



Montebello
ITALIA - 1967

MONTEBELLO LAB
ISSUE 2024

"Beauty is a promise of happiness."

With these words by Stendhal, we want to make a promise. The promise of beauty. The promise of ideas. The promise of happiness.

Conceria Montebello is not just a leather manufacturer; it is a laboratory of ideas, a space where creativity comes to life in the form of vibrant textures, precious materials, and impeccable craftsmanship. This magazine aims to be a magical portal into a world where touch, sight, and imagination intertwine in unexpected ways. All the senses.

Here, nothing is conventional. Every piece of leather tells a story of innovation; every collection challenges the rules of the traditional industry. We have chosen to be different, to explore the boundary between art and craftsmanship, between matter and vision. This is a journey toward the future of luxury, where every page, every fold of leather, every article invites you to see the world with new eyes. With this first edition, we celebrate the flair, the playful boldness of our collections, each with a strong and unique personality. We want to offer a glimpse into the future of fashion, a view through the keyhole.

A promise that we hope to keep, and which is the true journey toward the interpretation of fashion, luxury and ingenuity.

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Printed in Italy by

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Paper

Dimensions: 213 x 276 mm
Number of pages: 84
Production Italy
Inside: Upm Finesse Silk 150gr
Cover: Rives Design Extra 350gr
Sewn binding

Font

Indivisible
Adobe Garamond Pro

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PLAY

Reclaim your
Playful Spirit

SPRING SUMMER 2025



Life is nothing more than a game, the game of madness.

PLAY is the manifesto for those who see fashion as a game, a challenge, a field of exploration. Inspired by the carefree energy of playful moments, PLAY reinterprets luxury with a disarming irony. Here, leather becomes a tool of expression, no longer just a precious material to wear, but an invitation to push the boundaries of the predictable.

Each creation in the PLAY collection stands out for its bold combinations: textures that clash in unexpected harmony, colors that vibrate with personality. The color palette defies minimalist codes, embracing a kaleidoscope of vivid shades, from bright orange to acid green, from electric blue to shocking pink. There's no room for monotony.

But what truly makes PLAY unique is its attention to detail: every finish is designed to highlight the contrast between tradition and innovation. Leather, crafted with cutting-edge techniques, meets playful designs, creating garments and accessories that aren't afraid to take center stage. PLAY is for those who view fashion as an opportunity to have fun, to play with their image, and to challenge conventions, all without ever sacrificing elegance.

There's a time to be serious, but this isn't it. PLAY is freedom, it's sandcastles and chocolate-stained cheeks, a colorful lollipop, a child's drawing, the drawing of an adult who remembers being a child.

Dancing barefoot, listening to nursery rhymes, eating ice cream, and feeling the sun on your skin as you run through a meadow. PLAY is the essence of joy, spontaneity, and pure imagination. It's the moment when the world becomes a playground, and the only rule is to dream without limits. The PLAY collection embodies this spirit: vibrant colors, playful textures, and bold designs that cele-

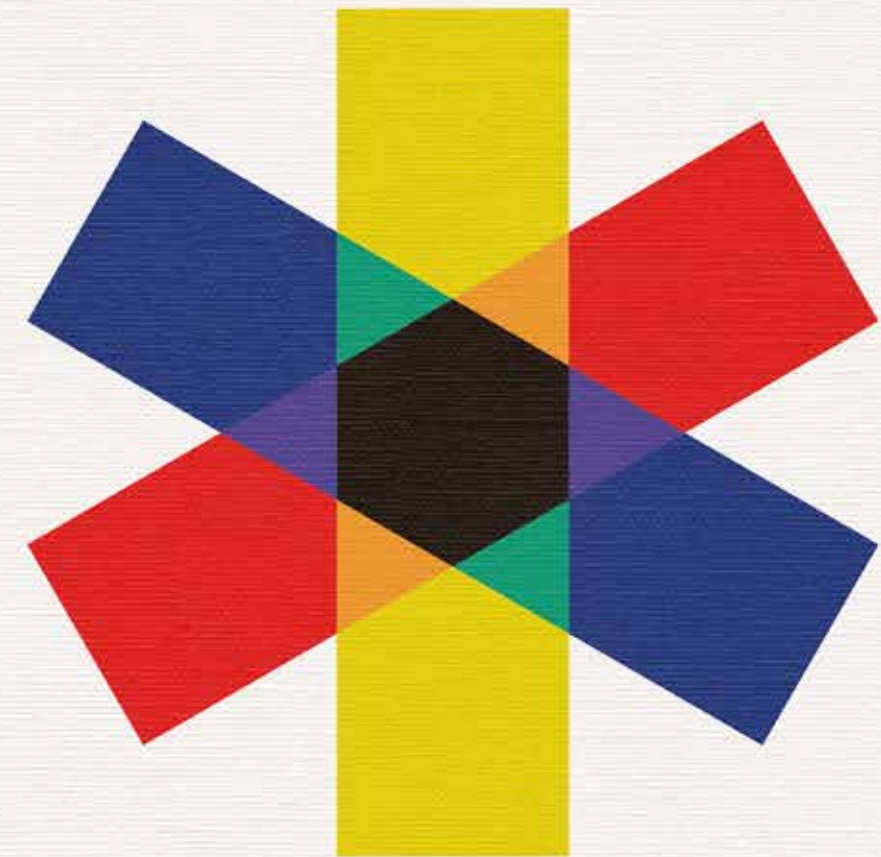
brate the childlike wonder we all carry inside. It's an invitation to reconnect with your inner child, to create without boundaries, and to embrace the beauty of imperfection. PLAY is where fashion meets fun, and leather transforms into a canvas for creativity and endless possibilities.

And what do you do with the PLAY collection? You buy a ticket, hop on the carousel's most beautiful horse, and at some point, wearing bright green leather boots, you're almost certain that the horse will break free and take a ride through the thistle fields.



