

GIUSEPPE
DI MORABITO





BIOGRAPHY

Giuseppe Di Morabito's passion for fashion is deeply rooted in his admiration for the culture and traditions of Calabria, his homeland in southern Italy—a place as rugged as it is mysterious, and once the cradle of Magna Graecia. The ancient Greek and Roman statuary, the classical architecture, the frescoed ceilings of historic churches, and the vivid sensuality of Calabria's natural landscapes all come together to shape a rich tapestry of inspirations that has influenced Di Morabito's creations from the very start.

Di Morabito was born in 1992 in Molochio, a small town nestled in the Aspromonte mountains, where the traditional savoir faire of sewing and embroidery has been handed down through generations. From a young age, local women learned the art of tombolo from nuns, skillfully weaving intricate lace on traditional looms while seated outside their homes. Meanwhile, in the winding streets of the old town, tailors crafted custom, finely tailored suits for men. Di Morabito's passion for cutting, sewing, and the art of corsetry grew from his observations of this patient, meticulous craftsmanship—a skillset also passed down by his mother, Anna, who nurtured his early, intuitive love for fashion. “I was still a teenager,” he recalls, “and I was already asking her to create costumes and suits from my own designs.”

Drawn to classical architecture and archaeological sites, his passion for antique art led him to explore the Baroque churches of Rome. The frescoed ceilings of Sant'Ignazio di Loyola and Chiesa del Gesù captivated him so deeply that he transformed them into printed canvases. In 2010, he used these prints to create a collection of bomber jackets, oversized shirts, and shorts—streetwear-inspired pieces that contrasted strikingly with the classical imagery that inspired them. His path to a fashion career soon became clear. In 2013, he moved to Milan to join the Fashion Design Master's program at Istituto Marangoni. His pieces featuring fresco-inspired prints quickly caught the eye of Milan's hip underground scene, particularly among those gravitating toward Plastic, the iconic club where DJ Sergio Tavelli invited Di Morabito to showcase his work. These pieces later appeared as artworks at Chiostrì di San Barnaba during the WOMADE event, an artistic platform highlighting emerging talents in art, design, and fashion.

Encouraged by advice from fashion retailers and entrepreneurs, Giuseppe began by creating a small unisex collection. However, he soon decided to focus on a women's line, which felt more aligned with his vision. He left Istituto Marangoni to fully commit to launching his label, which debuted in 2014. That same year, he was chosen as a finalist in “Who Is On Next?”, a competition sponsored by Alta Roma and Vogue Italia to showcase and support emerging fashion talents creating garments and accessories in Italy. In the 2015 edition, he presented a collection of unique, handcrafted pieces crocheted by cloistered nuns, seamstresses from his hometown, and even his mother. “Franca Sozzani, the editor-in-chief of Vogue Italia, really admired them and asked me to create some bespoke pieces for her,” he recalled.

In 2016, Di Morabito was selected to represent Italy in the womenswear category of the International Woolmark Prize, where he presented an ambitious, artsy project inspired by Ovid's *Metamorphoses*. The collection garnered significant attention for his young brand, motivating him to pursue expansion and growth. “I was captivated by the myth of Cyncus, transformed into a swan by the god Apollo,” he explained. “The idea of transformation perfectly echoed the Woolmark Prize theme, where wool, like the swan, was elevated to new elegance and innovation through its use in embroidery, appliqués, patches, and decorative elements.”





THE BRAND

With backing from private investors, the brand received a strong boost in commercial expansion. In 2013, it was acquired by the investment fund Style Capital, alongside a co-investment from Paoloni, a family of textile industrialists. This support established a clear growth trajectory, expanding to 80 wholesale accounts in Italy and over 100 in Russia, which quickly became its primary market thanks to a partnership with Tsum. Simultaneously, the brand began establishing a global presence by partnering with renowned retailers and online platforms such as Harrods, Selfridges, Harvey Nichols, Bloomingdale's, Mytheresa, Ounass, Revolve, Printemps, La Rinascente, Antonia, Sugar, and Gente.





