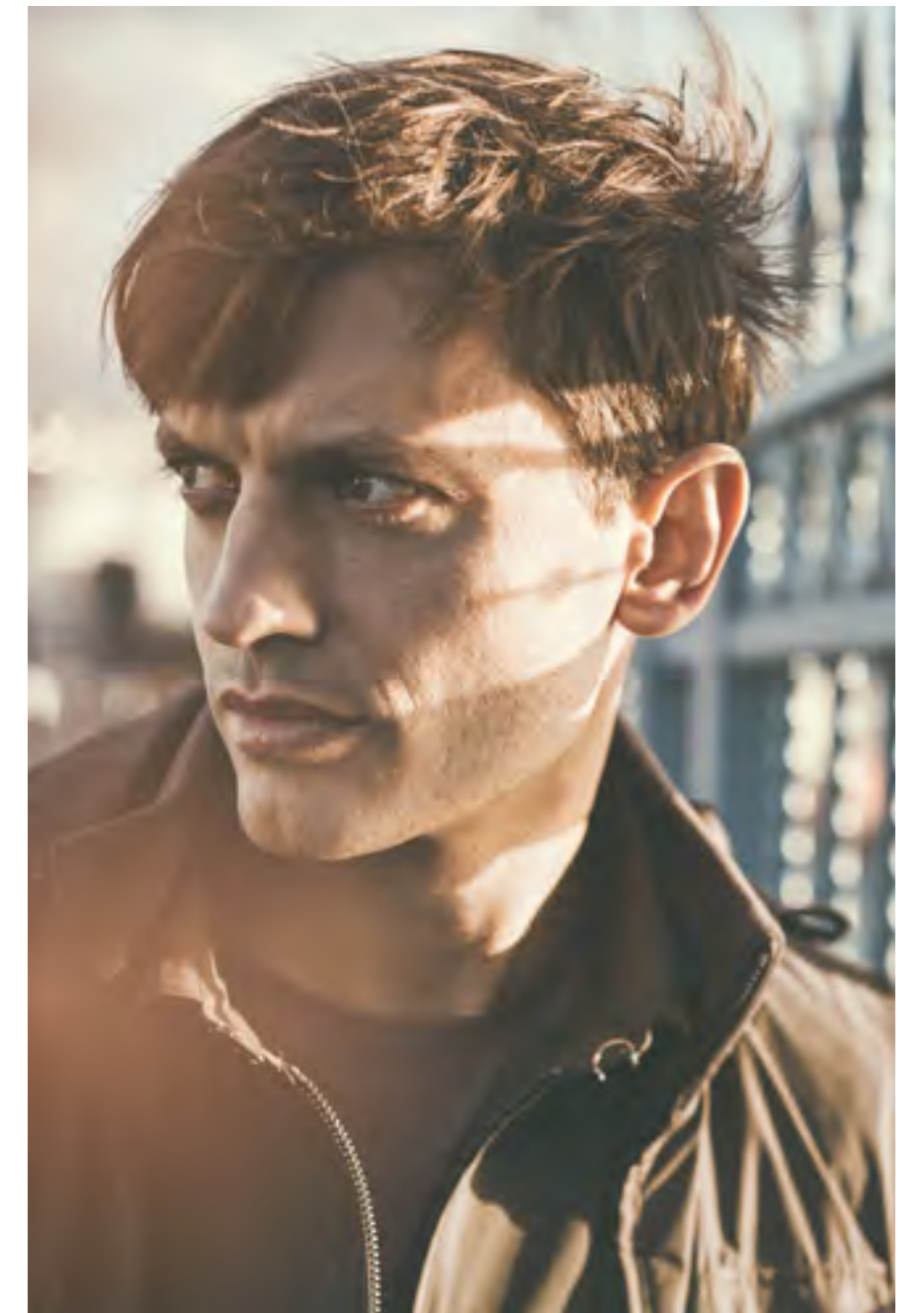
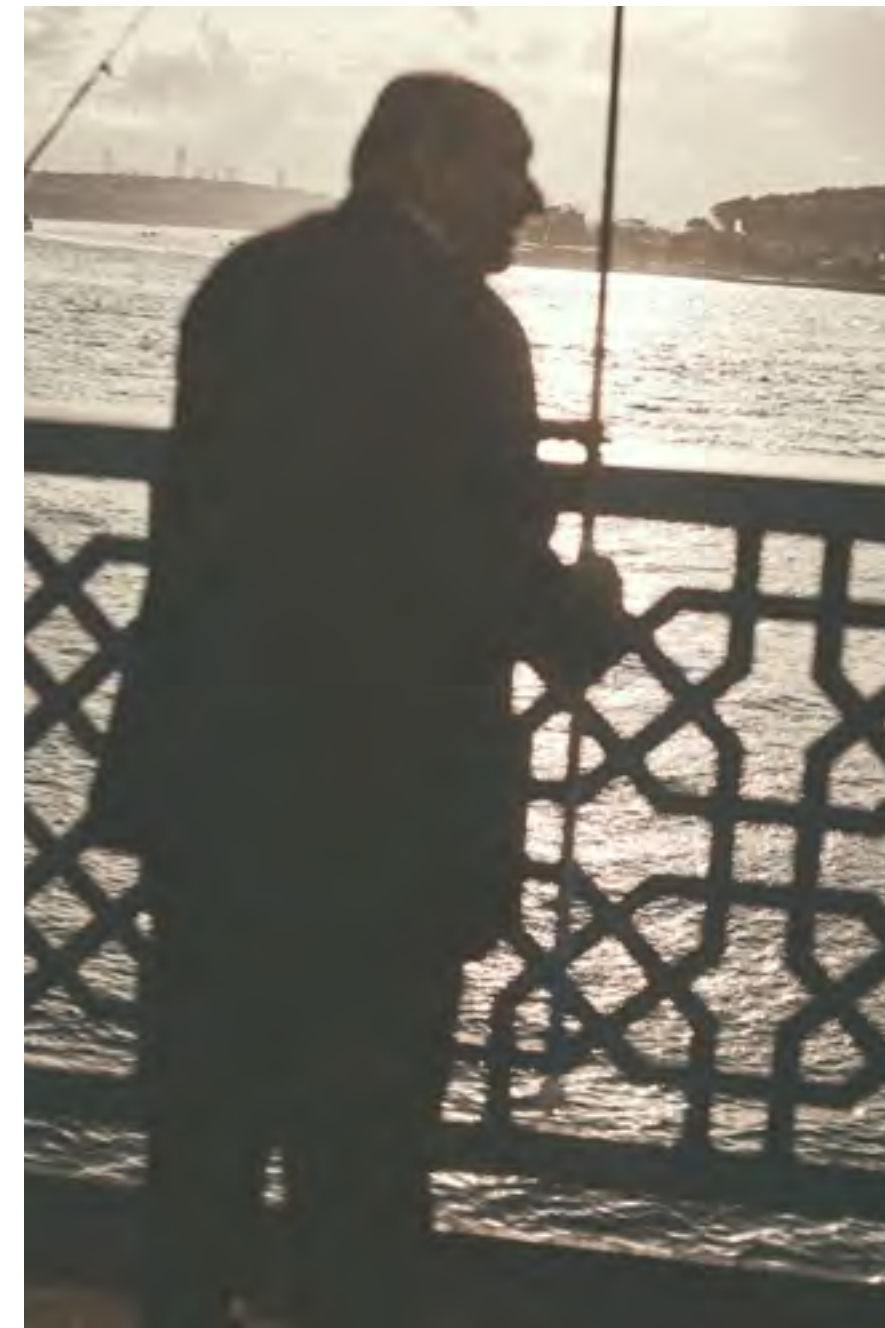
**Varsity Jacket** W36SG519---I021 COL.63  
**T-shirt** W3MJS559---IJ773 COL.75  
**Pantaloni/Trousers** W31NE233---IP240 COL.22  
**Sciarpa/Scarf** W300C33----IT969 COL.63