Play SS25

[play] – Verb



to engage in activity for enjoyment and recreation rather than a serious or practical purpose.

Play SS25

Creativity

The art of thinking outside the box. Seeing the world with new eyes and imagining innovative solutions. In a team work context, creativity not only enriches individual experiences but also transforms the entire group.

Experience with a significant impact on our physical and mental well-being, joy is the spark that lights up teamwork, reduces stress, strengthens the immune system and promotes creativity.

Joy

Discovery

Going beyond the surface. In the context of Play SS25, 'discovering' is not just limited to learning new information or acquiring new skills. It is a process of exploration and research that leads to a deeper understanding of the world and relationships with others.

Inter- action

is fundamental to human development. When we interact with others, we share ideas, learn to collaborate and build relationships.







At Lineapelle Fair in February 2024, we presented the Play collection and we designed our stand so that visitors could interact with the LED wall and express their creativity.

INTERVIEW #INTRO

Montebello Lab:
the voice of a conscious future

ART AND RECYCLING

Art and Recycling

Throughout the centuries, art has always been the highest, most noble, and enigmatic reflection of society and its changes. In recent times, one of the most pressing issues the world faces is sustainability and waste management, in all its forms. In this context, art has found a new fertile ground for expression: recycling. It has become a medium that loudly proclaims the importance of giving a new life to things that are either already used or no longer serve a purpose. Waste. How has human creativity transformed discarded materials into meaningful works of art, addressing not only aesthetic beauty but also profound ethical and environmental reflections? At Conceria Montebello, where the concept of reusing and recycling waste material (such as leather from the food industry) is at the heart of the production process, we have pondered this theme and sought to uncover, explore, and analyze it from every angle.

Art as a Response to Waste Reuse

At the core of contemporary artistic creativity lies a strong desire to address social, ethical, and environmental issues. Artists from around the world have adopted a philosophy that sees waste not as a problem to be eliminated but as a resource to be valued. We do not need new things; we need things that can be reinvented, offering new perspectives. This viewpoint is exemplified by the work of numerous artists who use recycled materials to bring their creations to life.

A striking example is the work of Massimo Sirelli, whose project "Adopt a Robot" invites the public to reflect on the concept of reuse by creating robots out of discarded objects. These robots are not just pieces of art, but also symbols of new life given to waste, embodying the importance of recycling in an increasingly consumerist society. And isn't this the beauty of art? To give abstract meaning

to a material object, creating symbols that provoke reflection.

Every artist, it must be said, has a unique way of interpreting waste materials. For many, these materials represent both a challenge and an opportunity for experimentation. Gianni Colosimo, for instance, is known for his innovative approach to using industrial waste, transforming it into installations that challenge conventional perceptions of art. His works, characterized by a strong social critique, invite viewers to reflect on the life cycle of objects and our relationship with consumption. And let's not forget the profound impact this can have on young audiences, particularly children, who are the first to be sensitized and can promise us the greatest change.

Fabio Giampietro, on the other hand, creates works that combine traditional painting elements with recycled materials, bringing dystopian urban landscapes to life, telling stories of decay and rebirth. His technique, which blends oil painting with collage, demonstrates how art can be a powerful tool for discussing sustainability and change. But, dear reader, the list is long.

Reflections on Art and Recycling

Recycling in art, therefore, is not just about technique and materials, but also meaning and message. Artists who choose to work with waste materials often do so to convey a strong message: the need to rethink our relationship with waste and consumption, using certain materials to send a bold provocation. In a world where waste overload is an ever-growing problem, recycling art offers a different perspective, suggesting that value lies not only in the new and untouched but also in what has been discarded and forgotten.

What does recycling art teach us, above all else? It reminds us that beauty can emerge from the ugly, that life can arise from the

symbolic death of discarded objects. These creations are a hymn to resilience and the ability to transform, essential qualities not only in art but for humanity as a whole.

Recycling in art is not just a trend; it is a necessity, reflecting a growing awareness of the environmental challenges we face. Artists working with waste materials show us that every object, regardless of its origin, has hidden potential waiting to be discovered. Through their works, they invite us to see the world with fresh eyes, to recognize value in what is discarded, and to actively participate in creating a more sustainable future.

So, what did we decide to do? To hear the voices of some of these artists, to get to know them intimately and explore their motivations. Let us dive into Montebello Lab, the eclectic workshop of Conceria Montebello—a lab where conversations are unstructured, where art is understood, where people, their fears, their thoughts, and most importantly, their message to the world are laid bare.

Montebello Lab

Montebello Lab is a space dedicated to sustainability in art and fashion, an initiative by Conceria Montebello. One of the main goals of this lab is to give a voice to those who are committed to shaping a different future, raising awareness, and inspiring conscious change.







INTERVIEW #1

Trama Plaza:
art for sustainability

ERICA BRUNETTI

The Art of Sustainability

Montebello Lab transforms into a fertile ground for both mind and art, a "laboratory of ideas" where creativity and awareness intertwine in surprising ways. Each meeting at the Lab is an opportunity to explore the synergy between fashion, art, and sustainability, a journey through the complex interconnections of these intertwined worlds. This environment becomes a crossroads for reflection and innovation, a stage where ideas blossom and are put to the test.

The laboratory of Ideas

At the heart of this dynamic ecosystem, a special guest illuminates the path with her unique vision: Erica Brunetti, president of Trama Plaza. Her presence offers a rare opportunity to delve into the concept of "Art for Sustainability," the core of her project and her personal interpretation of the power of art in promoting meaningful change. As philosopher Albert Camus states, "Art is the most beautiful of illusions," and through this illusion, Erica demonstrates how art can act as a mirror to reality and a catalyst for transformation.