STYLE

Di Morabito's style emphasizes feminine, alluring silhouettes, where sensuality is enhanced by precise tailoring and structure. Hidden corsets with boning, crinolines, and molded bra cups embody the timeless techniques of classic corsetry. His pantsuits and blazers are crafted with the principles of traditional masculine tailoring, while trousers remain fluid yet are made from classic men's fabrics. In contrast to the structured tailoring, the evening dresses and draped corsets radiate a sensual, glamorous allure, often adorned with shimmering crystals—a hallmark of the brand—that add drama and opulence. Classic works of art—by Caravaggio, Artemisia Gentileschi, and Canova—inspire the creation of silhouettes, drapings, necklines, and intricate details, reinterpreted through a modern lens and contemporary sensibility. The iconography of Venus—from Venus Italica and Venus Pudica to Venus de Milo and Botticelli's Birth of Venus—serves as a visual foundation for Di Morabito's seductive style. His designs pay homage to the divine power and beauty of femininity, elevating grace and strength through sculptural forms and flowing drapery.

His bold, sensual looks have been cherished by a long list of movie stars and celebrities, including Zendaya, Lady Gaga, Kyle Jenner, Cher, Dua Lipa, Rihanna, Jennifer Lopez, Cardi B, Katy Perry, Kourtney Kardashian, Lorde, Kate Hudson, Rita Ora, Olivia Wilde, Emma Roberts, America Ferrera, Jennie Ruby Jane, Megan Fox, Fka Twigs, Anitta, Sabrina Carpenter, Julia Fox, Elodie.ers is echoed in the warm, golden hues of elegant saharienne jacket; the enigmatic, velvety skies and the star-filled galaxy are captured in crystal embroidery on an oversized denim suit. The striking patterns of zebras and leopards are transformed into graphic prints on a sharp, tailored masculine pantsuit.

In contrast, the evening collection is bold and sensual. Lace bustiers, crafted using traditional corsetry techniques, are paired with long, draped skirts featuring high slits that accentuate a flowing silhouette. Draped fabrics create languid dresses that gracefully hug the body, revealing it with a fluid, feminine movement. The sparkle of liquid sequins and crystal pavés adds a touch of light and glamour—paying tribute to a modern Venus, vibrant, intense, and seductive, who has long been the muse behind Giuseppe Di Morabito's vision.



Spring Summer 25





PRESS RELEASE

Inspired by the vibrant landscapes and colors of a trip to Namibia, the SS25 collection captures the exotic enchantment of a land marked by a potent nature. Giuseppe Di Morabito translates this into a collection infused with a wild, opulent energy.

