



VERYTA IS A NEW ITALIAN LUXURY FASHION BRAND LAUNCHED WITH A PRESENTATION OF A PRIMAVERA / ESTATE 2010 COLLECTION AT CLARIDGES HOTEL LONDON THAT IS A SALUTE TO PINA BAUSCH IN COMPOSITION AND A NOD TO NANCY CUNARD IN SPIRIT.

THE CLOTHES HAVE A CONSCIOUS AND THOUGHTFUL SIMPLICITY IN THE USE OF FABRICS AND SILHOUETTES.

DETAILS ARE FINE AND PAIRED DOWN AND COLOUR IS USED IN AN UNINTERRUPTED MANNER THAT ADDS TO THE CONTEMPORARY EASE OF THE CLOTHES.

FABRICS ARE NOBLE WITH AN AFFINITY FOR SILK AND SILK BLEND COMBINATIONS THAT ADD TO THE COLLECTION'S SENSE OF LIGHTNESS.

CERTAIN FABRICS ARE BESPOKE AND HAVE BEEN DEVELOPED FOR VERYTA SUCH AS AN ORIGAMI-LIKE SILK FABRIC THAT IS BOTH SCULPTURAL AND WEARABLE AND A BELL DRESS MADE FROM A FABRIC TWISTED TO CREATE A LYRICAL BRUSH STROKE EFFECT.

COMFORT IS NEVER COMPROMISED FOR APPEARANCE; A QUALITY MOST CLEARLY REFLECTED IN A DRESS MADE FROM FINE SILVER THREAD, INCREDIBLY SOFT BUT WITH THE TROMPE L'OEIL EFFECT OF CHAINMAIL.

COLOURS ARE PREDOMINANTLY MUTED WITH PALE BLUE, CREAM AND MAUVE OFFSET AGAINST A SHOCKING RED TO EMPHASIS THE QUIET SIMPLICITY OF THE COLLECTION.

VERYTA IS DIFFERENT AS ITS RAISON D'ETRE IS TO HARNESS CREATIVITY FOR CHARITY.

VERYTA IS OWNED BY THE SWISS BASED NON PROFIT VERYTA FOUNDATION FOUNDED BY STEFANO PILATI AND FILIPPO BINAGHI.

PILATI IS THE CREATIVE DIRECTOR OF YSL AND PRESIDENT OF THE VERYTA FOUNDATION AND BINAGHI IS CEO AND DESIGNER OF LORMA, AN ITALIAN COMO BASED SILK WEAVING COMPANY.

THE COLLECTION HAS BEEN DESIGNED BY TANYA LING WHO HAS BEEN APPOINTED VERYTA'S CREATIVE DIRECTOR.

THE VERYTA FOUNDATION AIMS TO SUPPORT PROJECTS CONCERNED WITH HEALTH, EDUCATION, AND THE ENVIRONMENT.

50% OF THE PROFITS GENERATED BY VERYTA WILL BE DONATED TO THE FOUNDATION AND 10% OF ALL SALES WILL BE DEDICATED TO PROJECTS THAT HELP ALLEVIATE POVERTY IN INDIA THROUGH THE EDUCATION OF DESTITUTE CHILDREN.

THIS SEASON, FONDAZIONE CHILD PRIORITY, BASED IN MILAN, WILL BE THE BENEFICIARY OF THE MONEY RAISED TO HELP FINANCE THE TALENT FACTORY PROJECT RUN IN INDIA BY SCHOOL FOR CHILDREN.

PLEASE VISIT WWW.SCHOOLFORCHILDREN.ORG FOR FURTHER INFORMATION.