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CAMICIA/SHIRT W3706601---IS926 COL.01  
BERMUDA WP130--M---IP115 COL.81  
T-SHIRT V3MJS550---HJ720 COL.81

CAMICIA/SHIRT W3706602---IS260 COL.35  
T-SHIRT IN MAGLIA/KNITTED T-SHIRT W3M0U315---IM777 COL.37  
PANTALONI/TROUSERS W310M420---IP269 COL.01  
CINTURA/BELT W300Y549---IB635 COL.01



OUTERWEAR W36SA813A--I0227 COL.67  
 GILET/VEST W36SA826---I0220 COL.63  
 T-SHIRT W3MJ8550---IJ730 COL.40  
 PANTALONI/TROUSERS W31NW420---IP107 COL.37



**BOMBER JACKET** W3MFS577---IJ792 COL.01  
**PANTALONE/TROUSERS** W31FS579---IJ792 COL.01  
**CAMICIA/SHIRT** W370G71AE--XS914 COL.16



GIACCA/BLAZER W32SH523---IG907 COL.63  
 CAMICIA/SHIRT W370G601---IS915 COL.35  
 PANTALONI/TROUSERS W31NE233---IP240 COL. 22  
 CINTURA/BELT W300Y549---IB635 COL.40



GIACCA/BLAZER W324422-2--IG172 COL.12  
 POLO IN MAGLIA/KNITTED POLO W3M0U305---IM739 COL.08  
 PANTALONI/TROUSERS W31NW420---IP107 COL.81  
 CINTURA/BELT W300Y548---IB634 COL.81



