

## **Cordenons' Fashion-Inspired Boutique**

This past February, Gruppo Cordenons welcomed 65 designers from the biggest names in fashion design to its headquarters in the heart of Milan. The offices were originally designed as the headquarters of a well-known fashion designer complete with its own “runway” on the lower floor.

As the guests arrived in the marbled entryway, each was presented with a glass of wine and a small pebble. Always looking to inspire and delight, the special guests were challenged by the Cordenons staff to predict Fall 2009's hottest color.

To cast a vote, the guest was asked to drop his or her single pebble into one of scores of small ceramic jars placed throughout the space. The jars sat atop tables with color swatches from Cordenons' paper laboratory. Once the pebble was in the jar, the vote was cast – “no do-overs.”

Fine cheeses, prosciutto, bruschetta and melon mixed with good Italian wine flavored the discussions as to what color would be the stand out winner for the evening and whether or not it could hold up as the clear choice for the Fall of 2009, six months away.

As the evening progressed, there was no small amount of good-natured lobbying for a specific color. Latecomers felt the pressure as they held some bruschetta in one hand and a pebble in the other.

At 9:00 o'clock, Cordenons staff began collecting jars and tabulating a winning color. Anticipation gripped the audience, which by now had become fascinated with the experiment.

### **Finishes that are So...Wonderful**

Fendi, Gucci, Dolce and Gabbana, and Armani are all companies that have worked with Cordenons in the past on the special production of new fashion-forward papers.

In that spirit, Cordenons has just introduced a new paper collection called Boutique that gets its inspiration from the fashion world and from visual and tactile features taken from textiles.

The first of three aptly named finishes, *So...Silk*, is like a silk dress – combining luxury with elegance. The surface of this paper features a sensuous silky touch, together with an iridescent visual effect across the color range.

*So...Silk* is available in Black Style and White Silk along with six more fashion-inspired shades: Fashion Purple, the prêt-à-porter violet; Glamour Green, the peacock green-blue; Fair Blue, the deep china shade; Beauty Pink, a sparkling fuchsia; Vanity Pearl, the new classic pearl shade; and Shocking Green, the new vibrant green. All colors are available in three weights (88T C1S, 92C and 130C).

Like a pair of jeans, *So...Jeans* gives a casual touch to a creative idea. Denim, strong and easy to wear is an undisputed mark of the last two centuries. This product, which contains cotton fiber, is a genuine felt mark on both sides and has the conventional features of denim, thanks to a specific surface treatment.

So...Jeans is presented in three shades named Distressed White, Stone Washed and Blue Jeans, all of available in three weights (81T C1S, 92C and 130C).

Like warm clothes in winter, *So...Wool* comfortably wraps communication projects. The wool and cotton fibers used to manufacture this special material produce a distinctive texture and a particularly unusual tactile feel.

So...Wool is available in six beautiful wool shades: the soft White Merinos and Ivory Fleece, Red Tartan, Violet Shetland, Green Loden and Blue Jersey, which are produced in three weights (81T C1S, 92C and 130C).

So...Silk, So...Wool and So...Jeans are Forest Stewardship Council (FSC) Mixed Credit certified papers.

Oh ... and the colors our guests chose as the hottest Fall 2009 shades? You might find the results surprising. To see the winners, log onto [www.gruppocordenons-usa.com](http://www.gruppocordenons-usa.com).