

RICO BRACCO

Rico Bracco MFW21-22

The eco-sustainable brand Rico Bracco was founded in 2015 by the designer Fabrício Bracco. For his creations, the designer takes inspiration from the memory of the emotions experienced during his childhood: he creates bucolic, simple and functional looks made of linen. The West Blessmann Line offers a romantic narration of everyday life during the period of Italian colonization. Fabrício Bracco unquestionably has an inexhaustible creative spirit: he is passionate about progressive philosophical movements, he is a true art lover, and he is an enthusiast of organic gastronomic processes that support environmental sustainability and favor the circular economy. He graduated in fashion modeling (UCS - 2018), gaining considerable experience in the techniques of modeling and construction of tailoring pieces at the Ciind Imaginarte Institute (Guadalajara - Mexico, 2016).

FILOSOFIA DEL MARCHIO & IMPEGNO

We admire nature in its purest and most integral form, appreciating the essence of each individual's singular truth. We study the functional needs to build contemporary tailoring pieces, characterized by an excellent production and finishing techniques. These clothes not only serve to cover the body, they also tell a fragment of history, while at the same time playing the role of small works of art.

We promote a timeless and genderless concept, made of pure and noble natural raw material, which sees linen as the main protagonist. Its origin, whether imported or national, is always analyzed to ensure that it was produced in decent working conditions. We defend and enhance the local workforce in all stages of production: from supply to artisanal production, nurturing a progressive horizontal structure that can benefit self-employed workers, such as farmers, carpenters, tailors, embroiderers and artisans. With these incentives we try to save the historical craft techniques that we believe to be intangible heritage, preserving the framework of the social and cultural aesthetic sphere, of local agriculture and of the circular economy.

Through annual philanthropic projects, we help raise funds for the needy. Part of the profit obtained from the sale of our products is specifically intended for charitable purposes. This is a fundamental part of the brand building perspective.

We support philosophical movements that emphasize the freedom of the body and support a "slowed down" lifestyle, which sees the seven arts and their forms of expression as part of it. For this reason, our concept goes beyond clothing: we support, for example, slow food that comes from local, naturalistic and simple gastronomy.

We believe that the body and the conscience must be nourished in parallel, with vigor and essence, because the exterior is like the mirror of the interior, and our essence manifests itself in relationships with others. We want to underline the value of these through our brand. All the manufacturing processes of our garments acquire depth from idealization to creation, precisely because of the attention we pay to details. Moulage techniques are added to the modeling, combined with extreme precision during the sewing phase, both industrially and manually.

For this reason, we can proudly say that all of our French or English seams, made on linen cloths, not only respect the body, allowing cellular breathing, but are also technically flawless.

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