

### **How was the Hand Picked project born?**

As a private label of Giada SpA, Hand Picked was born in SS19, presenting itself to the public with a capsule of 15 pieces and based on a green philosophy.

Hand Picked was born from Giada's desire to optimize all the know-how acquired in over 30 years of activity that had made it a world leader in the luxury denim sector.

### **How is the brand evolving after the first few seasons?**

After the launch at Pitti Uomo in June 2018, Hand Picked is now positioned in over 250 stores worldwide with a collection that in the AW20 / 21 season is made up of 117 items including trousers and various different tops.

### **What are the details that make the collection special?**

The items in the collection are the result of a lot of research regarding the mainly eco-sustainable materials and the style. The production chain of each pair of trousers, characterized by tailored manufacturing, requires about 80 steps to reach completion with a processing time 3/4 times longer than any other 5 pockets.

Giada, in fact, has always been attentive to detail, epitomised by the pocket bag adorned with the logoed border - a distinctive mark of the brand, and embroidered with a comb point, hand-hammered copper buttons and rivets, a grograin sewn inside the button panel, and the label made of appleskin.

### **Which are the iconic items of the capsule?**

Giada is famous all over the world for its 5 pockets so the garment that best represents us is the Ravello style together with the Orvieto, however other items exhibiting a comfort concept have been a success.

### **How important is sustainability for the brand?**

Hand Picked is based on the eco-friendly concept because we believe in the importance of fashion brands contributing to the protection of the environment. In addition to the eco-friendly materials, the different stages of processing are characterized by sustainability.

In addition to recycling 60/70% of our water, we reuse waste materials such as pumice stone (used in gardening) and fabrics recycled from the automotive industry.



# Hand Picked

A collection inspired by nature and its colours, focusing on extreme high quality materials, sustainability and 'Made in Italy' production

by Federico Poletti

### **Denim represents the core business of Giada SpA, how has the market changed in recent years?**

Today, the denim fabric, which was firstly used for work uniform and therefore worn by workers, has become a must have to be worn at any time of the day and in any situation because of its versatility and ability to transform from sportswear into elegant garment.

### **The challenges and plans for the future?**

Giada counts on a workforce made up of about 1000 employees, both direct and indirect. Amongst our specialized and passionate team, we aim for increasingly ambitious goals and a further reach towards new markets where the demand for tailored garments is becoming increasingly popular.