

THE GOAL OF THE LA ROSA BRAND: EUROSHOP 2008

For Euroshop 2008, La Rosa S.p.A will stage one of the best-known musicals of the 1950s, *West Side Story*.

An amazing production created by Gigi Rigamonti in which some 70 new mannequins illustrate a fresh creative chapter in La Rosa's history in an extraordinary installation for a fair such as Euroshop which for years has showcased the company's unmissable virtuoso displays.

This exploration of Brooklyn in the 50s is populated by figures from opposing factions with different ideas, bodies caught in a freeze-frame of dynamic movement, such as in the dance scenes or the one in which two face each other in a dramatic duel. Once again, La Rosa applies its sculptural artistry to the vivid drama of a film classic, capturing its essence and interpreting it in pure emotion.

A setting crowded with women of undeniable beauty who exude a mixture of 'yesteryear' atmospheres and a striking modernity. Fluid, draped fabrics caress their voluptuous figures in a rainbow of vibrant colours and flashes of rich embroidery.

A powerful cross-fertilisation of art and theatre led art director Cristina Braga, in partnership with stylist Luigi Beretta, to present a fashion style closely tied to a style of life, a portrait of its times and an expression of taste, desires, trends and change.

Art displayed in a European context, a 'vintage' collection capable of encompassing diversity and exact opposites in its creative embrace and uniting them in a happy, stylish solution.

Concept and sculpturing: Gigi Rigamonti

Stylist: Cristina Braga

Make up: Djalma

