



forte_forte

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a balance of matter and light: forte_forte opens in los angeles

in its architectural declination, stemming from the dialogue between robert vattilana and giada forte, the forte_forte language translates tactile and visual sensations into an environment, materializing an aesthetic that is both ineffable and precise, delicate and sturdy. the grammar stays, but the construction of the story follows each time the atmospheric uniqueness of the place, meant as multidimensional space that is both emotional and geographical.

the los angeles boutique, at 8424 of melrose place, expresses a desire for simplification, which amplifies the emotion in the dialogue with the city of angels. light and matter, curves and straight lines, solidity and transparency intertwine, echoing the volumes and lines of california modernism, against the backdrop of glaring sun and desert landscapes. the contrast with italian materials and finishes enriches the balance of components with further nuances, sealing the uniqueness of the project.

the boutique is located on the ground floor of a building that can be approximated to the 1930s. two shop windows open onto the street, framed by the sage green enameled metal facade. the door, recessed with respect to the facade, is made of enameled wood, with a large round grit handle. beyond the threshold, the story unfolds immediately in its spatial clarity, inviting the eye to linger on the harmonious flow of textures. the setting is dominated by delicate tones of powder for the natural lime mixed with corn straw of the coverings and the resin of the floors, and by the white of the full-height muslin curtains that act as immaterial and permeable partitions. this impalpable lightness is balanced by the angular and metallic geometry of the brass back wall, whose play of geometries highlights the width and depth of the space.

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four thin columns are lost in the ceiling inside three non-concentric circles of plaster, an homage to the luminous geometries of artist james turrell.

two huge stones also interact with the genius loci, coming from the palm springs desert and meant as a tribute to the work of peter fischli and david weiss, poised one above the other in the exhibition area.

the stage box is a harmonious balance of curves and straight lines: on the left side the volume is squared, on the right side the wall is round and incorporates a small pillar as well as the dressing rooms. on the two long sides, symmetrically, calligraphic hangers in ground brass folded by hand like shrub branches display the product, anchored to the ground or to the ceiling. scotch brite brass plates supported by bolts and placed on a vertical support with a helical movement act as a display, together with a sculptural brass net curtain with glass ampoules that trap and preserve travel memories inside.

the furnishings add further modulations to the counterpoint of textures and colors. a large circular bench, with perforated leather cushions, hollowed out, like the two vases at the entrance, in an agglomeration of grit, white stones like salt crystals and bright green stones of jade; seats in curved wood covered with gold leaf; a modernist style triptych mirror and a powder-colored daybed with golden studs. the effect is tactile and sinuous. at the back of the shop, the dressing rooms open like a jade green capitonné velvet shrine behind two curved brass doors with large portholes. a velvet curtain allows one to redefine the space inside. hidden from view, the cash desk and the warehouse, with the products contained in archive modules on rails, are a functionalist extension, but in a sage green color.

the project is concise and vibrant. light becomes matter, in an ineffable balance of the geometric and the organic.

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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

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, cannes and los angeles.

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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