Trama Plaza was born in 2018 as an independent collective and evolved into a renowned non-profit organization thanks to a grant from the Municipality of Milan. Initially, the group consisted of Erica Brunetti and Marta Griso, but over time it expanded to include around 60 women, spread across the country. Their mission is clear: to use art as a powerful vehicle to reveal and explain what lies behind the clothes we wear and how the fashion industry operates. In a world where individual choices have considerable impact, Trama Plaza aims to make art a channel for communication and deep reflection.

Trama Plaza's most fascinating project is the multidisciplinary work "Gira la Moda" (Fashion Spins). This performance combines theat-

er, dance, and tailor-made soundtracks, presenting 21 performances of varying lengths. The highlight of the event takes place in a square in Milan, where people are engaged in a full day of art and reflection. The performance draws such a large audience that many spectators stay to watch for hours. As poet Rainer Maria Rilke observed, "Art is the manifestation of our deepest experiences," and "Gira la Moda" becomes a living example of how art can intertwine with daily life, making the concepts of sustainability and social commitment tangible.

But "Gira la Moda" is not limited to Milan; it is presented in various settings such as theaters, castles, and shops. A particularly significant event takes place at a Napapijri store, where the live performance is mixed with tarot reading sessions. This allows the public to be educated and engaged in sustainability topics in an unexpected and immersive way. It is an example of how creativity can break traditional barriers and reach audiences in new and stimulating ways.

Reflections on this project highlight the value of collaboration between art and sustainability. In particular, an exhibition coinciding with the 75th anniversary of the Italian Constitution examines best practices from seven companies that adhere to ethical principles towards workers. The upcycling of workers' uniforms becomes an emblematic gesture of sustainability and social justice. The exhibition also includes a workshop where reworked uniforms are worn by young people from the Giambellino neighborhood and photographed in iconic locations, demonstrating how local efforts can resonate on a national scale. Through these initiatives, Trama Plaza proves that every small action can contribute to a larger change.

Looking to the future, Trama Plaza embarks on an innovative project: a role-playing

game about sustainable fashion. This game, launched through a crowdfunding campaign, is the result of an intensive creation process that involves the community in 20 meetings. The game not only educates on sustainability topics but also encourages active and personal engagement with fashion and its supply chain. The creation of the game is made possible through an urban regeneration grant, allowing the recovery and transformation of an abandoned space in the Giambellino neighborhood into a center for learning and innovation for sustainability. In this sense, the project represents a perfect example of how culture and creativity can contribute to urban and social renewal.

Trama Plaza's experiences and projects clearly demonstrate that art is not only a means of expression but also a powerful tool for social change. Through engaging performances and educational projects, the association shows how creativity can shed light on sustainability issues and inspire deep reflection on how to improve our impact on the world. Every step taken, every project realized, represents a valuable contribution toward a more conscious and better future. As painter Pablo Picasso said, "Art digs a hole, but the hole can become a window to the world," and with every initiative, Trama Plaza offers new perspectives on how we can live more sustainably and justly.

Montebello Lab continues to be a crucial meeting point for stimulating reflections and dialogues, and the journey toward greater sustainability in fashion and art continues, enriched by new ideas and inspirations at every meeting. In this process, art and sustainability intertwine in a continuous dialogue, demonstrating that the future can be shaped with vision, creativity, and commitment.



The original work smock used in Conceria Montebello



A work shirt from Conceria Montebello, reinterpreted by fashion designer Giorgiandreazza for the "Alla moda dal 1948" contest organised by Trama Plaza.

Morganti, A. (2024), *Trama Plaza* [photo]



THE ART OF LEATHER

Occhio



INTERVIEW #2

Skin Types

MANUELA TOSELLI

Skin Types

During our digital megaphone sessions for artists at Montebello Lab, we met Manuela Toselli, an artist in the true sense of the word. She arrived with a big smile and immense enthusiasm to talk about her projects, where they come from, what they explore, and the story that ties her to the materials she uses. Manuela began by acknowledging the sensitivity with which Montebello Lab treats art. She fondly recalled her first encounter with Montebello in 2019 when she was finally able to put a face to the email she had received from the tannery, which had provided her with free material—a rare and much-appreciated gesture. For Manuela, speaking about herself means declaring herself a visual artist who primarily works with silk, her medium of choice, which she often combines with other supporting materials in her works, as seen in "Skin Types". To Manuela, silk is like an alter ego, carrying with it a history of sacrifice and purity, acting as a sound-absorbing, thermoregulating, light- and humidity-sensitive, and naturally water-repellent shield. It represents a sincerity that adulthood tends to lose. For Manuela, silk is like skin, a membrane that divides the inside from the outside, just like our skin. In the "Skin Types" project, Manuela worked with three types of materials: silk from silkworms, animal skin, and tree bark. Each type of material scrap offers a different temperature and unique sensation: silk is warm, bark has an intermediate temperature, and animal skin is cold. This distinction emerged thanks to interactions with blind and visually impaired children, who helped Manuela perceive the temperatures of the materials.

Manuela explains that the "Skin Types" project stems from a negative event that, like a wound that heals, transforms into something positive. She uses shoemaker's nails

in her work, referencing a craft that is disappearing. Even the nails, which oxidize over time, display vitality. Her works celebrate life through death, respecting and honoring what once was.

This approach of transforming the negative into the positive and celebrating life through materials leads to inevitable misunderstandings and controversies. Manuela has faced criticism regarding the use of materials derived from the death of living beings, especially from a particularly critical audience. However, she celebrates life by using scraps that would otherwise be discarded, elevating these discarded materials through her art. Her collaboration with Montebello has been fundamental, granting her access to unique materials for her creations.

Reflecting on the role of art as a catalyst for social and environmental change, Manuela expressed uncertainty. To her, making art means being honest and sincere with oneself, and if this sincerity touches the souls of others, then the art has fulfilled its purpose. Many artists talk about climate change because they reflect what they feel inside. Art is selfish, it speaks about oneself, and respect is fundamental in everything. This respect is mirrored in her work with materials and people.

