

Furla introduces its new logo and SS20 Collection

By **Jas Ryat** on September, 24 2019 | Fashion, Bags & Accessories



By re-thinking an iconic Furla style and symbolizing a journey through time, *Furla Piper* adds the new font logo and a turn-lock metal detail shaped like an arch

Taking inspiration from the architecture of the archway and its significance: the act of passing through, Furla's new logo is reminiscent of Bologna's world-famous Portici and the archway of Fondazione Furla. Marking the beginning of a new chapter in the Italian company's long history, in the spirit of its founder – more than 90 years ago – Furla continues to look forward.

The Spring Summer 2020 Collection

Described as a journey of purity and simplicity, Furla's SS20 Collection combines a timeless inspiration, a new logo and the classic heritage of Italian craftsmanship. By displaying clean graphic lines and an ethereal color palette, the luxury goods brand aims to capture the theme of eternal beauty.

The elegant and sophisticated bag collection is available in: classic black and white, punchy apricot and peach, cognac and burgundy and in addition floral designs (pink, white, black) reminiscent of the

1960s.

The highlights of the collection include the lines *Furla 1927*, *Furla Pillow* and *Furla Piper* – all of which offer stylish shapes and colors.

As the first bag to include the arch as a structural element, underlining the brand identity, *Furla 1927* shows a contemporary design and a rainbow of colors.

A variation of the first line, the *Furla Pillow* bags are a crossbody in ultra-soft nappa leather with a palette of delicate pastel tones and side gussets to increase the bags' capacity.

By re-thinking an iconic Furla style and symbolizing a journey through time, *Furla Piper* adds the new font logo and a turn-lock metal detail shaped like an arch; in Ares calf leather, three shapes (dome, belt bag, backpack) and soft hues.

The Spring Summer 2020 Presentation #furlaillusions

Earlier this month, Furla showed its SS20 Collection at one of Milan's most historical palaces: Palazzo Isimbardi. Along with international press representatives, the event hosted a large number of celebrities and influencers.

The presentation moved throughout the Palazzo Isimbardi shapeshifting, this is what happens when we talk through doors – we discover new things, new ideas and new colors. From optical illusion and bending light to the mirror effect, the list of rooms to experience included the stripe room, the chain room and the mirror room.