



DUNIA ALGERI
Atelier

Dunia Algeri Atelier knitwear on the road to conquer the USA



Dunia Algeri Atelier crosses the Italian and American borders in a van, making its way onto the big American streets for a carefully planned tour of DPAdvertising. The extremely high quality knitwear is handcrafted using an old fashioned knitting technique that is not only a symbol of the Made in Italy brand, but also unique to the Bergamasco region.

An on the road photo shoot in the middle of wide-open American planes captures the naturalness, charm and dazzle of the new collection inspired by cities and experiences (presented in January at the Who's Next trade show in Paris and the White Snow trade show Milan), shot-by-shot.

The tour starts in Los Angeles, making its way north along the coast until reaching San Francisco, then onward to the snow covered mountains of Lake Tahoe and finally the desert sand of the Mesquite Dunes. The Dunia Algeri team - composed of a stylist, an art director, a film maker, two photographers, two models and a make up artist - has experienced the euphoria of the city and the mysticism of the Death Valley without missing out on the magic of Route 66, the glamour of

the Grand Canyon and the unbeatable enchantment of Las Vegas. All this energy from nature and the metropolises comes together in the collection's photo shoot.

A collection in which every article of clothing is unique, like a work of art, created in a workshop by expert hands. All products are made of high-value yard from baby alpaca, and may be tailored by size and color.

“The idea to cross the boarder and tour the USA came from the desire to orient our clothing in the scenes that we see over and over in the movies, not just because they too are cool and filled with young vibrations, but to introduce our product into a territory where the Made in Italy brand is especially appreciated,” states Dunia Algeri. “America has been one of our highly targeted markets ever since we began collaborating with an independent store located in Boston. In January 2018 we'll present our products at the TRANOI trade show in New York, so that people can physically touch our products and feel our yarn with their own hands (#touchtheknit). By winter 2018-19 we hope to be present on the American market through retailers in the major cities”.



www.duniaalgeriatelier.com

www.instagram.com/duniaalgeriatelier/