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Starry sky

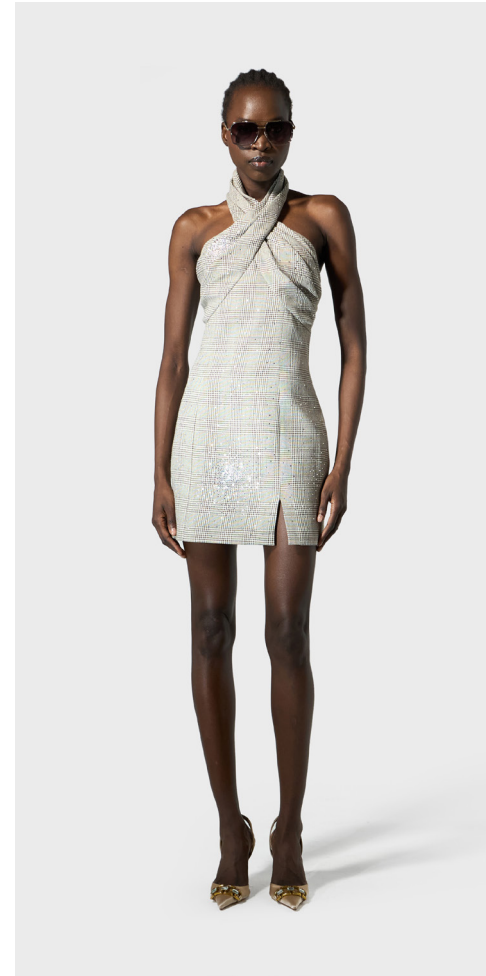
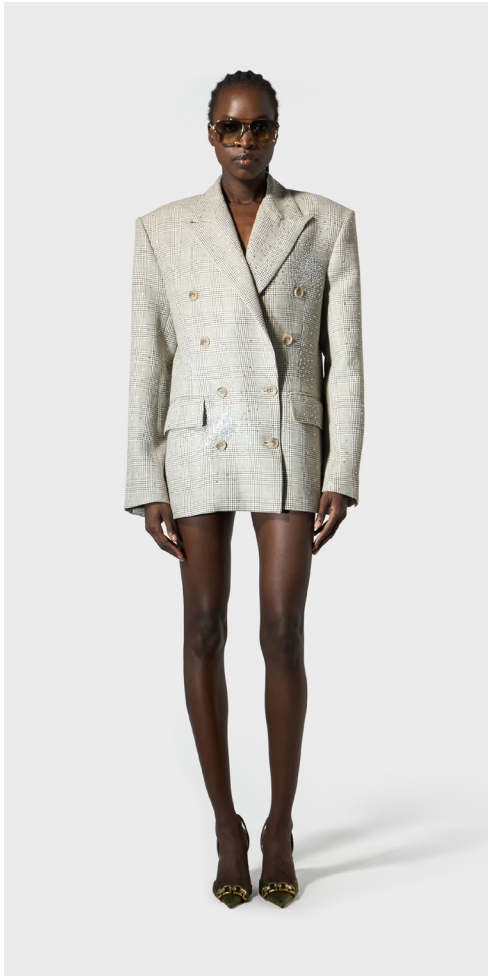
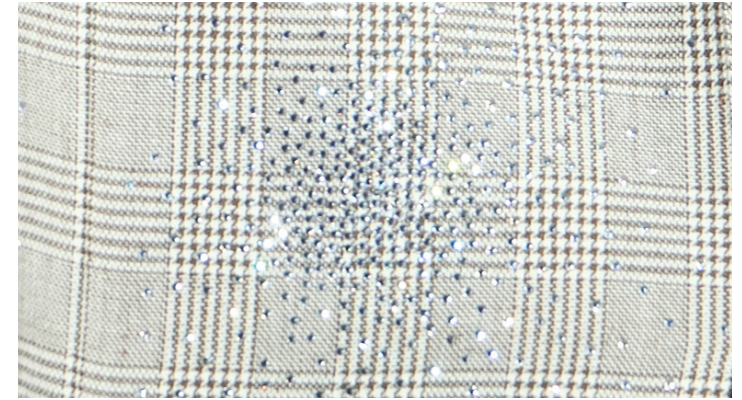
A garment made of denim fabric printed with an image of a starry sky and embellished with rhinestone detailing in the shape of a galaxy. The collection evokes the starry skies of Namibia, where the designer fell in love during his trip.

Versatile pieces that can be worn both during the day and in the evening.



