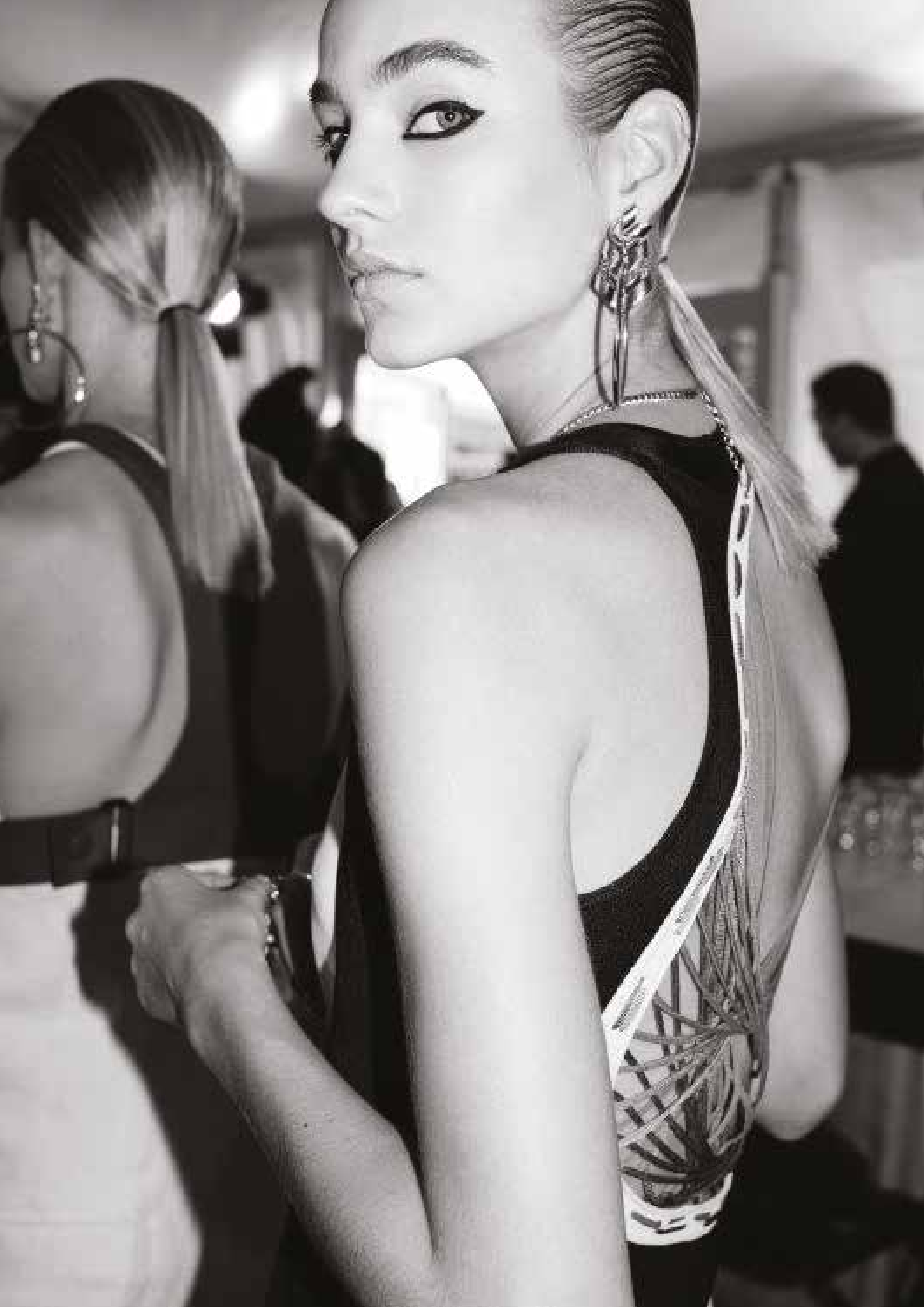
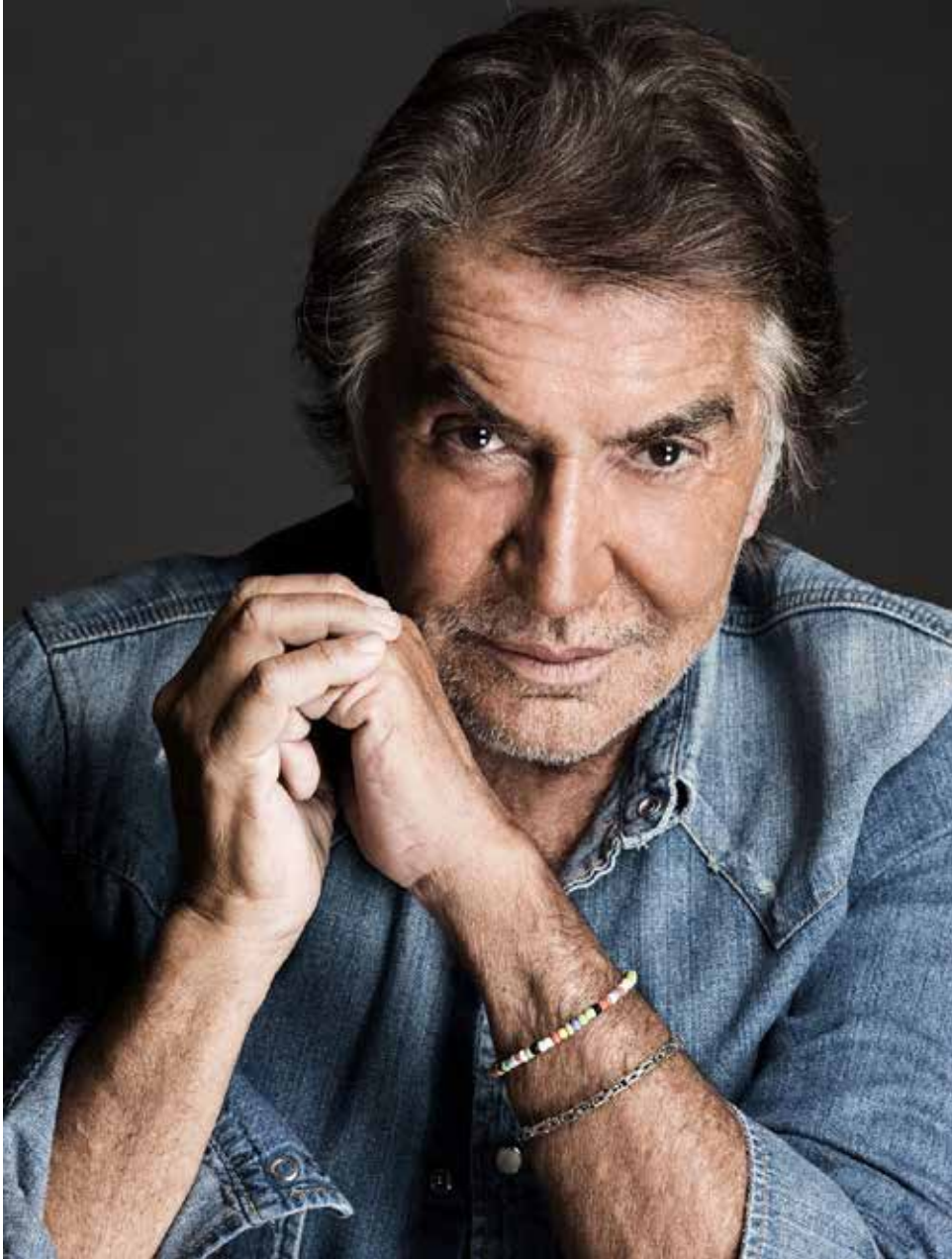


