

EVENTS

Italia-Independent: London toasts Lapo Elkann's Design Line

London's finest squeezed into Allegra Hicks' Knightsbridge store to toast a strange and wonderful design marriage when Lapo Elkann launched his Italia Independent (I-I) line at Hicks' flagship last Wednesday night.

Crown Prince Pavlos of Greece, Jo and Alex Bamford, ASW members Julia Baumhoff, Melissa Del Bono and Andrea Dellal were amongst those who came out to support the collaboration between the two Turin natives.



Lapo Elkann



Lapo Elkann's Debut Collection

"I think it's lovely to do things with friends," said Hicks. "You have this amazing synergy in the creative work." Elkann's range is stark, high-tech and masculine where Hicks' signature look lies in her colorful bohemian prints. "They are complementary opposites," explained Hicks' partner, Pia Marocco.

The I-I collection comprises of high-tech pieces that retain a handcrafted feel, such as the thermo-taped fabric vase, which holds water and flowers beautifully. "It's modernity and it's craftsmanship," said Elkann. "I-I is the evolution of Italian style."



For guests, the collection's highlights included I-I's carbon enforced unisex sunglasses and weather-resistant, 'his and hers' tuxedo jackets. "I love the sunglasses," declared **Sally Albemarle**. "They are modern but they have a vintage feel." But Albemarle was not planning on taking the unisex label seriously by sharing her glasses with her husband, Rufus. "They're mine," she said with a laugh. "All mine!"

Elkann's indestructible, bulletproof Kevlar travel bag was another talking point of the evening. "How many times do airports ruin your luggage?" joked ASW member and I-I's **Davide Piccoli**. "Also, I am from Sicily so if I get into trouble, I can just hold the bag in front of my body."

— Taraneh Ghajar

Photo credits: Courtesy of Lapo Elkann