



Italian menswear

# Hedonistic Outerwear

Based in Bologna, Italy, Simone Bonazzi is the founder and designer of genderless outerwear brand 1980 Voguish. Through his upbeat sartorial language -which speaks to discerning fashion lovers as well as stylish youngsters- Bonazzi gets to indulge in two of his biggest passions: music and fashion from the early 1980s, which he likes to rework and reinterpret in his innovative -and rather personal- way. 1980 Voguish stands for optimism, effortless elegance and intricate design.

Statement outerwear lies at the essence of the brand, recalling the heady days of Studio 54 and the start of House music, when bold outerwear looks were deemed cool enough to land on the dancefloors of New York, Chicago, Paris and London. The end of the 1970s fused disco music with futurism, as well as announcing the birth of a new techno sound. This high-voltage energy, combined with

a certain downtown nonchalance, informs the esthetic of the brand, which has an urban -yet refined- attitude. Referencing the graphic and exaggerated silhouette of Italian-born designer Pierre Cardin, Bonazzi uses geometry as his creative starting point, juxtaposing angles, squares and curves to achieve striking outerwear. His sleeveless jackets and lightweight coats are made for day as well as evening, taking center stage at night despite their casual appeal. Perfecting a singular color palette blending pastel tones with black, navy and gray, as well as shiny silver and bright orange for contrasting linings, the designer adds dynamism and edge to everyday staples, bringing a breath of fresh air into the outerwear field. Attention to detail is paramount, and proportions are quite specific, avoiding the trap of extremely oversized looks -which have become dated- in order to favor a more tailored and subdued approach.

All of 1980 Voguish's styles are designed and sampled in Italy, using some of the finest outerwear fabrics. Affiliated with PETA, the brand is keen on supporting animal rights by sticking to man-made fibers. Polyester, polyamide and polyurethane are some of its go to fabrics, as well as its signature glossy coating, which Bonazzi loves placing on his statement items. Although the Italian designer would never renounce the comfort of outerwear, his vision is infused with a deep sense of glamour and personality,

underlining the unique character of every single piece. When it comes to the hot topic of sustainability, the Italian designer has his own way of addressing the issue, with 90% of his fabrics featuring the highest level of waterproof resistance, meaning they are rather low maintenance and do not need to be washed often, saving on natural resources and avoiding detergents. Easy to pack and great for layering, 1980 Voguish is seductive and relevant, elevating outerwear to make it more sophisticated.













n°2 - Jacket Afterparty Cod.11







n°3 - Jacket Afterparty Cod.12



look 3









n°5 - Grey / green







n°6 - Jacket Afterparty Cod.9



n°7 - Blue bomber







n°8 - Jacket Afterparty Cod.8















n°11 - Grey with green







n°12 - Old grey with zip







n°13 - Electric metallic blue







n°14 - Blue purple long jacket









