

Pablo Ferrari

September
2024

Impresa Ferrari

In "Impresa Ferrari," Pablo Ferrari draws on his dual heritage—Italian working-class tradition and French bourgeois aesthetics—to shape his personal style and imagination. Inspired by Thayah's 1919 "Tuta" dungarees, Ferrari creates a hybrid piece that combines working-class utility with bourgeois flair. The design features a pleated culottes skirt in leather and denim, complemented by a leather tool belt and a denim top reminiscent of a vest. Brass details, including buttons and bag trim, add an element of handcrafted luxury.

The project aims to elevate the often-overlooked work of laborers by

blending functionality with aesthetics. While the creation initially presents a cinematic silhouette, it functions as both a work and a parade garment, inviting varied interpretations. Notable references include the necklace-watch, which symbolizes the industry's relentless pace, and the engraved image of a textile dump on the bag, highlighting the hidden realities of textile production. The title "Impresa Ferrari" plays on Ferrari's surname, linking the luxury of Ferrari cars with the labor of those who build them.

Material

Leather outfit, charcoal-dyed denim with brass buttons, laser-engraved leather, leather watch with upcycled metal box.



