

new collection



LA ROSA



Un manichino con una fisicità **contemporanea**, **asciutta**, **astratta**, rispondente ai canoni del mercato ma anche estremamente identitaria, **riconoscibile**, assolutamente in linea con la cultura dell'azienda.

R è un passo deciso verso la descrizione di un corpo nuovo, tipico delle generazioni del presente, che affascina perché insofferente alle limitazioni di nome, categoria, età, sessualità. È un **involucro neutro** che parla tutte le lingue del mondo, che dimostra una **forte duttilità** commerciale ma anche una grande dose di vicinanza alla moda.

--

This mannequin features a **contemporary**, **lean**, **abstract** physicality, perfect for today's fashion standards usually seen on the market, yet extremely eponymous, **recognisable**, and completely in line with the company's culture.

R is a milestone towards the definition of a new body, typical of today's generations, whose fascination lies in not tolerating constraints in terms of name, category, age, gender.

It is a **neutral shell** that speaks all languages of the world, that will prove **very commercially adaptable**, but also very close to the fashion world.

--

### **new collection.**

La contemporaneità investe da sempre il prodotto La Rosa e la ricerca tecnica e stilistica continua ne è la sua dimostrazione più evidente. In questa sezione ci sono le ultime creazioni, che vogliono raccontare l'oggi e che sono in grado di dare al mercato esattamente ciò che cerca.

Contemporary Design has always been a priority for La Rosa's products, this is demonstrated with its continuous technical and stylistic research.

This section features the latest collections, which represent the "here and now", these designs offer the market mannequins for today's visual merchandising requirements.

