POLO IN MAGLIA/KNITTED POLO W3M0M316---IM726 COL.03  
 SCIARPA/SCARF W300C38---IT970 COL.05



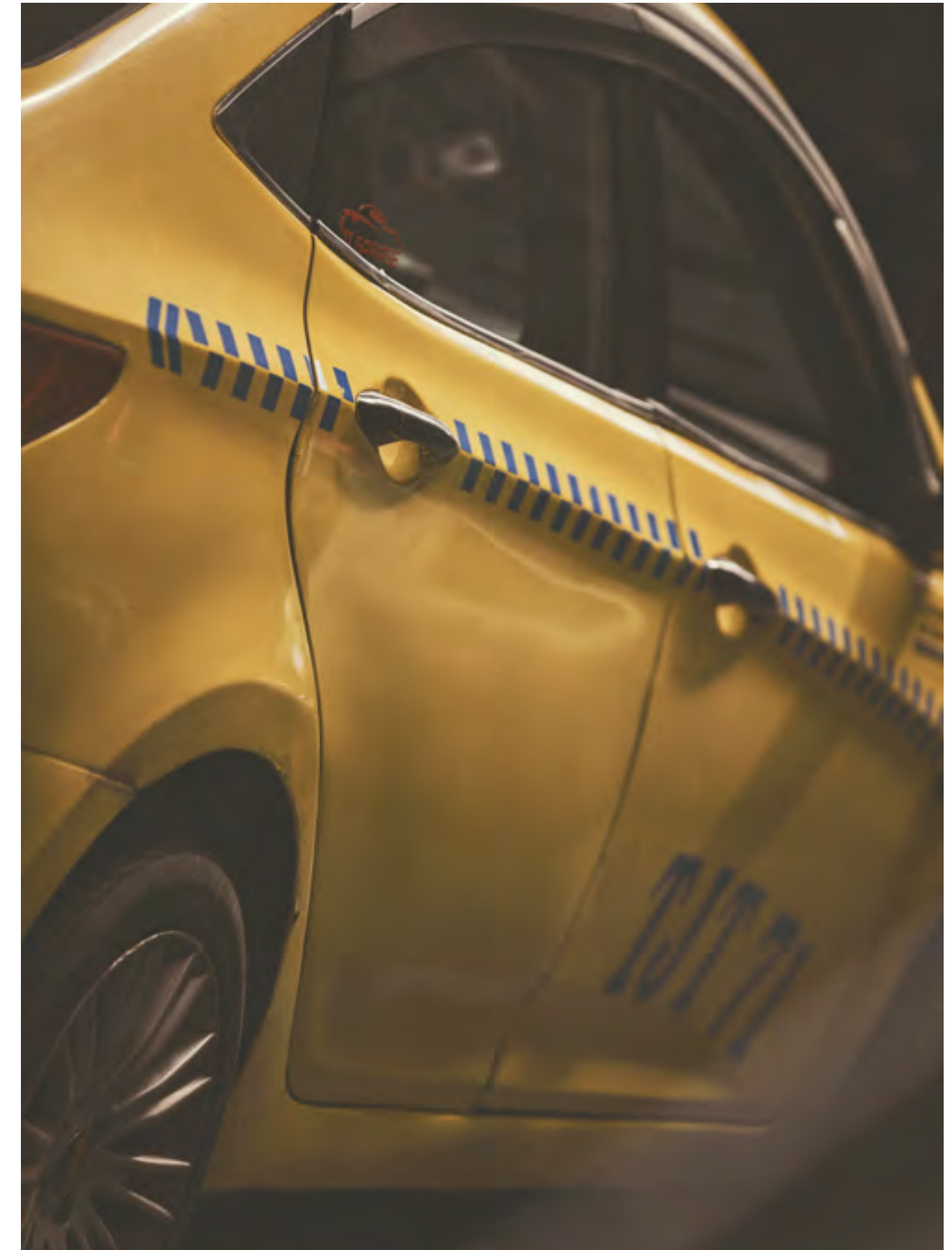