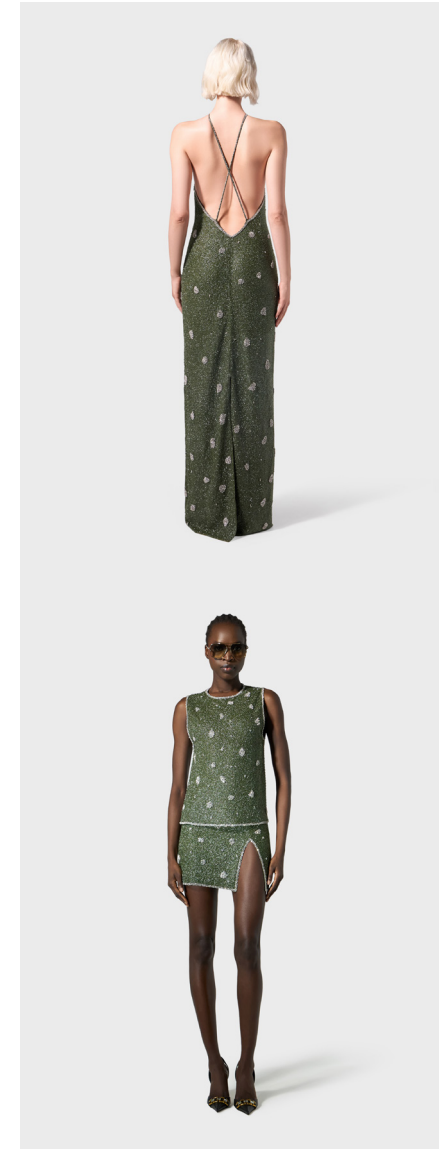
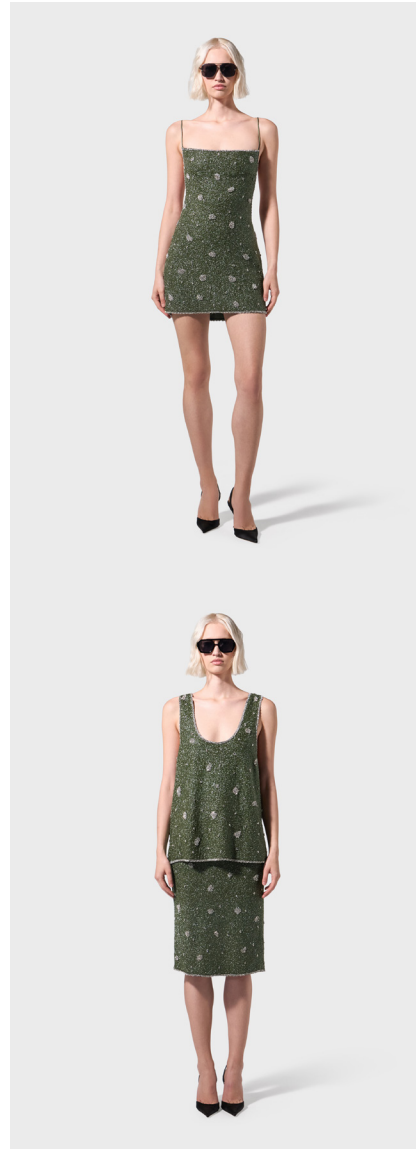
Starry sky-check

The concept of constellations also reappears in a tailored collection featuring a summer check fabric composed of cotton, viscose, and linen. The constellation motif returns on the garments, enhancing them and giving them their own light. The collection includes dome-shaped dresses, draped trousers reminiscent of desert dunes, and tailored corsets and jackets



Hand embroidery

Hand-embroidered garment package, made in India. This collection is distinguished by sage green beads with scattered crystal rhinestone embellishments. The pieces feature cut-out details and crisscross straps for a modern, intricate look. The garments are fully lined for enhanced comfort.





