



PRE-AUTUMN 2027

We went to Sicily but skipped the postcards.

Tutto Passa means “everything passes”, and this season’s about enjoying the moment before it does. The campaign goes off the beaten track, taking in the wrong turns and daily rituals that don’t make the guidebook.

We’ve taken European sportswear heritage, blue-collar workwear and soft tailoring, then tidied everything up with a bit of Italian finesse. It’s calcio with the creases ironed out. Football shirts come in two main flavours: knit or nylon, vintage either way. They’re teamed up with linen blazers, pleated trousers and a sharp tie, naturally.

Tailoring lands soft and unstructured, built for long espresso days rather than standing on ceremony. All the strut, none of the stiffness. A baseball shirt picks up a bold red trim, while the checked track set takes its cues from old driving suits. It’s still sportswear, but it’s more grown up.

Shirting gets lighter and more expressive, with a debut for translucent fil coupé. Textured florals bring some swagger, and seersucker turns a classic check into something that can handle the heat.

Workwear brings the weight. There’s a suede utility jacket cut heavy, carpenter denim with a clean, stony wash, and a mechanic overshirt to keep things practical without looking like you’re heading to a shift. Corduroy has even turned up for summer.

The palette looks like it was taken out of the sun just before it burnt: faded stone, dusty brown and washed green, lifted by berry red and beachy citrus yellow. Florals, football emblems and an ornament borrowed from a wine bottle carry the Sicilian references through the artwork without laying them on too thick.

Light enough for Sicily, heavy enough for September.