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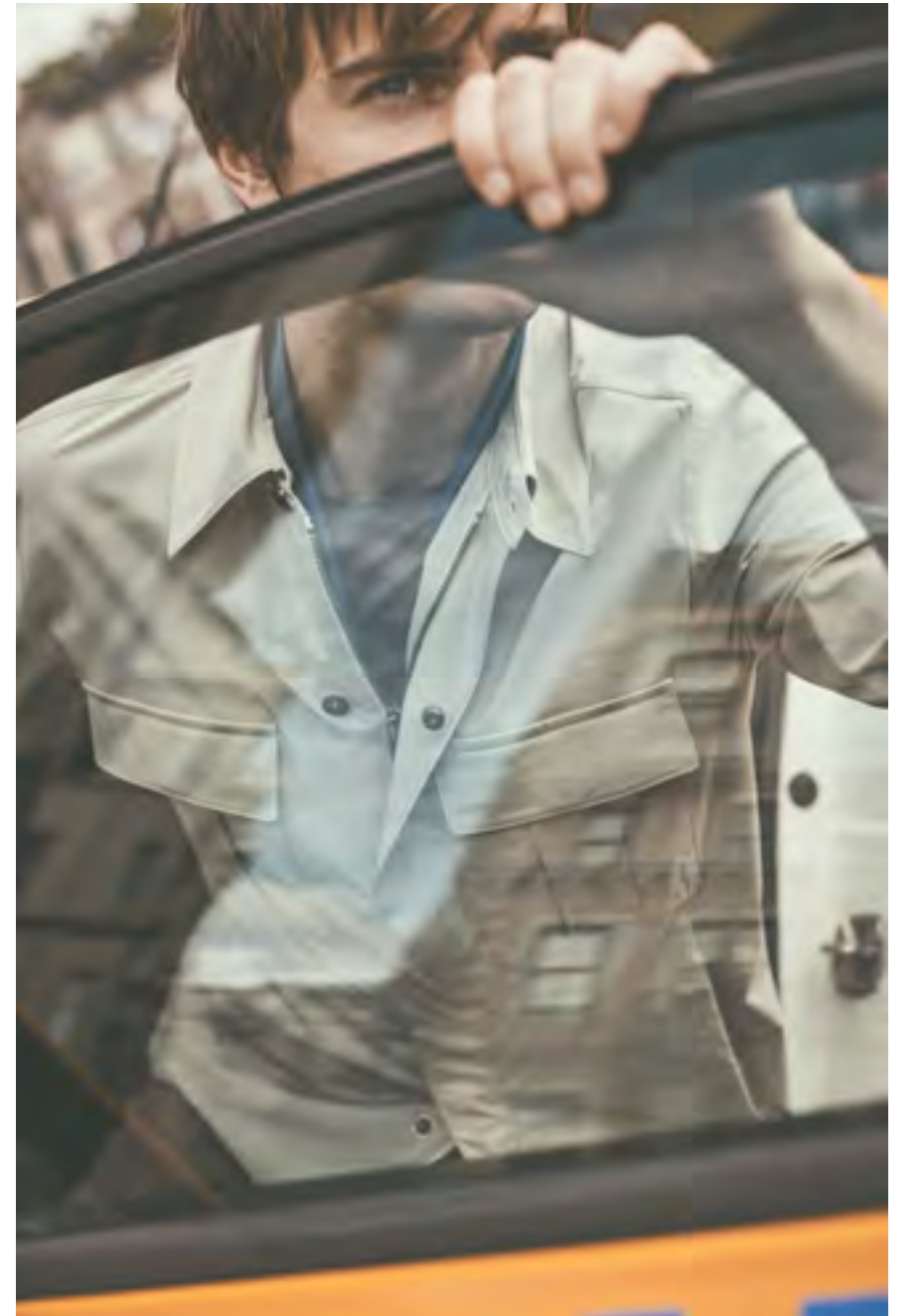