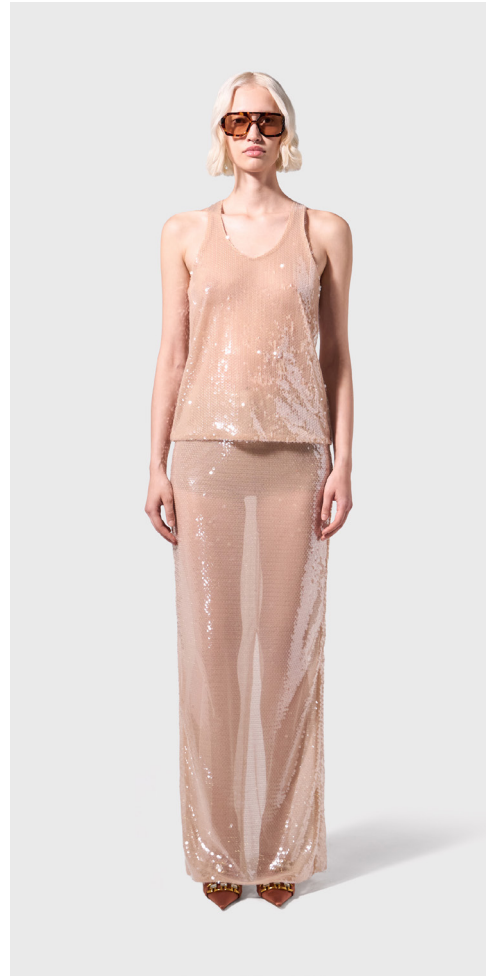
Safari vibes

Cotton canvas package, inspired by typical safari-style garments. This package features sahariana jackets, pants, and skirts, all designed with cargo pockets throughout and adorned with jeweled buttons for a refined touch. Available in three color variations: burgundy, beige, black, and army green.



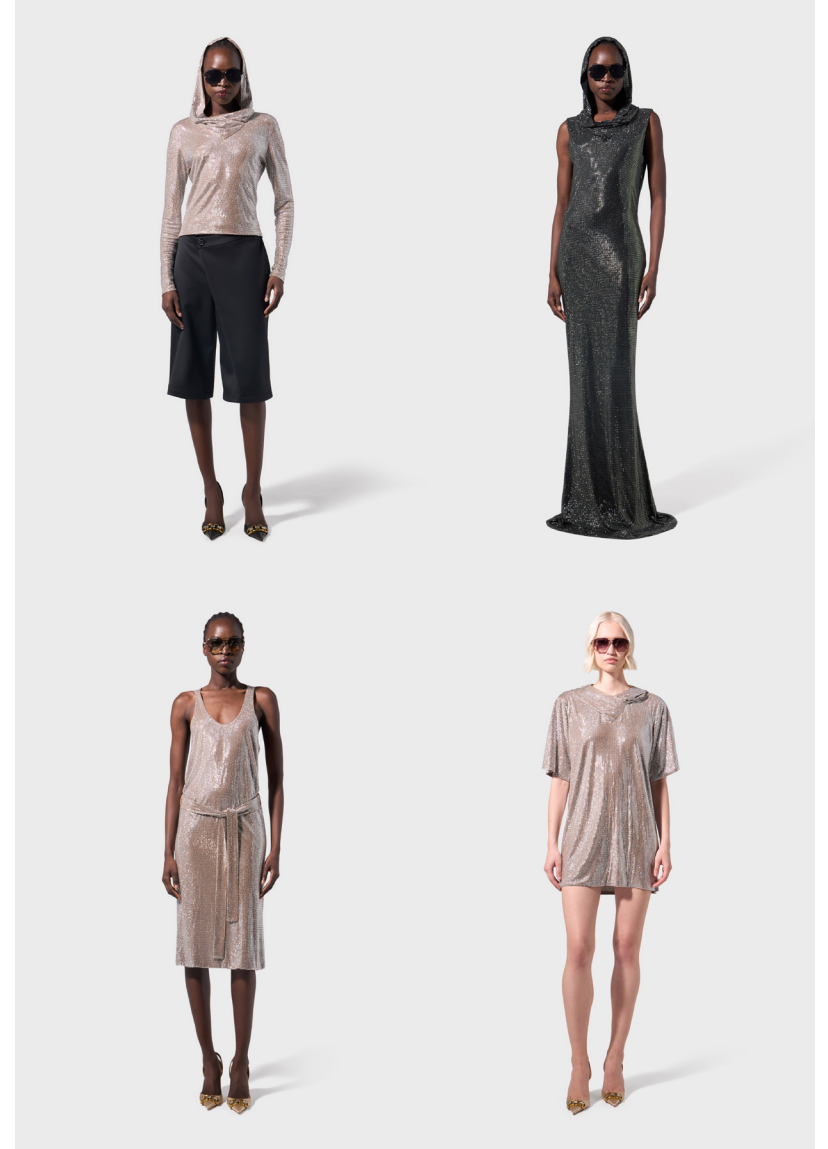
Transparent sequins

This package features garments made from transparent sequins in soft, light-reflecting colors that make the wearer shine. Lined with tulle for a subtle sheer effect, the collection includes long dresses, oversized shirts, and skirts—perfect for cocktail parties and special events.



