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The Starck with Ballantyne collection

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The Starck with Ballantyne collection by Catherine Henry

One of the highlights of Milan men's fashion week was the appearance at luxury multi-brand store 10 Corso Como of designer and international archi-star Philippe Starck, who was in town to promote the Starck with Ballantyne collection, launched with luxury cashmere knit producer Ballantyne.

The Elegance of Intelligence, the tagline of the Starck with Ballantyne collection, makes reference to the multifunctional and versatile pieces for men and women that embrace a modern urban aesthetic with unique technological innovations. For example, the

“Storm System” thermal lining is heat-sealed, thus eliminating the lining stitching seen in most sport jackets and athletic wear. Perfect for travel, sports activities or sailing excursions – or just chilling out in Soho.

“Intelligent cashmeres” for men and women carry the orange cross, the Philippe Starck symbol which recurs throughout the collection. For mens knitwear, the cross is hand-stitched onto each garment, while in the women's line, the cross is in a variety of materials.

The Starck with Ballantyne collection will be available in a limited number of stores around the world from summer, including Liberty of London, Dover Street Market Harrods, 10 Corso Como and Ballantyne stores.

For more information or for a list of Ballantyne stores, see [www.ballantyne.com](http://www.ballantyne.com) (<http://www.ballantyne.com>).

by Catherine Henry

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