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A Guide To The Inaugural ANTEPRIMA: A New York Pop Up Shop Dedicated To Italian Fashion Designers



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Opificio Modenese at ANTEPRIMA OFFICIO MODENESE

Italian fashion has always been at the forefront of trendsetting; and since spring is here, that means your closet is in need of some fresh pieces. The ANTEPRIMA pop up shop launched today and should be put on your list for spring shopping Italian pieces which have debuted in the United States for the first time. From sportswear, ready-to-wear, sustainable fashion, to plus-size menswear, the pop up not only showcases unique designs, but you can stop at ANTEPRIMA to get a taste of Italy from exclusive (and complimentary) events happening every day. There will be wine and coffee (served in the backyard patio), DJs, as well as olive oil and prosciutto tastings. The pop up also has special guests each day that you can meet, including Stefano Pasqualetti, an Italian architect and photographer; learn about real estate offerings in Italy from Sara Traverso; or meet Veronica Tordi, and browse her handmade jewelry displays.

Here is a guide to the six designers that you can find at ANTEPRIMA located at 359 Bleecker Street:



ANTEPRIMA pop up shop located at 359 Bleecker Street ANTEPRIMA

Teetopia

Founder Fabiana Borsari's custom streetwear line, Teetopia takes creative t-shirts to the next level. The shirts are layered pieces of fabrics that create multi-dimensional imagery with rebellious messaging. You may need your Google translate to figure out some of the messages creatively inscribed in Italian.



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Opificio Modenese

A sustainable geared line, Opificio Modenese has debuted Sensitive® - a Spring/Summer 2019 capsule collection made from sustainable fabrics. This collection dries on its own in just two hours (hello, line drying), and doesn't need to be ironed or pressed, which makes the pieces, ranging from dresses, shirts, to slacks, great for travel.

Random Moda

Have old jeans or shirts you no longer want to wear, but want them repurposed into something new? Take them to Irene Roliti who will upcycle the fabric and used garments to craft new, chic looks while reducing waste. The sustainable brand has cropped jackets, dresses, to shirts comprised of mixed jeans.



Berna BERNA

Berna

Classic images of Italy (think the Vespa swerving narrow, cobblestone streets) influence Berna, a clothing line that draws from art and traditional to create pieces that have a vintage flair. There are also classic looks that one can wear year after year, which includes jean shirts; long linen dresses; and sleeveless tunics.

Max Fort

From business casual to urban, Max Fort has menswear pieces for plus-sized men that are on-trend. The line includes printed tee shirts; casual shorts for pool days; polo shirts; and sports jackets.



Donne Da Sogno

Since 1994, Donne Da Sogno has been providing clothing to Italians, and at the pop-up shop, you can browse everything from work-ready pieces; floral dresses; and loose slacks, perfect for spring.

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