OUTERWEAR W36SM503---I0202 COL.15  
 FELPA/SWEATSHIRT W3MF6240---I0789 COL.07  
 T-SHIRT W3MJ6200---I0747 COL.07  
 DENIM W31DM420---IP278 COL.01



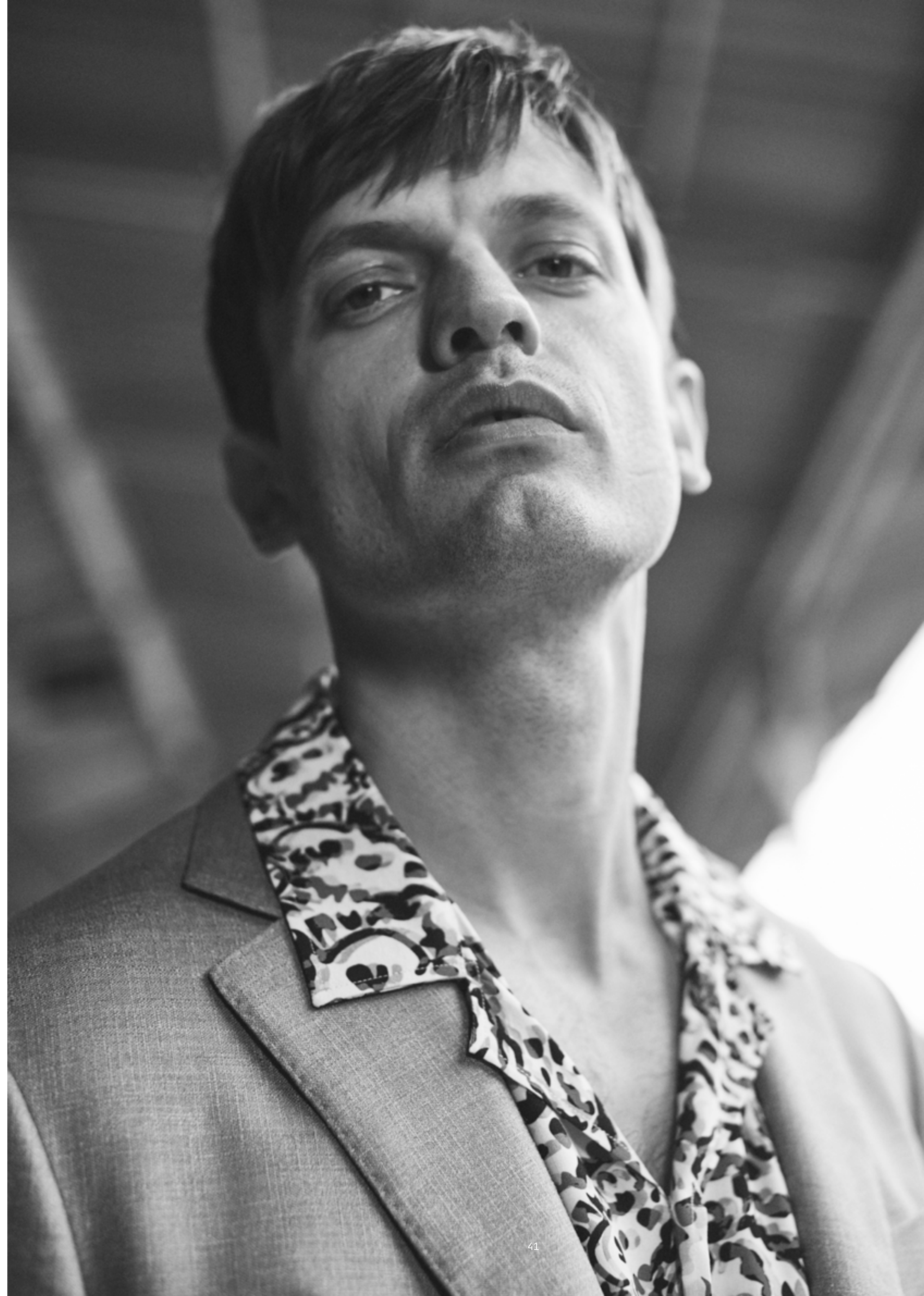
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 POLO IN MAGLIA/KNITTED POLO W3M0U301---IM760 COL.07