**roberto cavalli**





*"I keep creating dreams.  
We all need dreams.  
We must have dreams, always"*

*PhotoCowell*

*R*oberto Cavalli was born in Florence in 1940. Losing his father at an early age, his mother Marcella plays a central role in his upbringing, particularly boosting his interest for arts in the footsteps of his grandfather, Giuseppe Rossi, a leading figure of the Macchiaioli group of painters, whose works were displayed at the Uffizi Gallery. In the sixties, after having studied at the Art Academy in Florence, Roberto Cavalli opens a small company and, with a small crew of young assistants creates prints for a growing number of clients in the silk industry: the birth of the inimitable “Cavalli print”. In 1969 he meets Mario Valentino in Florence, the Neapolitan designer famous for his leather goods and apparel. The meeting led him to the technique of applying silk printing processes to leather.

Thanks to his resourcefulness and inexhaustible creativity, the young Roberto Cavalli’s prints soon appear on leather creations by Mario Valentino and soon after Pierre Cardin, and Hermès. From here on it’s a small step to establish his own brand: the first Roberto Cavalli collection appears on the catwalk of the Sala Bianca at Palazzo Pitti in 1972, home to the emerging Italian fashion industry. Patchwork pants, short dresses and big coats, all made of leather or jeans, amaze for their groundbreaking creativity, making the newly-born brand an immediate success in European and American markets. In the same year in St. Tropez, Côte d’Azur, Roberto Cavalli opens “Limbo”, his first boutique, immediately a favourite of the most famous beauties of the time, from Brigitte Bardot to Sophia Loren.