Rhinestone

The concept of light continues in the iconic collection from the Giuseppe di Morabito brand. Rhinestones cover the entire garments and are incorporated into the drapery details, as if a starry sky had been stolen and placed onto the clothing to illuminate the wearer. The pieces feature cascading rhinestones on a comfortable base fabric designed to follow the feminine silhouette of those who wear them



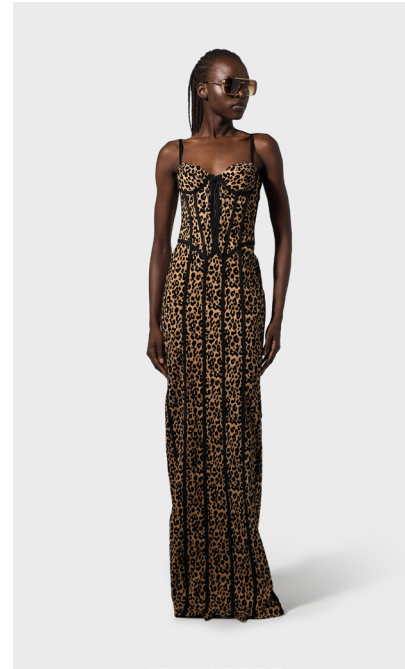
Glossy silk fabric

The collection is enhanced by a glossy silk fabric, whose colors evoke the hues of the sky during the day, featuring shades like sky blue, orange, red, black, and white. The pieces primarily consist of long ceremonial dresses, characterized by internal corset structures and elegant drapery. This delicate and precious fabric requires dry cleaning, ensuring that each piece maintains its beauty and sophistication over time



3D Leopard denim

The collection features a constant reference to the designer's journey. A stretch denim fabric with a flocked leopard print evokes the animals seen during the safaris. These colors and fabrics allow the wearer to be comfortable yet stylish in the daily jungle we live in. The collection features classic denim designs, including five-pocket trousers, Levi's-style jackets, and corset dresses.





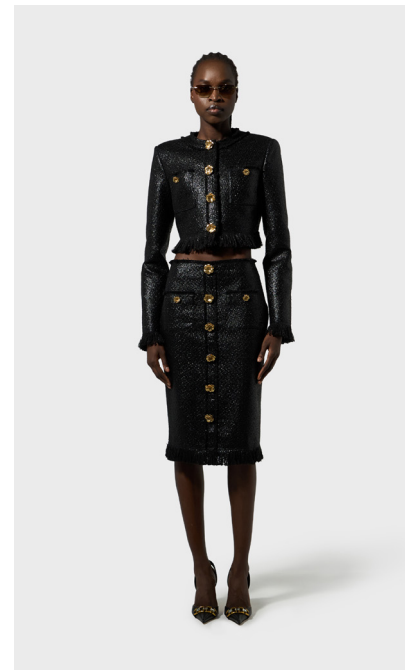
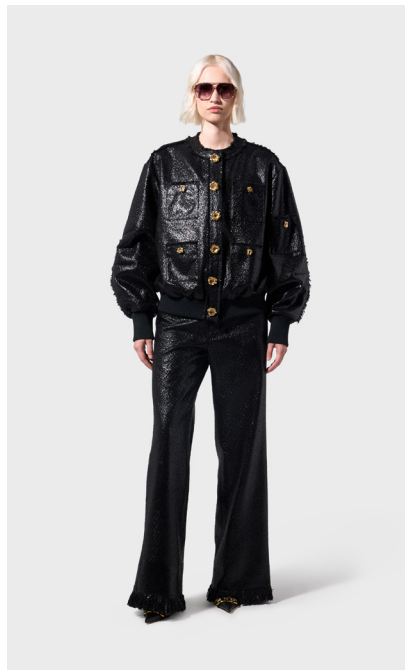
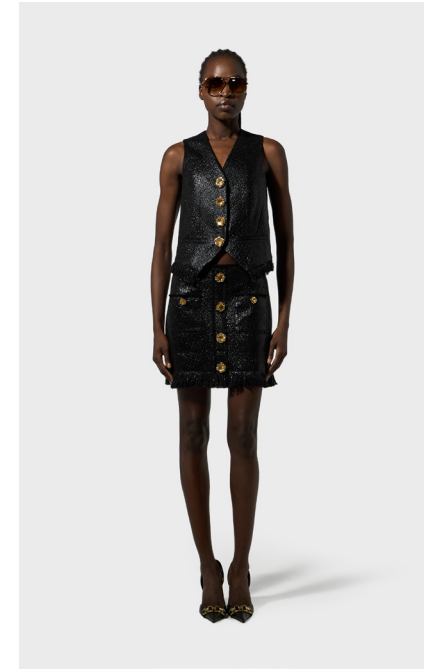
Lurex knit fabric

