

# 3DWOOL

DYNAMIC · DAILY · DIFFERENT

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Societa' unipersonale soggetta a direzione e coordinamento di Tollegno Holding S.p.A.

Tollegno, January 2023

## **3DWOOL SS 2024 COLLECTION: PERFORMANCE ADDICTED**

*Lanificio di Tollegno presents a new collection of fabrics at Milano Unica 2023, stemming from years of research, experimentation and fine-tuning by the company's R&D department. The result is a range of products made of wool or wool mixed with natural and artificial fibres with an excellent performance.*

Versatile fabrics, suitable for a variety of uses thanks to their technical performance features, linked both to the type of yarn used - merino wool first and foremost - and to the treatments that have helped to improve their quality and value. The result of the research and experimentation by Lanificio di Tollegno's R&D Laboratory, the 3DWOOL Spring/Summer 24 collection, showcases the advances and changes that the product has progressively undergone season after season.

A fine-tuning process that has led to unparalleled performance levels in this sector. Especially in terms of stretch. *"The degree of stretch achieved by our 3DWOOL",* Lanificio di Tollegno explains, *"has allowed us to rethink all the long-established parameters for wool fabrics, paving the way for a new, more creative, innovative, and above all, modern way of using them for clothing".* A modern technique that responds to the demands of an increasingly fluid society, one that is looking for solutions that are comfortable, long-lasting, visually impeccable and easy to care for. But above all, these fabrics can be worn effortlessly at any time of the day - at the office or in leisure time, from a formal meeting to a casual get-together with friends - without ever losing their stylishness. The qualities of elasticity, comfort, softness, fit and perfect drape inherent in 3DWOOL fabrics, therefore, mean that they interpret all these needs to perfection, thanks also to their versatility and variations in weight and finish.

In this type of product, in fact, styles and textures are combined with patterns and colours specially and exclusively designed by the company's in-house style department, which has succeeded in interpreting the demands of an ever-changing world. Today's consumers, indeed, have very clear ideas on how their wardrobe should look, starting with the quality of the material from which

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garments are made. *“Our facility’s production process,”* continues Lanificio di Tollegno, *“allows us to guarantee a responsible and traceable supply chain, enhanced by the opportunity to use RWS and Nativa® Precious Fiber certified wools, while also protecting the environment through scrupulous and certified impact management in full compliance with the ZDHC standard.”*

On this basis, an unprecedented collection, for both men and women, has taken shape, heralding the advent of a highly contemporary “style revolution”.

## A SINGLE COLLECTION, A THOUSAND STYLE INTERPRETATIONS

The evolution of 3DWOOL in recent seasons is continued in the Spring-Summer 2024 collection, and chronicled in its various stages through targeted proposals. Six different themes usher in the next spring-summer season of Lanificio di Tollegno’s iconic fabric - bi-stretch, super-stretch, mono-stretch, jackets&blazers, washable and crêpe – each with a clear identity.

The **super-stretch** fabric range, however, also includes ultra-high performance products, featuring an average elasticity greater than 25% and a guaranteed stretch recovery greater than 98%. The special characteristics of these fabrics, some of which are also produced in blends with viscose and Lyocell for looser, softer or more technical styles, allow designers to express their creativity in increasingly comfortable and deconstructed garments.

The family of **two-way stretch** fabrics, from which the 3DWOOL project originated with ultra-high quality standards and invaluable features such as wrinkle resistance, includes fabric types that have become so iconic that they are chosen by the world’s best brands, returning every season in new colours and patterns.

**Mono-stretch fabric**, on the other hand, is different, as is showcased by a series of products that seamlessly bridge the gap between past and future. *“As a result of this specific feature, mono-stretch fabric is the ideal solution for garment makers who take a traditional approach to men’s clothing but also feel the need to develop and adapt it for the present day”*. A new wool denim fabric, with a special blue colour chart available in multiple shades, is the stand-out product in this range.

The SS24 collection is completed by **washable** fabrics, which add value by being easy to care for (if they are properly made, they can be washed at 30°C in water,

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editor's note) and by the new proposals tailored to appeal to women's taste and style.

Lastly, don't forget the **jackets&blazers** fabric for outerwear made of both wool, for more structured interpretations of a knitted style, and cotton and linen blends for a more summery, casual look.

## **NOT JUST COLOUR: FROM THE COLLECTION'S SHADES TO STOCK SERVICE FOR "MADE-TO-MEASURE"**

Each article featured in the collection is accompanied by a dedicated yarn-dyed colour chart, while for piece-dyed articles, a plain colour chart with over 100 shades is provided, ranging from the most classic colours to the season's latest trends - ultra-light colours and pastels - as well as fluorescent shades. What's the added benefit? The option to request sample or custom colours.

The extra-mélange fabrics are also part of the solutions developed by Lanificio di Tollegno, in which the specifications for piece-dyeing are combined with those of mélange to create a palette of alternative colours and effects.

*"In keeping with previous seasons", concludes Lanificio di Tollegno, "not only is the 3DWOOL stock bunch service offered to bespoke tailors and garment makers, but the collection is also presented in digital format, in addition to the physical format to feel the individual fabrics."*