



## Giorgio Armani and Kith return with second collaboration

Giorgio Armani and Kith have returned with a second collaboration paying homage to the term "estate", in a melange of Italian elegance and modern New York sophistication.

Benjamin Fitzgerald



The term "estate" was chosen by the Italian-New York duo for its double entendre; meaning "property" in English, and "summer" in Italian, embracing aspirational luxury and owning a summer lifestyle.

In an extension of the pair's freshman menswear collaboration, the sophomore collaboration includes womenswear for the first time, with luxury dresses, kimonos, gowns and cover-ups the defining items, alongside graphic tees of Italian and American destinations, as well as a custom sarong and swimwear made with co-branded hardware.

Key pieces for men include a double-breasted blazer crafted from a silk twill weave in a new silhouette, in addition to a silk crossover shirt and monogram pant, a bomber jacket, and a Bermuda short.

The men's line also boasts swimwear, day shorts and a wide range of tees, as well as premium sunglasses, headwear -- from bucket hats to caps --accompanied by bandanas, bags, belts, card holders and ties.

Totes, including canvas and raffia bags with suede and leather, complement suede and leather belts with a co-branded buckle.

And finally, for footwear, some loafers and slides, including an espadrille loafer.

Celebrating the launch, Giorgio Armani and Kith will host activations in Malibu, The Hamptons, Forte Dei Marmi and Porto Cervo, the four location that inspired the collection.

This will include an early release at Kith Malibu on July 4 and at the Giorgio Armani and Kith Hamptons House on July 5 and 6 at the Topping Rose Hotel in Bridgehampton, NY.

The global launch will take place at selected Giorgio Armani boutiques and Kith shops worldwide, from July 10, as well as online.