A tribute to the desert sands of southern Namibia, which turn to gold under the sun. This collection is crafted from lurex knit fabric, perfect for a summer line. The pieces shine with elegance, making them ideal for sunset aperitifs. The collection features sparkling swimsuits, dresses, and tops that enchantingly catch the light, allowing the wearer to feel like a true diva under the golden sun.



Python print boucle

The nod to nature is evident in the boucle fabric collection, featuring a tone-on-tone python print. Each piece is crafted with fringed edges from the same fabric, adding texture and movement to the garments. The collection is further elevated by 3D rose-shaped metal buttons with a gold galvanic finish, adding a touch of elegance and refinement.



Stone-Washed Jersey

This package features sweatshirts and T-shirts in stone-washed jersey, available in army green and gray. With oversized silhouettes and draped detailing, these pieces offer a relaxed yet chic aesthetic perfect for a casual, effortlessly stylish look



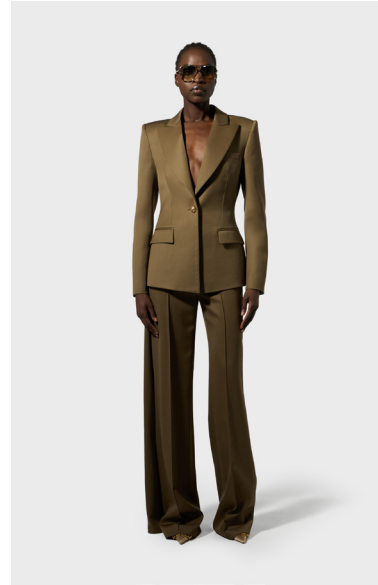
Lingerie Techniques

Another iconic package from the fashion house brings classic bustier lingerie techniques into unexpected pairings. Corset-like bustiers are integrated into shirts, while bras are layered with T-shirts and dresses, creating a unique blend of elegance and modernity. Dresses feature smocked bustiers, which allow for a body-hugging fit, alongside oversized shirt and T-shirt silhouettes for a sophisticated, adaptable look