GIACCA/BLAZER W32CZ22-2--I6185 COL.39  
 CAMICIA/SHIRT W3706601---IS928 COL.81  
 PANTALONI/TROUSERS WP110--E---IP122 COL.40  
 CINTURA/BELT W300Y547---IB633 COL.42





OUTERWEAR W36SA0Y5---I0220 COL.01  
T-SHIRT V3MJ5550---HJ720 COL.81  
PANTALONI/TROUSERS W31NW421A--IP227 COL.01



GIACCA/BLAZER W32SH523---IJ924 COL.73  
T-SHIRT W3M0U315---IM738 COL.39  
PANTALONI/TROUSERS WP130--8---IP110 COL.08





ABITO/SUIT W334422X2--IA556 COL.04  
T-SHIRT V3MJS550---HJ720 COL.81  
SCIARPA/SCARF W300C38----IT970 COL.15





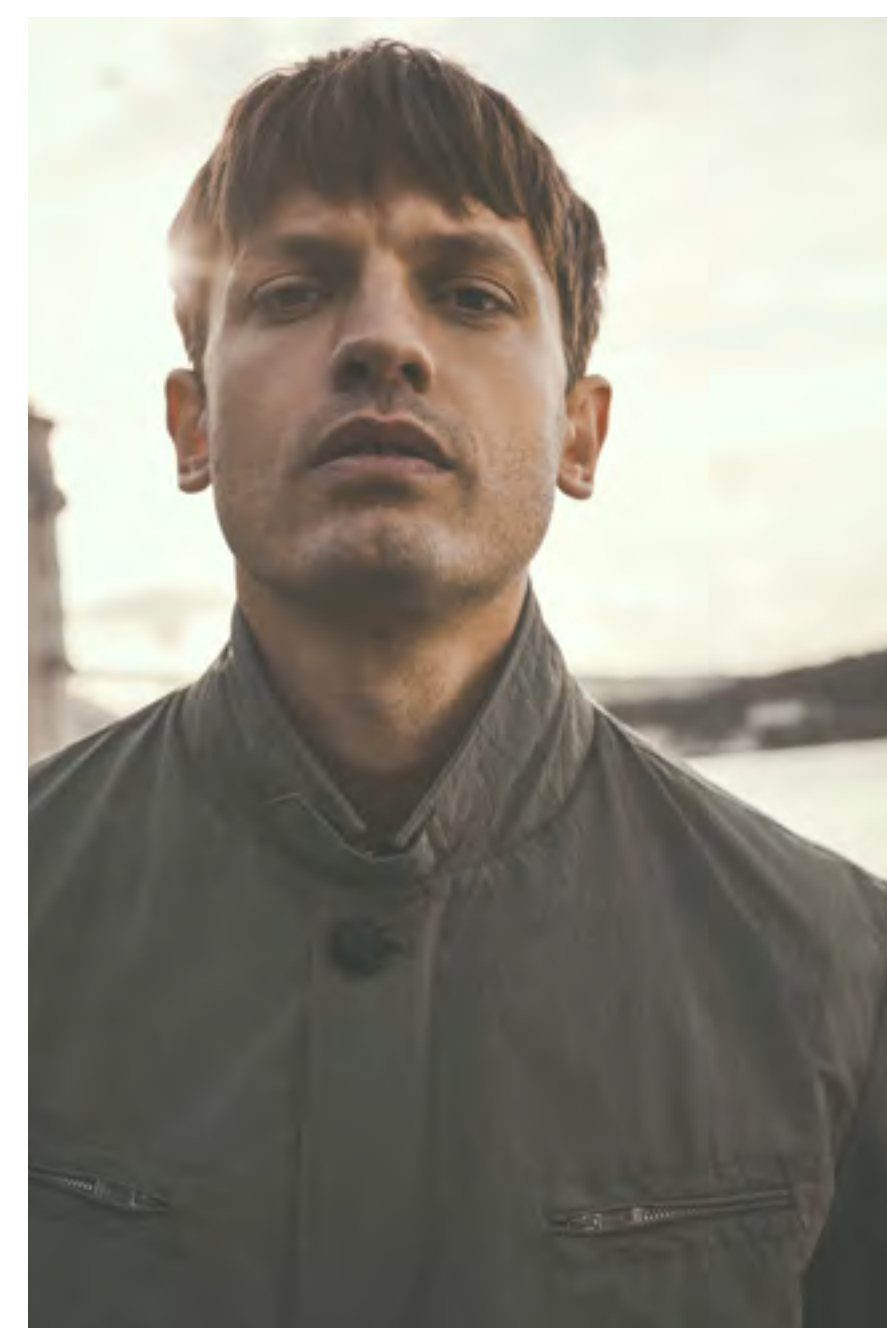


OUTERWEAR W36SA869---I0224 COL.35  
CAMICIA/SHIRT W3706602---IS915 COL.35  
PANTALONI/TROUSERS W31NW423---IP101 COL.39  
CINTURA/BELT W300Y547---IB633 COL.42