Looking toward the future, Manuela shared her excitement for her next project, an exhibition titled "Resonance", which will be presented in Figino Serenza. This show celebrates the meeting of similar souls vibrating at the same frequency, speaking of relationships between people with the same sensitivity. The works from "Skin Types" will be featured, and Manuela is eager to showcase this labor born of a deep connection with materials and people, aware that art, even when it is a personal showcase, unites the minds and thoughts of people, creating deep con-

nections bound by beauty in all its forms.

Life after life

It is clear that Manuela Toselli’s work goes beyond mere artistic creation. It is a journey of personal discovery, a dialogue between past and present, between what is considered useless and what can be rediscovered and revitalized. Manuela reminds us that art can be a powerful tool for reflection and change, not only for the creator but also for the viewer. Her work invites us to look beyond the surface of things, to see the potential in what has been discarded, to find beauty and meaning in imperfections.

Her work with recycled and discarded materials, particularly silk, leads us to reflect on our relationship with consumption and waste. It challenges us to consider the value of things not just for what they are, but for what they can become. This is a powerful lesson in a world that often values only the new and the perfect. Ultimately, Manuela Toselli’s art inspires us to be more mindful and respectful of the world around us, reminding us that, with a bit of creativity and vision, what has been discarded can become a source of beauty and wonder.

The meeting with Manuela was an enlightening moment for Montebello Lab. It highlighted the transformative power of art and reminded us of the importance of supporting artists who seek to make a difference through their practice. As we look toward the future, we will continue to explore how art can contribute to a more sustainable world, always celebrating creativity, innovation, and the human ability to find beauty and meaning even in the most challenging circumstances.

From the top
skin types #40 - 2023- silk, wood, leather and pins - diameter 76 cm
skin types #39 - 2023- silk, wood, leather and pins - 30x30 cm
Toselli, M. (2023), *skin types* [photos]



Skin types #8 -2024- silk, wood, leather and pins - 29x26x26cm
-private collection
Toselli, M. (2023), *skin types* [photo]





13 MAGGIO 2024



26 MAGGIO 2024



7 GIUGNO 2024

GREEN WEEK

2 - 7 may
2024

GREEN ECONOMY FESTIVAL

The Green Week is an annual festival celebrating the green economy, a value increasingly at the center of global attention. The event aims to promote environmental sustainability and balanced economic growth by making the most of available natural resources.

Let's dive into the details of the festival.

Green Week Festival: What It Is

Green Week offers an opportunity for entrepreneurs, scientists, activists, companies, and governments worldwide to come together to discuss environmental challenges and the innovative solutions that can be implemented. The event includes a series of conferences, meetings, workshops, and interactive activities to explore new technologies, best practices, and public policies that can help build a more sustainable society.

Green Week is also an opportunity for the public to get involved and learn more about the green economy and ways to reduce the environmental impact of daily actions. There are activities for all ages, including guided tours of sustainable businesses, creative recycling workshops, urban gardening labs, and much more.

But Green Week is not just an annual event. It is a constant commitment to building a more sustainable future, one where economies are based on preserving natural resources and respecting the environment. This goal is not easy to achieve, as the transition to a green economy requires collaboration between governments, businesses, and citizens, but it is certainly attainable through the promotion of innovative public policies and the implementation of advanced technologies, made possible by events like this.

The event is divided into two phases from May 2nd to 7th, 2023: the first three days feature a tour to discover companies committed to sustainability. Then, the event moves to Parma to participate in the Green Econo-

my Festival, which brings together the most influential figures from the world of economics, finance, industry, and institutions, with a particular focus on sustainability.

Companies' Commitment

Speaking of companies, one of the most popular initiatives is the "Factories of Sustainability" tour.

This tour consists of visiting companies most active in sustainable practices and their production processes. It provides an immersive experience into the processes and best practices focused on sustainability.

It is a noble initiative aimed at understanding in depth the procedures of companies across the territory, companies that have been committed for years to transforming their operations into an ecological revolution, where resource use is minimized, and environmental impact is reduced to the bare minimum, allowing them to play an active role in the green economy.

Conceria Montebello, along with dozens of other companies, opened its doors to showcase the changes it has implemented and its future ambitions for building low-impact businesses.

Speakers at the Green Week Festival

As mentioned earlier, the second part of the festival centers around discussion and dialogue.

The speakers of this edition will address the topic of the green economy from every possible perspective.

