



forte\_forte

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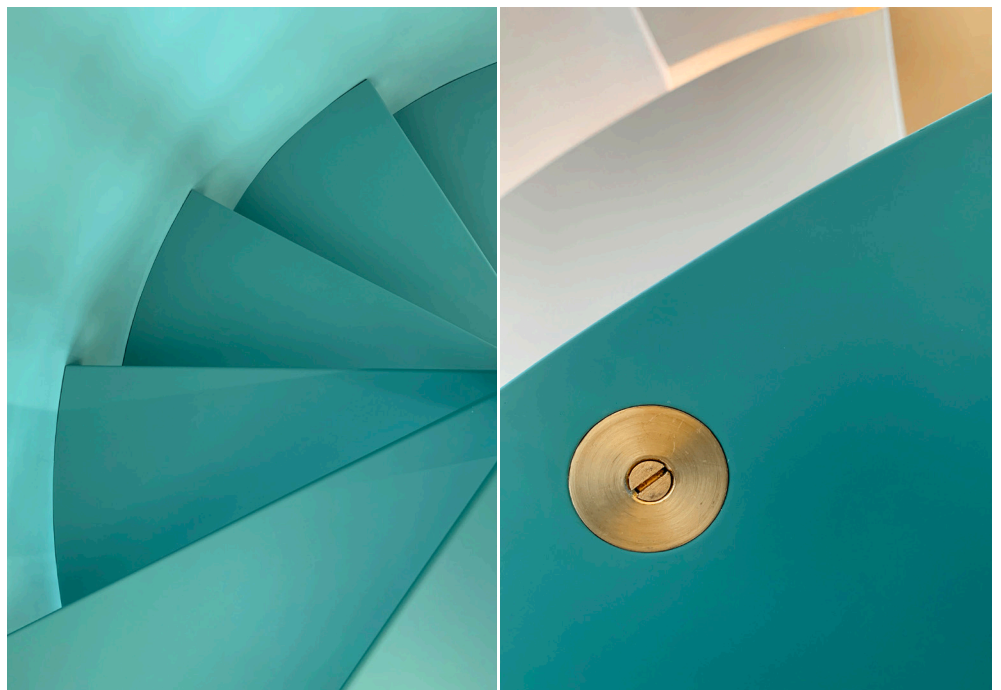
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*the new forte\_forte boutique in cannes is a mineral box lit with marine reflections*

the spatial language of forte\_forte, stemming from the dialogue between robert vattilana and giada forte, is a subtle counterpoint of elements, a multisensory balance of components: materials, volumes, identity of the place, meant as local character and genius loci, come together in a narration that is always unique. each new opening adds possibilities and variations to a distinctly eclectic repertoire, expanding it in the sign of an iridescent continuity.

the cannes boutique, located at 27 rue du commandant andré, a few steps from la croisette, housed in a corner building of linear simplicity, is immersed in the sunny holiday atmosphere of the côte d'azur, absorbing its bright and sparkling light. three windows open onto the outside, traversed like a sign by a shelter, creating transparency and osmosis between inside and outside, furniture and environment, activating a game of gazes and a dialogue of volumes.

the entrance, on the corner, cuts the natural light, welcoming its glow and geometrizing it. the story is assertive. it moves forward in modulations of one single material, expanded in its tactile possibilities and chromatic iridescences. the space is in fact conceived as a box of mineral colors and marine transparencies, made entirely of a material of pure invention: an agglomeration composed of a light gray concrete base that surrounds a white stone with the appearance of bright salt crystals and deep jade green crystals. the floors are cut in this composite stone, as are the full-height wall coverings, milled in vertical lines that give the white stone a special sheen.



