



Philippe Starck, genius of contemporary architecture and design is experimenting, for the first time, his talent in fashion and in particular in cashmere with S+TARCK WITH BALLANTYNE a complete collection for men and woman.

The worldwide famous designer chose the experience and the know how of Ballantyne, the prestigious international brand which since 1921 masters the most refined techniques in cashmere knitwear, to team up and to formulate a new project, a new brand - S+TARCK WITH BALLANTYNE - with an innovative proposal of "intelligent cashmere".

A combination of multi function garments with new ergonomics and contemporary fittings: the right cashmere, at the right time, for the right purpose.

S+TARCK WITH BALLANTYNE is an intelligent and useful collection composed of 30 pieces for men's and 30 for women's in line with the needs of modern life. It is aimed at people who cherish longevity and who appreciate elegance of the intelligence through innovative materials to pass on a modern heritage.

The materials and garments are all exclusively developed and researched at the Ballantyne Workshop in Innerleithen in Scotland, to exactly represent the timeless vision of Philippe Starck for this collection. Wet-out cashmere dominates, and is combined with technical fabrics. Silk linings for lighter garments make these pieces desirable objects with simple elegance. For colder seasons, jackets and coats are equipped with "teddy-bear" detachable waistcoats, whose pockets are deliberately camouflaged to maintain the purity of the silhouette. Hoods on knitwear and on outerwear, as well as fluorescent colors of some pieces, remind the double language of this collection full of humor. Some details, such as double-position collars, increases the out wear versatility and ergonomics.

S+TARCK WITH BALLANTYNE offers a complete wardrobe, including many different knitwear dresses that reveal peculiar details, some representing real inventions, and that found natural elegance, such as the men's cashmere sweater that fit in a dynamic way of life.

Philippe Starck vision was to emphasize the natural versatility of cashmere in a modern but timeless approach with the expression of sexiness and desirability.

" S+TARCK WITH BALLANTYNE collection is nothing else than just what we really need anytime, anywhere, using the natural high technology of cashmere to explore the new territory on timeless elegance of intelligence." "I decided to collaborate with Ballantyne because of their ancestral know-how, their strong expertise in cashmere and the Scottish roots of the company. Not to mention the illustrious clients who guided Ballantyne's taste and choices throughout the years. All this confirms the guarantee of the final high quality I demand for my line of products".

Years of research and development at the Ballantyne workshop allowed to successfully meet challenges that this multitasking creator set, within the guarantee of the highest standards of quality that this brand has since ever towards its clients.

The innovative partnership between Ballantyne and Philippe Starck is completed with a new wardrobe trunk concept for the Ballantyne flagship stores and selected international multi-brand stores. This element designed by Philippe Starck, is a real invitation to discover the complete universe of Philippe Starck 's vision and it shows its wide offer: dresses, hats, scarves, belts, glasses, bags...

S+TARCK WITH BALLANTYNE sales campaign started from 15th of May till the 15th of June 2009. The Collection will be on sale from October 2009 in Ballantyne flagship stores and selected multi-brand stores. To celebrate this ambitious project, Ballantyne will dedicate all its new London store of Notting Hill starting from next October exclusively to the S+TARCK WITH BALLANTYNE collection.

S+TARCK WITH BALLANTYNE will be revealed and celebrated on 16th June 2009 with an exclusive event in partnership with Pitti Immagine in Florence, with the presence of Philippe Starck as guest star of the June 2009 edition of Pitti.

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