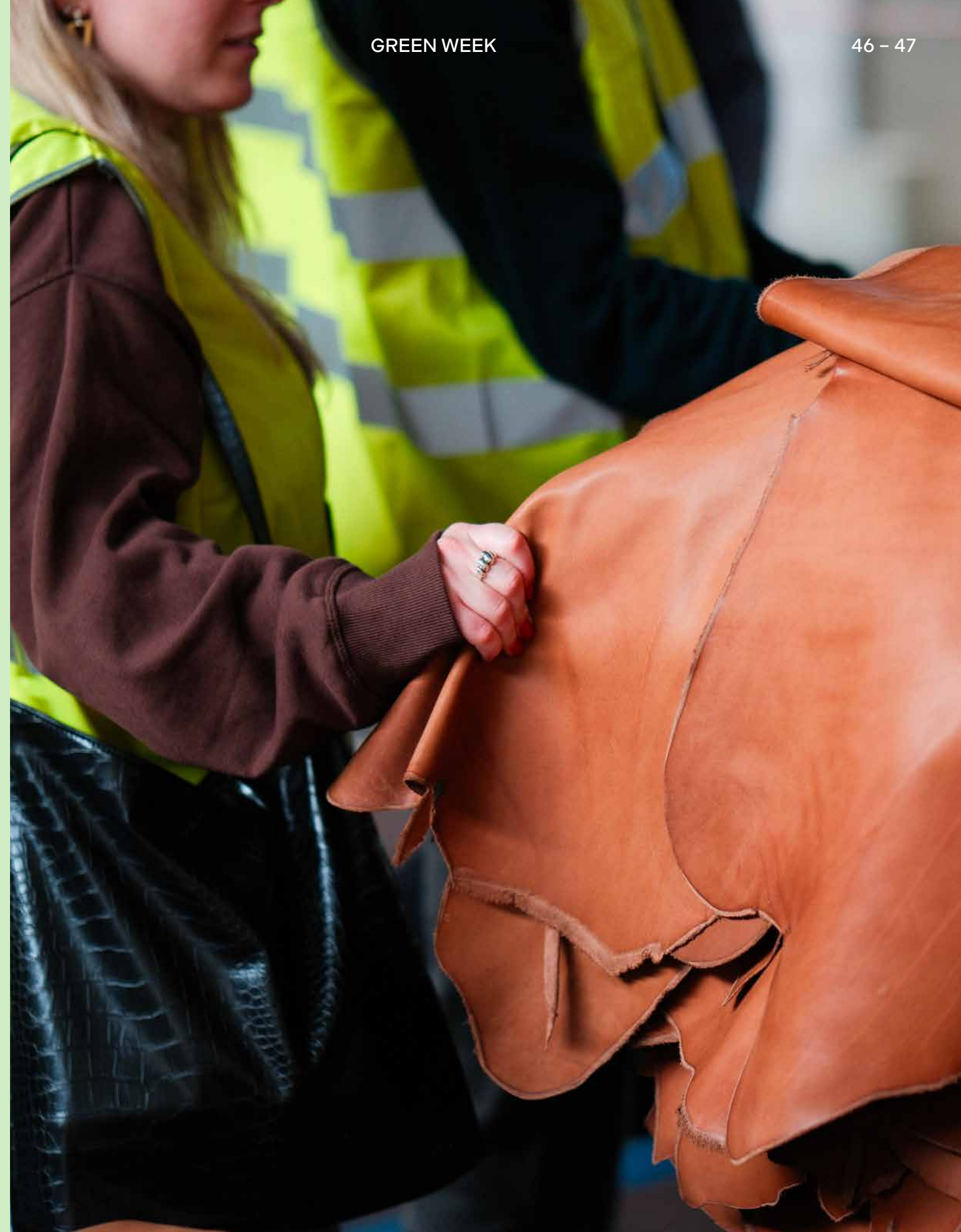
The three-day sustainability event in Parma will be opened by Fulvia Bacchi, director of UNIC Italian Tanneries, Mauro Fanin, CEO of Cereal Docks, Andrea Colombo, CEO of Lincotek, Maurizio Fusato, head of ecological and energy transition at Feralpi Group and CEO of Presider, and Filippo Zuppichin, CEO of Piovan. Additionally, there will be Nicola Bertinelli, president of the Parmigiano



Reggiano Cheese Consortium, Davide Bollati, president of Davines Group, Maria Paola Chiesi, Head of Shared Value & Sustainability at Chiesi Group, Luca Dal Fabbro, president of Iren, Giampiero Maioli, CEO of Credit Agricole Italia, Ermete Realacci, president of Symbola Foundation, and the Minister of Environment and Energy Security, Gilberto Pichetto Fratin. Following that, several panels will take place, including one on agroecological transition, one on goods mobilization, one on the circular economy, one on precious metals, one on sustainable packaging, and one on workplace well-being.

Finally, there will be a roundtable discussion on the sustainability of the food supply chain, from production to consumption, with a focus on the PNRR initiatives on the subject, such as the National Argitech Center and the OnFoods Foundation.

In conclusion, Green Week is an opportunity for all of us to reflect on our environmental impact and how we can make a difference in building a sustainable future. Attending this festival can inspire positive changes in our lives and society as a whole. So, if you have the chance to attend the next Green Week, don't miss it!



TOUCHE

Touch
Feel
Live

FALL WINTER 25 – 26

What whispers elegance, sophistication, and that touch of mystery only French style can evoke? The TOUCHE collection.

Inspired by the subtle vibrations of Parisian streets, the bustling bistros, and walks along the Seine, this collection captures the essence of French fashion and transforms it into leather. But it's more than just aesthetics: TOUCHE is a statement of intent, an ode to the heartbeat, to creativity, and to the lightness of being.

The textures of TOUCHE are designed to evoke tactile sensations: from the soft nubuck that caresses the skin like a gentle summer breeze, to leather that reflects light with a subtle sheen, suggesting a sophisticated yet discreet presence. The colors, deliberately muted and enveloping, include dazzling fire hues, ranging from smoky reds to warm shades of burgundy, evoking timeless elegance.

Every detail of TOUCHE is crafted to embody the perfect balance between classicism and modernity: clean silhouettes merge with contemporary cuts, while the finishes tell a story of artisanal craftsmanship that fears no comparison. It is a collection that speaks to those who love luxury but with the effortless grace and nonchalance that define French style. With TOUCHE, Conceria Montebello reinterprets the world of leather through a lens of sensuality and grace, where every accessory becomes a unique piece, capable of making the wearer dream.

TOUCHE is for those who carry elegance within them, like a talisman only a few can see, and the leather becomes the keyhole through which one glimpses the soul.

You can't tell your heart what it wants. You can only follow its beat, and TOUCHE arrived at Conceria Montebello just like that.

To the beat of the music.

Skipping through our workshops, flowing

through our minds, it naturally took shape.

Today, TOUCHE brings new beats elsewhere. Where? In a bag that accompanies the hand of a lover who shared a drink with the love of her life, and together, twirling, they got drunk on kisses.

In the quick steps of blinding boots worn by a French band that made other hearts dance.

In the jacket that symbolizes a long-awaited journey, whose scent will forever be associated with it, the smell of leather that evokes adventure.

