

FURLA

SINCE 1927 ITALY

#FURLAILLUSIONS CHAPTER 3

Tune in to www.furlaillusions.com on 24 February from 10AM CET to embark on the third chapter of #Furlaillusions, a digital event on the occasion of Milan Fashion Week, which will unveil a selection of striking key pieces of Furla's Fall-Winter 2021 collection on an interactive digital platform.

This unique online experience is designed to allow the viewer to transcend into a magnified virtual world, reflective of Furla's elegant and dreamlike universe. A space as endless as the skies with floating fluffy clouds in which creativity can unfold in a setting around nature's elements with seemingly infinite stretches of glistening water and swarming with ton-sur-ton coloured butterflies. This will be the stage for Furla's Fall-Winter 2021 collection.

The event #Furlaillusions symbolizes a romantic atmosphere, embracing the same mood of freedom and joyful elegance represented through #Funfurla, Furla's recently launched institutional manifesto, communicating a cheerful lifestyle.

Users, invited to join in this experience, will enter the platform through an animated video presenting this new creative space and highlighting Furla's Fall-Winter 2021 hero bag – the Furla Portagioia. In a See-Now-Buy-Now activation, it will be available in limited edition as a preview, exclusively at Milan's recently re-designed Duomo flagship store, as well as globally on e-commerce starting from 24 February.

The film will slowly fade out to display a mini website with entirely interactive elements. Guests are invited to playfully discover the highlights of the collection, which in addition to Furla Portagioia are made up of the lines Furla Villa and Furla Vertigine. Another fun aspect of the unfolding story will be the social media filters, which offer surrealistic and poetic elements to take shape on top of the video or photo.

The event is accompanied by special gift boxes reminiscent of the creative elements of #Furlaillusions and destined for a select number of international celebrities and influencers. The special treasure chests will create a virtual real-life experience, opening up a sphere of augmented reality. An experience, in which the tangible and impalpable worlds will intermingle and the boundaries between them will be hard to discern.

FURLA

SINCE 1927 ITALY

FURLA PORTAGIOIA

Furla Portagioia is the highlight of the Fall Winter 2021 collection. Its curved ladylike shape evokes a dose of vintage-inspired glamour, but its look is entirely modern and cool at the same time. Adorned with a metal push-stud fastening it is all-black with a juxtaposition of the matte Sorrento Nuvolato calf leather flap and the glossy patent leather body of the bag. Its sleek style makes it the perfect companion for any occasion.

FURLA VILLA

The **Furla Villa** line features a selection of cool crossbody bags with front flap, essential in shape but adorned with a striking new stud metallic square lock closure. Crafted in Milos textured calf leather it comes in the cheerful hues of polline and white cotton, or in an elegant black maxi cocco all over printed leather version. Trendy and practical, it can be worn as a shoulder bag, or by adjusting the strap, as a crossbody bag.

FURLA VERTIGINE

An entirely new line, **Furla Vertigine's** cute, mini-sized bucket bags in cognac, nero or talco textured Milos calf leather come with detachable internal drawstring pouches. They are chic and elegant in style. The fun and playful aspect of this line is added by the interchangeable drawstring pouches, which are available in black and white pied de poule fabric, or in black or silver quilted nylon fabric with rhombus design.