## LRMR4

### misura/measures

Spalle/Shoulders 45 cm

Torace/Chest 92 cm

Vita/Waist 74 cm

Fianchi/Hips 93 cm

Altezza/Height 192 cm

Scarpe/Shoes 42 Eu -8 GB

Testa/Head: R

Colore/Colour White Mat



## LRMR3

### misura/measures

Spalle/Shoulders 45 cm

Torace/Chest 92 cm

Vita/Waist 74 cm

Fianchi/Hips 93 cm

Altezza/Height 192 cm

Scarpe/Shoes 42 Eu -8 GB

Testa/Head: R

Colore/Colour White Mat



## LRMR2

### misura/measures

Spalle/Shoulders 45 cm

Torace/Chest 92 cm

Vita/Waist 74 cm

Fianchi/Hips 93 cm

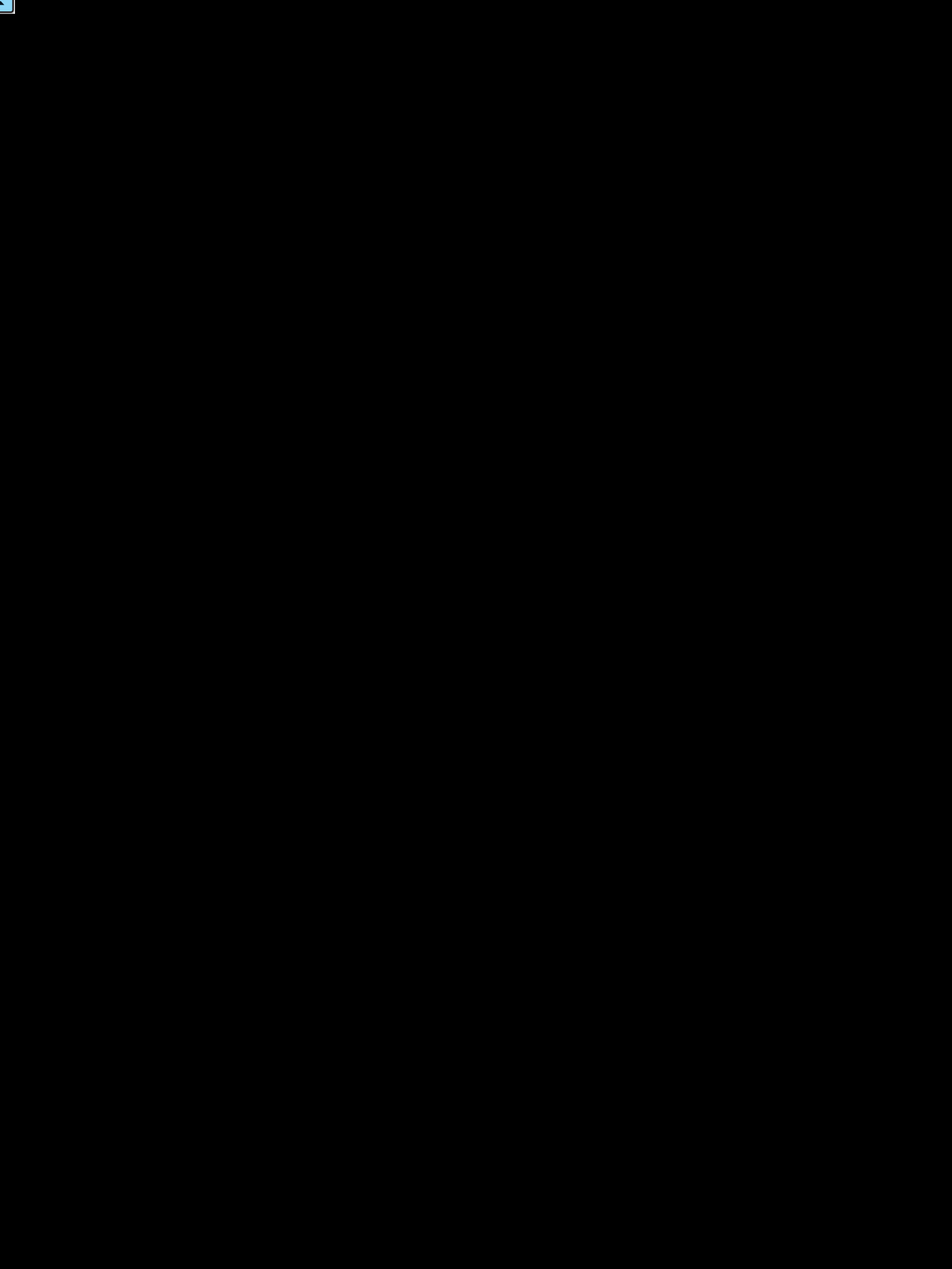
Altezza/Height 192 cm

Scarpe/Shoes 42 Eu -8 GB

Testa/Head: R

Colore/Colour White Mat





## LRMR1

### misura/measures

Spalle/Shoulders 45 cm

Torace/Chest 92 cm

Vita/Waist 74 cm

Fianchi/Hips 93 cm

Altezza/Height 192 cm

Scarpe/Shoes 42 Eu -8 GB

Testa/Head: R

Colore/Colour White Mat



new collection



LRMR1



LRMR3



LRMR2



LRMR4

new collection



art direction Andrea Batilla e Sabrina Ciofi/Annus Mirabilis  
graphic design Alessandro Gori.Laboratorium  
photo Carolina Amoretti  
styling Giovanni Dionisi  
coordination and set design Elisa Cambioli

thanks to COMEFORBREAKFAST  
[www.comeforbreakfast.it](http://www.comeforbreakfast.it)

## heads

all heads are interchangeable



natural / moulded / stylized

## wig styles and colours

any natural mannequin  
can have the make-up wig combination  
of your choice

## body colours

all our products are available in all colours  
and with a matt  
high-glossy  
or velvet finish

## bases



Calf fitting and  
square glass base  
(standard)



Foot fitting and  
Boot fitting  
(optional)

bases are available in  
glass  
metal  
polished or satin  
either square or  
rectangular

calf fitting and square glass base  
(standard)  
foot fitting and boot fitting  
(optional)

## other available categories

female  
children  
torsos  
bustos  
accessories

# LA ROSA

la rosa s.p.a. via coti zelati 90 20030 palazzolo milanese (mi) italy p +39 02 990 44 222  
www.larosaitaly.com info@larosaitaly.com

LA ROSA 100%  made in italy

la rosa mannequins are 100% recyclable  
manufactured in high-tech carbon neutral factory in europe