So let's toast, dance, love, feel our hearts beat, twirl, run, and travel. The leather from the TOUCHE collection is not for the faint of heart.



Fashion boutiques
in the Alps



LOGO
FW 25/26

touche.

fw25/26

message

is a French word that means
'touch.'

The denotation refers to the
literal meaning of the word,
referring to the act of coming
into contact with something or
someone.



Ember (Sunny) PINK BEAT	ROSE SO RED BEAT	DEEP RED (SUNNY WAT)	TOURNE (SUN TRUCK)	VINTAGE (SUN TRUCK)
Ciclamino -TRUCK		RUBY BEAT	BEAT FW 25-26	BEAT

color palette



Vintage
style





The

touche leather balaclava.

is not just a functional piece but a true statement of style. Inspired by the timeless appeal of vintage, this piece has been reinterpreted

for modern needs, making it the perfect companion for snowmobiling adventures and braving the coldest temperatures.







INTERVIEW

#3

No Waste:
from scrap to luxury

GIOVANNI CRESCENZI

The story of No Waste

Giovanni Crescenzi, a fashion designer by training, studied at the Accademia delle Belle Arti in Naples. However, he does not like to define himself with rigid labels, preferring to see himself as a 360° designer, experimenting in various fields of design and art. For the past three years, he has dedicated himself to upcycling, creating unique, handmade pieces by repurposing existing clothing and objects. His main mission is to prove that a sustainable approach to fashion is possible and that it's unnecessary to produce millions of items, many of which remain unsold.

Craftsmanship is at the heart of his work, supported by his mother and aunt, his first two seamstresses. Together, they strive to enhance Italy's cultural and artisanal heritage. Giovanni emphasizes the importance of limited, high-quality production, opting for a careful selection of materials.

The selection process

Giovanni begins his creative process by opening his own wardrobe and giving new life to garments he no longer uses. These clothes, which might have been left untouched for years, are transformed through cutting, dyeing, and personalization, becoming one-of-a-kind pieces. The selection of materials is crucial: the fabric must be in good condition and suitable for the process. Giovanni searches for garments in markets, receives donations, and clears out closets, always with a keen eye on the technical and aesthetic quality of the fabric.

The Clouds: A personal symbol

A distinctive element of Giovanni's work is the recurring use of clouds as a personal symbol. The first time he created a "cloud" was during the bleaching process of a blue shirt. This motif has since become a metaphor for his artistic and personal vision, representing freedom and lightness. Giovanni

has always been fascinated by clouds and the sky, and the idea of having one's head in the clouds has become his motto. This concept is reflected in his creations, where clouds are crafted using various techniques, including patchwork and the use of discarded threads.

Sustainable Impact

The brand No Waste is not just an artistic project, but also a manifesto of sustainability. Giovanni has collaborated with various brands and participated in events such as Milan Fashion Week, presenting limited and numbered capsule collections. Sustainability is not merely an added value but an integral part of Giovanni's creative process. His clients, initially drawn to the unique aesthetic of his creations, have come to appreciate the sustainable aspect of his work. This has led to growing environmental awareness among consumers, particularly the younger generations.

Future Prospects

Giovanni looks to the future with optimism, continuing to experiment and enjoy his work. He is not bound by the fashion system's deadlines but follows his own rhythm and inspirations. His upcoming projects include new collections and collaborations, always with a keen focus on sustainability and innovation. Giovanni represents a positive force in the fashion world, demonstrating that art and sustainability can go hand in hand, creating a meaningful impact.

The story of Giovanni Crescenzi and the No Waste brand fits perfectly within this context, serving as a tangible example of how passion, creativity, and sustainability can converge to create something unique and meaningful. Giovanni's work not only challenges traditional fashion conventions but also inspires a conscious shift towards a more sustainable and environmentally respectful future.



In the photos are some garments handmade by Giovanni Crescenzi, each piece is unique.
On the left, a cropped shirt with handmade decoration.
Above, an Adidas one-piece swimsuit and cargo workwear, all customised by hand.
On the right, a two-piece denim set combined with an Adidas jumpsuit.







INTERVIEW #4

Laboratorio Riciclo Pelle:
art, fashion and leather

GIOVANNI MARESCHI

A New Breath for Leather

During one of the latest Montebello Lab webinars dedicated to the world of art and recycling, we delved into the topic of reuse with a very special guest: Giovanni Mareschi, founder of Laboratorio Riciclo Pelle, a project that refocuses attention on the art of recycling and upcycling in the leather industry. Giovanni, a young entrepreneur, shared the story of his brand's inception and the inspiration behind creating a unique entity in the sustainable fashion landscape.

The Beginning of a Journey

Giovanni Mareschi's journey began during the 2020 quarantine when he and a friend, though separated by distance, Giovanni in Paris and his friend in Venice, started reflecting on how to work with scrap materials, especially leather.

"Work at that time was in a difficult place," Giovanni recalls. "I was in Paris, working for a sustainable brand called Phipps, and we decided we wanted to work with leather, a material that inspired us and embodies great beauty."

This is how their adventure began: exploring the manufacturing of Stra, searching for the most beautiful and interesting scraps of leather to experiment with and create. "We started making rounds at leather production sites, asking if they had any scraps so we could start experimenting," Giovanni continues. This approach to raw materials reflects a clear idea: giving a second life to materials that would otherwise be considered waste.

The Philosophy of Recycling and Upcycling

At the heart of Giovanni's philosophy and his brand is upcycling. "From the moment something has already been created, you're not filling the market with unnecessary products," Giovanni explains, quoting one of his former bosses. "You're working with something that's already been made, giving that

material a new life." This approach resonates particularly with leather—a material that has already lived once before being discarded and now has another life ahead. Leather, in fact, has the quality of being durable, improving over time, developing softness and marks that make it even more beautiful. Whether it's clothing or furniture, time enhances leather, making it more interesting.