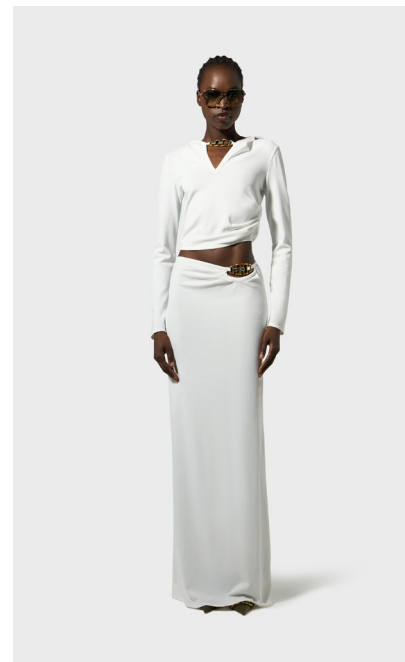
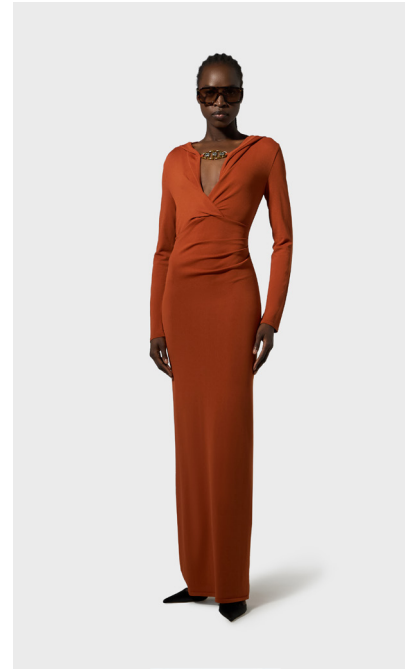
Fresco

The wool fresco package is an iconic staple of the brand, embodying the craftsmanship of Italian tailoring. This collection includes dome-shaped blazers, bustiers with internal structuring, and draped trousers with unique silhouettes. Designed for the bold, modern woman, these versatile pieces seamlessly transition from day to evening wear.



Chic Knitwear

Knitwear package made from a stretchy viscose yarn that ensures maximum comfort. Each piece is adorned with a jeweled accessory to elevate the look, offering both chic style and comfort. The package is available in colors such as rust, army green, white, and black



Viscose jersey

The crinkled viscose jersey is offered in colors such as rust, dark brown, taupe and black. These tones reflect the colors of the various Namibian deserts, celebrating the beauty of Mother Earth. The models in this collection feature flowing and draped garments that evoke the desert dunes. Knots and fabric overlaps characterize this fluid material, allowing the garments to enhance the silhouette of the wearer.



Jersey denim look,

This jersey package mimics a washed denim look, achieved through specialized washing techniques. It features ribbed tank tops, hoodies, and oversized sweatpants, all with casual drawstrings finished with crystal stoppers for a touch of glam. Perfect for a relaxed yet elevated style, this collection combines comfort with an effortless, lived-in denim effect.



Accessories

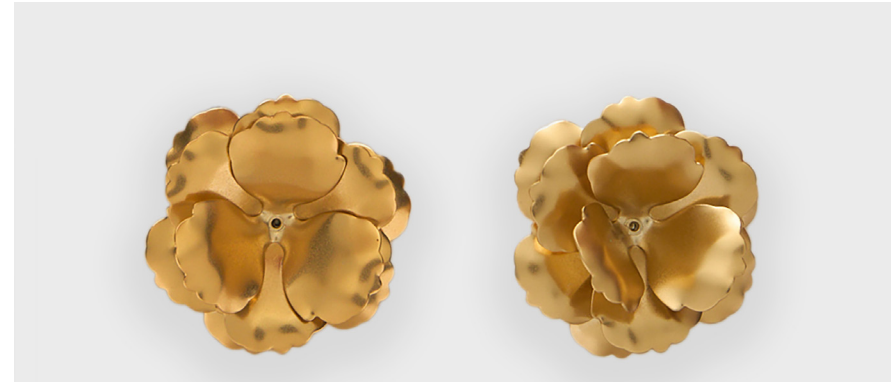
Leather gloves

Two glove designs crafted from soft nappa leather are presented in three color variations, offering an elegant and refined option for every occasion.



Earrings

Flower-shaped earrings in gold galvanic finish.



Headpiece

Headpieces entirely hand-embroidered




VISUAL SS25





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