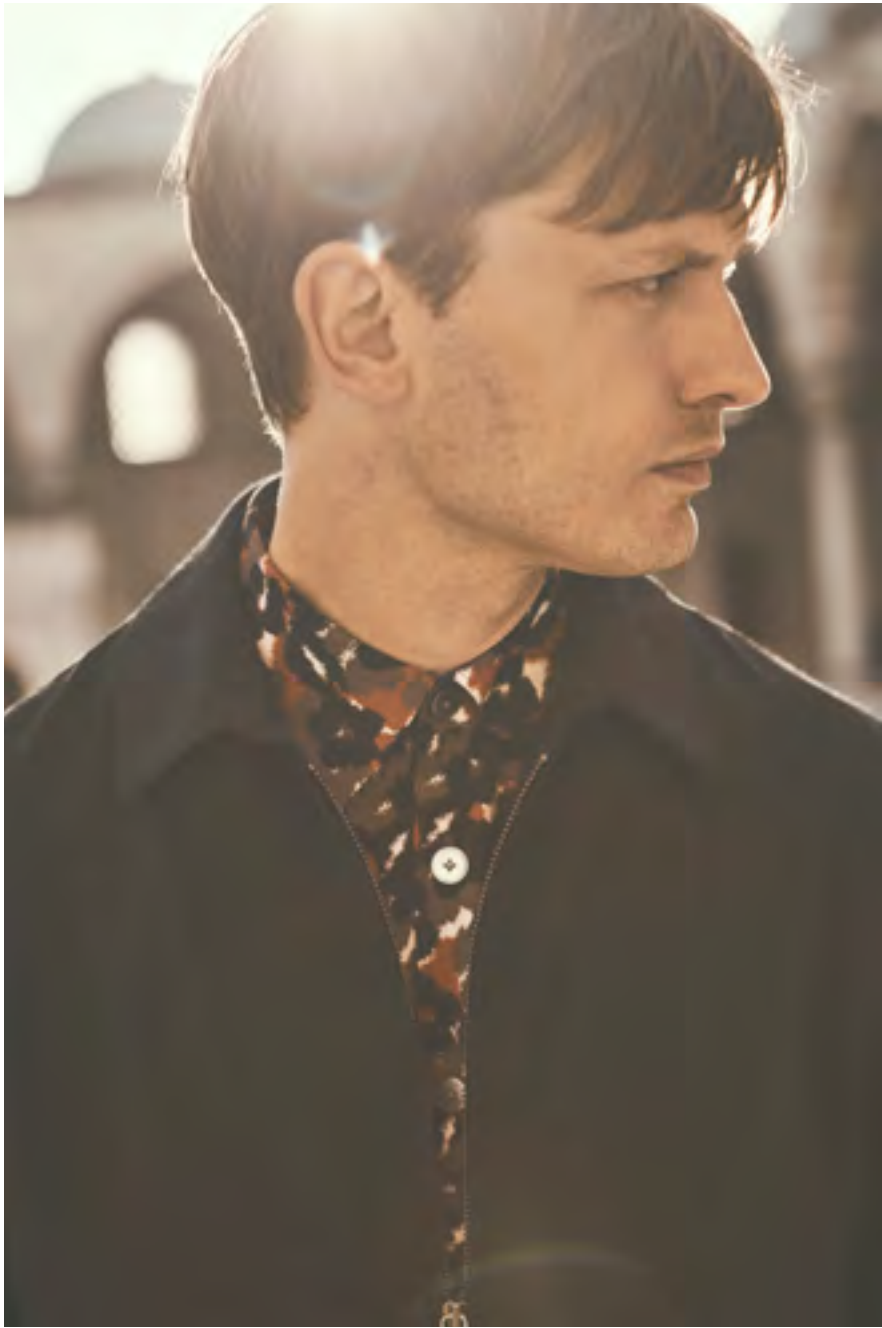
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 GILET/VEST W36SG518---I0211 COL.01  
 T-SHIRT W3MJ6263---I0758 COL.81  
 PANTALONI/TROUSERS W31NW412---XP012 COL.21







BLOUSON W36SA813F--I0247 COL.20  
CAMICIA/SHIRT W370G602---IS927 COL.40  
PANTALONI/TROUSERS W31NE239F--IP247 COL.20



OVERSHIRT IN SUEDE W36P2853---IL294 COL.63  
T-SHIRT V3MJS550---HJ720 COL. 81  
PANTALONI/TROUSERS W31NW420---IP115 COL.63  
CINTURA/BELT W300Y549---IB635 COL.01



CAMICIA/SHIRT W3706601---IS927 COL.01  
T-SHIRT W3MJ6263---IJ758 COL.81  
PANTALONI/TROUSERS WP130--G---IP115 COL.01



GIACCA/BLAZER W324423-2---I6874 COL.40  
POLO IN MAGLIA/KNITTED POLO W3M0U338---IN774 COL.55  
PANTALONI/TROUSERS W3110--W---IP121 COL.35



ABITO/SUIT W33CF6252--IA138 COL.35  
POLO IN MAGLIA/KNITTED POLO W3M0M565---IM768 COL.20

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PAL ZILERI SHOWROOM  
VIA PIETRO VERRI, 8 20121 MILAN - ITALY  
+39 02 84733511  
VIA FABIO FILZI, 34  
36050 QUINTO VICENTINO (VI) ITALY  
+39 0444 356096

PHOTOGRAPHER: Stefano Galuzzi  
ART DIRECTION: MaCRo Solutions  
STYLIST: Davide Brambilla

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