



Fashion Scoops

To the Highlands

Loro Piana is launching the Loro Highlands capsule collection with a dedicated campaign featuring Edie Campbell, photographed by Alasdair McLellan in Gloucestershire.

The images have an equestrian spirit, further enhanced by Campbell's legitimacy, as she is a talented horseback rider part of the Loro Piana Eventing team, a three-day competition consisting of dressage, cross country and show jumping, wearing the Loro Piana uniform.

"I have lots of nice things to say about the Loro Highlands Capsule Collection. It's very Scottish. That's kind of drawing on Loro Piana's links with Scotland and all of the history of fabric-making and textiles and tartans," Campbell told WWD. "We shot the collection in the Cotswolds, in the British countryside. It was a really beautiful day. We had horses on set, dogs, full shebang, felt very at home."

The men's and women's capsule, which will be available starting from Wednesday in Loro Piana boutiques and at

the brand's online store, features some of Loro Piana's finest fabrics: Cheviot, Cover Wool Storm, rainproof waxed finishes, and Loro Clan, which reinterprets the traditional Scottish tartan and is made of cashmere and the trademarked Wish wool. The tartan is available in two variations, one in brown and beige tones, and the other in green nuances, seen for example on the Elia button-down shirt for men and the Dalia shirt for women.

The capsule's color palette ranges from moss greens, dark browns and ochre-yellow nuances to coppery orange reminiscent of the Highlands in the fall season.

"I've always loved the rhythm of the countryside – the calming nature, the fresh air, the quiet," said Campbell. "The Loro Highlands Capsule captures that feeling of ease, with an authentic, timeless and sophisticated timbre."

"This sport is impossible without the horse. It's so important to have confidence in each other's ability, in each other's

decisions. It's deeply kind of spiritually nourishing being around horses," said Campbell.

The signature trademarked Horsey jacket is available in three-layer fabric – linen, silk and jersey with the Loro Clan tartan. The coats and double-breasted trenches are oversized adding to the comfort of the collection.

A focus is also on accessories, from felt hats and silk twill foulards to boots, from ankle high and with a gaiter to just below the knee, and the brand teamed up with a French master bootmaker to add a signature touch to the entirely waterproof Chasseur boots with a signature Loro Piana touch at the inner panel, in cashmere tartan.

Loro Piana has long had a strong connection with the equestrian world. In 1985, it established the Loro Piana Jumping Team and it subsequently forged an enduring bond with the Italian Federation of Equestrian Sports and the Italian Show Jumping Team.

In 1992, leveraging its technical knowledge, the brand created the official

uniforms for the Italian Show Jumping Team at the Barcelona Olympics, leading to the design of one of its signature jackets, the Horsey, in blue technical fabric with a yellow trim.

Since then, Loro Piana has continued to dress the Italian team at the Olympic Games and other significant international events, including the European and World Equestrian Games. It has also supported the Loro Piana Puissance Event and the Loro Piana City of Rome Grand Prix at the Piazza di Siena International Horse Jumping Show – the latter for more than 30 years.

Edwina Tops-Alexander, Jessica Springsteen and Lorenzo De Luca are professionals part of the Loro Piana Jumping Team who compete wearing Loro Piana uniforms in the International Show Jumping circuit.

Sara Morganti is the Olympic para-dressage champion who competes wearing the Loro Piana uniform as part of the Loro Piana Paradressage Team.

— LUISA ZARGANI