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the monolithic cash desk with brass drawers is also made of this composite stone. the density of the story softens and hovers in a rhythmic movement on the white ceiling, designed by rays that flow towards the stairwell.

the stage box is an intimate casket that invites discovery. the display area is wrapped in a full-height white curtain that partially covers a shop window. the calligraphic hangers and organically-shaped mirrors, made of brass, are shiny and metallic signs in space. a brass display placed in the window and supported by a turned brass pole wraps itself in a helical movement that accompanies the eye on the shelves that house the products, visible from inside as well as from outside.

the furniture, entirely made by italian artisans, consists, among other things, of curved wooden chairs covered with gold leaf, with perforated leather cushions. the sense of intimacy finally solidifies in the dressing rooms conceived as boudoirs, closed by brass hinged doors and divided by a movable curtain that allows one to remodel the space. they are imagined as a casket within the casket, in which to experience the very personal emotion of dressing. inside, they are entirely covered with crackle ceramic tiles: a contrast, sudden like summer light, with the eclectic minerality that dominates the space, dotted with large plants that bring a vegetal presence into the visual texture.

a spiral staircase with suspended steps, located behind the cash desk in a circular frame, leads to the first floor, where the warehouse is housed. the space is dreamlike, and bright. an ineffable and liquid lightness takes a streak of solid permanence.



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*forte\_forte, here we are*

the narrative power of clothes is truly felt only when the wearer is the protagonist. forte\_forte aims at dissolving the distance between the clothes and the person, putting emotions and sensations at the center. emotional authenticity is the character that defines the project, which stemmed from the brotherly bond between giada and paolo forte.

the story began in 2002 with a small collection of hand-finished t-shirts. grown in the fashion business, the forte brothers hail from veneto, one of the manufacturing districts in which made in italy has taken its shape and identity over the years, turning the artisanal process into an industrial one while keeping intact its values and peculiarities. giada and paolo have absorbed this ethos since childhood, in the family's knitwear factories. giada trained at nottingham trent university, where she studied knitwear design, while paolo studied economy. after autonomous experiences in their respective fields, they decided to join forces on a project based on the values they believe in: the beauty of creativity as a filterless bond between the creator and the consumer. giada is in charge of design, paolo is the business strategist.

robert vattilana, art director and giada's life partner, is the third member of the group: the one who translates visions and sensations into images and spaces, or graphic and editorial choices.

forte\_forte is the offspring of the three's joined efforts: the family name is doubled, christening the brand with an incitation that is already an expression of strength; the lower case font signals a desire for intimacy as opposed to ostentations. at the beginning the headquarters were hosted in the house of giada and paolo's mother, among childhood memories and the coming and going of friends and



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acquaintances. the house is a symbolic and meaningful place, full of stimuli and memories whose power resonates to this day. for the first two seasons, giada and paolo travelled with samples in a bag, which they presented in the first person to prospective clients. authenticity needs to be communicated as such, without filters. success immediately ensued.

growth, by programmatic decision, has been slow and organic. slowness is a quality that forte\_forte cultivates with pride. it is the choice to operate on a personal level, far from fashion and closer to style, creating pieces with no expiry date, meant as words of a constantly evolving discourse. slow is the choice of a business model in which profit comes from quality, from products of real and palpable value and production is carefully controlled. slow is the choice to open up one step at a time, only and always at the right moment. the arrival of style capital fund in 2017 confirmed the solidity of the path offering new financial tools without distorting the identity. today the collection is distributed internationally. main markets are italy, europe, the united states and japan.

forte\_forte maintains its headquarters in veneto: the sentimental, artisanal and industrial ties with the territory are essential, as they shape the brand's identity. the headquarters are no longer in the family home, but in a complex of industrial buildings in which efficiency and a domestic spirit cohabit. wellness is a quality that permeates human relationships as well as space and clothes. the collection has grown over the years into a complete proposal made of beautiful materials left free to express their personality. colors are refined, pure forms welcome the body without constraints. light imperfections emphasize honesty and humanity. the same traits and personality define the boutiques opened since 2018 in milan, paris, london, tokyo, madrid, rome, forte dei marmi and cannes. a narration of emotional spaces full of echoes and suggestions which, just like the advertising campaigns and the communication, are conceived by robert. places that are never overbearing, that welcome and caress, dissolving the distance between the space and the person. forte\_forte is a hub of sensations and emotions permeated by a sense of timeless classicism. it keeps evolving, staying true to the spirit of the beginnings.

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