Laboratorio Riciclo Pelle works exclusively with high-quality leather scraps collected from excess luxury production. "These aren't skins that are thrown away because they're defective; they're test pieces or production leftovers," Giovanni specifies. This allows the brand to offer unique items, such as vests and belts, made with premium materials at accessible prices.

Creative Process and Artisanal Production

Giovanni's approach to creation is strongly influenced by his direct experience with materials. "I've realized that for me, the creative process no longer starts with sketching a garment but by gathering the leathers I want," he reveals. "From there, I bring the leathers to the studio and decide what to make with them."

This method allows Giovanni to be more flexible and open to momentary inspiration. "I find it more creative because I feel limited if I decide in advance to make a specific garment with a specific leather." His workshop functions almost like an artistic atelier, where each piece is the result of an ongoing dialogue between the designer and the material. Production is limited and focuses on small batches, often around ten pieces per design, to maintain the uniqueness and craftsmanship of the products. By working in small quantities, there is no mass production of hundreds of identical vests. This uniqueness is the most important aspect of the project. Despite the growing interest in sustainabili-

ty, Giovanni notes that most of his customers don't necessarily buy for the ecological aspect of his work, but rather for the design and quality of the pieces. "My average customer doesn't buy because it's upcycled; they buy for the design," he observes. However, this doesn't mean the sustainable value of the product goes unnoticed.

Giovanni acknowledges the challenges in promoting the concept of upcycling, especially with a material like leather, which still carries many complex connotations. Nonetheless, his vision remains clear: "I've never had to explain that Laboratorio Riciclo Pelle is a leather recycling project. It's in the name itself."

Towards Sustainable Luxury

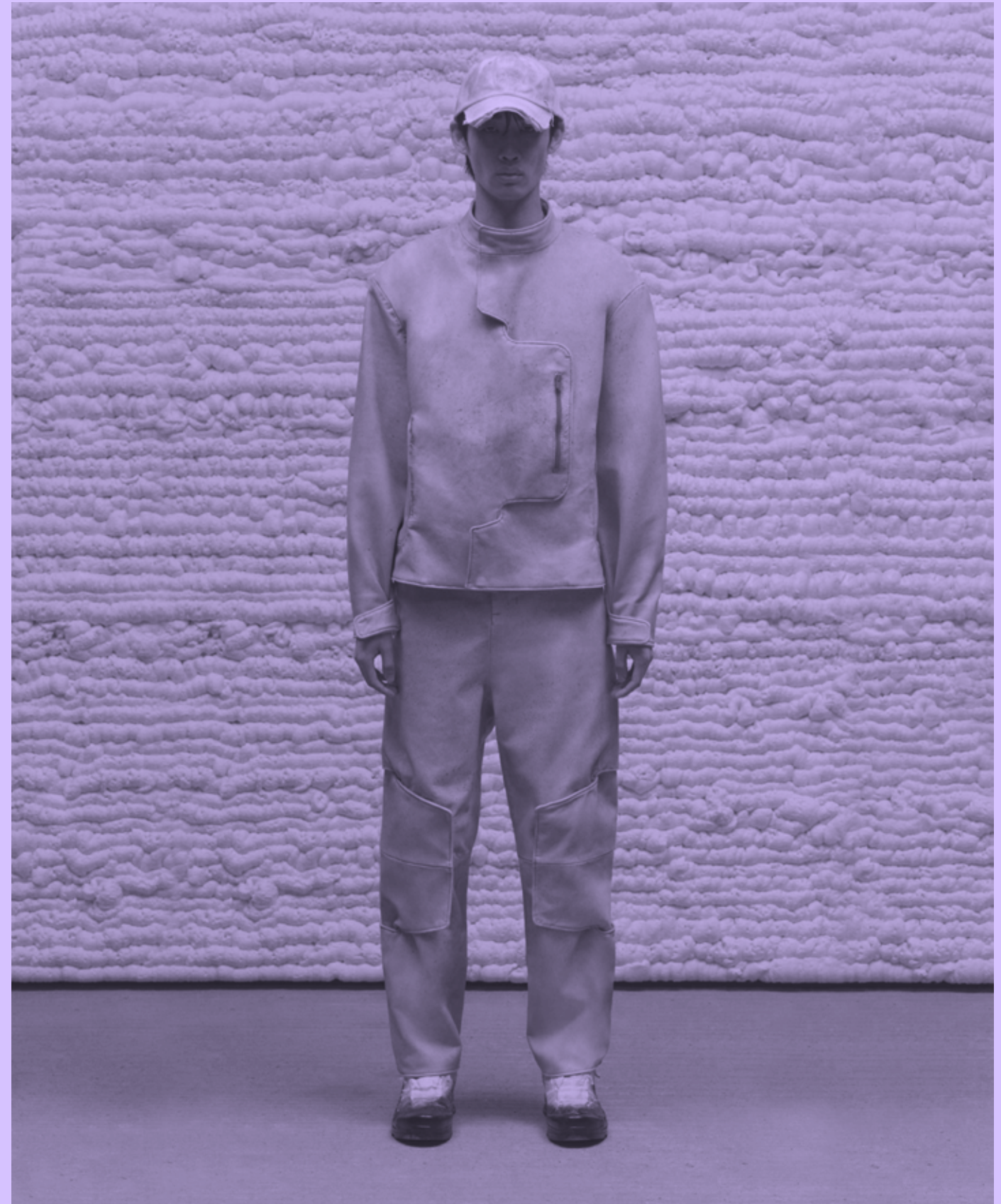
The concept of sustainable luxury emerges clearly from Giovanni's work. Leather is a high-quality material that is inherently luxurious. The idea of creating products that are not only of premium quality but also have an intrinsic sustainability story represents a new frontier for the fashion industry.

