

DIGITAL QUEENS

Summit meeting in Berlin: Influencers Viola and Vera Arrivabene and Gala González discover the 2020 resort-collection by Max Mara. Inspired by Bauhaus, David Bowie and the charm of Marlene Dietrich, both the models and the fashion are simply regal.

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From left to right: cotton and silk poplin trench coat and wool palazzo trousers combined with a masculine leather belt. Long tuxedo in white wool and silk combined with a masculine leather belt. Coat "Berlin" in cashmere with flower applications, inspired by the porcelain manufactory Meissen, on the shoulders. All looks, **MAX MARA.**



A night in Berlin. The title of a movie would best describe the experience made by three influencers at Max Mara's fashion show last spring. Creative director Ian Griffith extended an invitation to the presentation of his 2020 resort-collection in the German capital, choosing the spectacular interior of the New Museum, which was recently restored by star architect David Chipperfield, as a fulminant location for the show. Under the stern gaze of Queen Nefertiti, whose bust dominates the interiors of the museum, numerous influencers and many other guests met to discover the fashion brand's new creations. Above all and amongst others, Italian sisters and designers Viola and Vera Arrivabene Valenti Gonzaga, daughters of Giberto Arrivabene Valenti Gonzaga and Bianca di Savoia Aosta, who are renowned as style icons far beyond the borders of their home country, as well as Gala González, Spain's first Instagram star. The latter has fashion in her veins and is the granddaughter of designer Adolfo Domínguez.

The aforementioned fashionable triumvirate combines the aesthetic vocabulary with which Max Mara created the new collection that was inspired by the German capital and its symbols. "Berlin has been my favourite city since I was a student in the 1980s: Bauhaus art, the years of David Bowie and his extreme creativity. The charm of a great seductress like Marlene Dietrich... I have always had a strong and creative connection to this city. And I've always wanted to explore it aesthetically", says Ian Griffiths. All this has inspired him to create a stunning collection: "Feminine and austere, delicate seduction and disturbing charm. As Dietrich stated, if a woman is an angel, she can be a devil too.... In fact, the devil is almost certainly a woman."



Handmade cashmere cape with turtleneck sweater in cashmere and palazzo trousers, combined with a leather belt and camel-coloured flat shoes. Total Look, **MAX MARA.**

Gala González

Due to her over 1.1 million followers on Instagram, she is considered the first Spanish fashion blogger on an international level. Nevertheless, Gala González is much more than that. The 33-year-old Iberian is a model, socialite, web star, designer and a DJane. As granddaughter of the Spanish designer Adolfo Domínguez she grew up with creativity. The question about her personal style is answered with three words: „elegant,

eclectic, natural“ and cosmopolitan, one might add. Here is a little more about her history: Born in La Coruña, in northern Spain, she studied in London at Central Saint Martins, where she learned more about her two greatest passions: fashion and music. „Thanks to my family, I have learned to work hard and follow my dreams, knowing that the most important thing is not only to rise to the top, but to stay there,“ says Gala González. Her inspiration: „the style icons of the

sixties and seventies, like Lauren Hutton, an incredible woman with a lot of personality“. Her wardrobe is also filled with elegance: „White jeans, comfortable sweaters in natural colours, a dress and a pair of moccasins are among my favourites. I love to give my look a masculine touch and like to wear trousers. If I had to choose an outfit for a first date, I'd wear a beige coat with a pair of pants and pendants because it's a very strong visual statement“.



Long skirt made of fil coupé flowers with a turtleneck sweater made of mohair wool, combined with a masculine leather belt and flat shoes of the same colour completing the look. Total Look, **MAX MARA.**



Iconic oversize coat with hidden lurex details, mohair and lurex pullovers, cotton palazzo trousers. The gold-coloured chain and light, flat shoes complete the outfit. Total Look, **MAX MARA**.

Vera Arrivabene und Viola Arrivabene

Behind the names there is an important family history, the two influencers are the daughters of Giberto and Bianca di Savoia Aosta. Born and raised in Venice, between frescoed halls and buildings overlooking the Grand Canal, they are a symbol of a new generation, made in Italy. First and foremost, as sisters, but also as partners. The graduate economist Vera has inherited a certain cool and fascinating charm from

her mother. Viola, a globetrotter, is incredibly ambitious. It would be better to say that they are „partners in crime“, because in 2014 they jointly founded the brand ViBi Venezia and reinvented the Furlane, the traditional slippers of the gondoliers. Their passion for fashion has taken them around the world. On the red carpet or in the front row of international fashion shows, the two are also inseparable. Similar to what happened in Berlin for Max Mara. „This city has a

very special charm ... It's very hard and austere, but it offers different atmospheres every time that never fail to fascinate you“. Today they have become the symbol of a new Italian style, characterised by aristocratic charm and elegant simplicity. „We enjoy fashion and try to wear what represents us best. We don't follow a specific rule. We believe that every woman should wear what she likes and what makes her feel good“. Due to their large social fan base, they have decided



Long tuxedo made of light wool with white satin top, worn with a sweater made of mohair and lurex. The silver necklace and bracelets by Reema Pachachi complete the look. Total Look, **MAX MARA**.



Waisted suit in wool gabardine, worn with a hand-made double-breasted vest in pure camel hair, a turtleneck sweater in lurex and matching camel-coloured shoes and a gold necklace by Reema Pachachi. Total Look, **MAX MARA.**

Talents: Viola Arrivabene, Vera Arrivabene, Gala Gonzalez. Hair: Noriko Takayama, using products by Oribe. Make-up: Natalia Vermeer.

to become ambassadors of Italian savoir faire, starting with their brand, which is produced in Italy. „Friulians are the shoes of our childhood in which we took our first steps. We grew up there! Thereofor, it was easy to start with this item as the first piece in our collection. We work together with a craftsman in Friuli Venezia Giulia, because it is very important for us to know the origin of our products“. Their origins begin with Venice, which recurs in all

their stories. „It is our home. We try to spend as much time as possible here. It's our greatest source of inspiration, it guides us in our creative story“. These thoughts also accompany them as they decide what to wear. „Calmness and open-mindedness is a characteristic of ours,“ says Vera, the younger sister of the two. „Even though when it comes to clothing, we have very different styles, but I think we indirectly influence each other. While Vera chooses

a refined, elegant style, Viola has her own aesthetic: „Easy chic: during the day, jeans, shirts and ViBi Venezia or in the evening a pair of sandals with a very high heel. I also love men's suits, a true favorite in my wardrobe“. One thought is always in my head: „There are no rules to style. Everyone has to wear a garment that best represents themselves. Clothing should be a mirror to your soul, without distortion or exaggeration.“



Tone-in-tone: double-row cashmere long coat worn with a mohair knit top and pleated Georgette trousers. Combined with red shoes and a gold necklace, **MAX MARA.**