

L'AMANITA DI ALIITA

From night to day, from hypha to mycelium, from thread to weaving, from wind to fungus, from Aliita to Amanita.

Aliita's Amanita is born from the darkest hours of the night, intertwining threads of irony and unexpected points of view. A beam of light lets us barely see a narrow circular path where unique flowers grow from interlaced willow branches, shaping Aliita's precious stones.

Grab your basket! There you can place your dreams for them to come true as you walk through these evocative woods, to finally see them under the bright morning light. A game of doors will let you discover Aliita's new jewelry collection and also elements created from the ancient technique of braiding, which recalls the natural web of mycelium. A technique that just like magic unites all the nocturnal forces to reveal them at sunrise, when the Amanita mushroom is born.

The atmosphere turns white letting us see a giant swinging basket where you can softly rock yourself and get back to reality, among Amanita jewels made in 9kt gold with red and white coral or oxidized turquoise hand-carved by master artisans. The morning room will also host a special collection of ceramic mushrooms MYCOPHILIA: Funky Ceramic Fungus, designed by Alessandra Modarelli and Margherita Pozzali. L'Amanita di Aliita for Milano Design Week 2023, celebrates once again Italian excellence, starting from the willow weaving to the coral inlay, as the name of the brand which is the anagram of Italia (Italy) declares.

ABOUT ALIITA

Founded in 2015 by Cynthia Vilchez Castiglioni, Aliita stands out for its sophisticated creations with a discreet and refined style enriched by playful touches. ALIITA means "important object" in Wayuu, language of the native people of Guajiros, who live in the same part of Venezuela where Vilchez grew up. Aliita is also the anagram of Italia: the brand enhances Italian craftsmanship; all the pieces are 100% made in Italy in 9 kt gold, natural and precious stones.

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