"We're not just making fashion," Giovanni concludes. "We're telling a story with every garment, a story of rebirth, sustainability, and Italian craftsmanship."

With increasing consumer awareness and a market moving towards greater responsibility, projects like Laboratorio Riciclo Pelle not only find their space but also growing appreciation. Giovanni Mareschi isn't just creating clothing; he's creating a new way of thinking about fashion, one leather piece at a time.



From above, 'The Shooter x Undead Record' vest (exclusive piece) made by L.R.P. on analogue shot by Undead Recording. A shot of the work in progress for a project by L.R.P. in collaboration with John Richmond.



A shot of a concept outfit realised by L.R.P. for A-COLD-WALL* SS25 collection, made entirely from wasted leather and garment died by the A-COLD-WALL team



Montebello
ITALIA · 1967

2025

Leather and luck:
your astrological fashion guide

TANNING UNDER THE STARS

Mar 21 - Apr 19

ARIES



2025 will be a year of pure creative energy for you, Aries. You're destined to break the rules and redefine boundaries, and you'll do it with hammered, sturdy leather that reflects your boldness and courage. Don't be afraid to experiment: bold colors like ruby red and deep black will accompany you on your adventures, as you embrace new projects with the same fierce determination that defines you. A surge of energy.

TAURUS

Apr 20 - May 20

Stability and luxury will be the keywords for your 2025, Taurus. Suede, soft and reassuring, will be your talisman. This year, you'll be laying solid foundations, both in your work and in your relationships. The earthy tones of natural leather will reflect your ability to create lasting comfort and beauty around you. Crown life with all the luck the stars are granting you.



May 21 - Jun 20

GEMINI



Gemini, your duality will find its perfect expression in a mix of contrasting finishes. Glossy leather on the outside, soft and matte on the inside: just like you, these materials embody your dynamic, ever-changing nature. In 2025, you'll embrace change with enthusiasm, exploring new trends and always staying one step ahead of others. Having duality isn't always an advantage, but in your case, it will bring beauty, wonder, possibilities, and opportunities.

Jun 21 - Jul 22

CANCER



You're nostalgic, Cancer, and this year your passion for the past will shine through with vintage leather. 2025 will see you reflecting on the past, retrieving treasures from bygone eras, and turning them into new experiences. Aged and patinated leather will be your companion, a symbol of your emotional depth and ability to see beauty in what's eternal. Remember, melancholy souls are often the wisest.

LEO

Jul 23 - Aug 22

For you, Leo, 2025 will be a year of spotlights and metallic leather. Nothing you do will go unnoticed: your looks will shine like gold and silver, and your choices will always be bold. You'll embrace your most glamorous side, confident and determined to leave an indelible mark wherever you go. Dancing queen or king, spotlights, fame, pop, fizz, drink and clink. Can you hear the sound of a champagne bottle popping?



Ago 23 - Sep 22

VIRGO



Your meticulousness, dear Virgo, will find solace in smooth, flawless leather. 2025 will be a year of refinement and attention to detail. You won't leave anything to chance, and every choice will be thoughtful. Minimalism will be your ally as you seek the perfect balance between form and function, between elegance and practicality. But remember, order without a little chaos can be boring. Take your dose of chaos.

Sep 23 - Oct 22

LIBRA



Balance is your gift, Libra, and this year you'll find it in quilted leather. 2025 will see you seeking harmony in every aspect of life, balancing beauty with usefulness. Your style choices will always be thoughtful, and carefully crafted leather will represent your ability to create beauty in every situation. Lunatics and dazzling: your guiding words.

Dec 22 - Jan 19

CAPRICORN



Capricorn, your 2025 will be all about structured luxury. Imagine rigid, geometric leather, almost architectural, embodying your pragmatic yet ambitious nature. It'll be the year when you build empires, and you'll do so with materials that exude power and control: sleek leather with decisive stitching, metallic details, and impeccable shapes. No frills, just solid, concrete elegance. Eccentricity? A touch of textured leather to remind you that you are unstoppable.

SCORPIO

Oct 23 - Nov 21

Mystery and depth define you, Scorpio, and 2025 will be no exception. Waxed leather, intense and magnetic, will be your lucky charm. This year, you'll explore new sides of your personality, discovering hidden strengths within yourself. Don't be afraid to show who you really are: strong, passionate, and always one step ahead of everyone else. And passion, my friend, is all in a Touche.



AQUARIUS

Jan 20 - Feb 18

Oh Aquarius, for you 2025 will be an odyssey into the future. You'll be the epitome of avant-garde, wearing futuristic leather. Eclecticism will be your motto: leather with iridescent veins, asymmetrical cuts that defy gravity, and accessories that look like they come from another galaxy. You'll embody leather as pure innovation, and no one will be able to keep up with you. After all, underwater adventures are always full of surprises.



Nov 22 - Dic 21

SAGITTARIUS



For you, Sagittarius, 2025 will be a year of boldness and journeys into the unknown. Picture yourself in ultra-trendy leather, in fluorescent tones or a mix of shiny and reflective leather: you'll be the very definition of adventure and wild spirit. Your passion for exploration will take you to distant lands, real or metaphorical, and you'll wear pieces that reflect your desire for freedom. From leather with tribal patterns to glossy leather that glows in the dark, you'll be the North Star of boldness.

Feb 19 - Mar 20

PISCES



Pisces, 2025 will be an immersive journey into dreams and emotions for you. You'll wrap yourself in soft, almost ethereal leather, in pastel shades that evoke a sunset over water. But the real extravagance will come from liquid finishes: leather that seems to drip or melt, evoking water in motion. The details? Shimmering coatings, pearls, and iridescences that reflect your inner world rich in fantasy. Every piece you wear will be like a dive into the subconscious. You are the artist.

BEAUTY IS
A PROMISE
OF HAPPINESS

with love *Montebello*
ITALIA - 1967

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