

# MARELLA

## EDEN UNVEILED BY DOMENICO PELLEGRINO X MARELLA MILANO DESIGN WEEK 2024

**Marella**, a contemporary clothing brand belonging to the Max Mara Fashion Group, takes part in Milan Design Week 2024 with an installation by Sicilian artist Domenico Pellegrino.

The installation will illuminate the windows and the interior of the **Marella** flagship store in Corso Vittorio Emanuele, also covering the outdoor area in front with green. The work, strongly inspired by the myth of the birth of Spring as a universal and regenerative force, is characterised by wood and luminaria installations coloured by acrylic enamels, a distinctive trait of the artist.

The ‘right’ words selected by the artist and integrated in the work are Strength, Harmony, Love, Delicacy, Calm, Lightness, Energy and Confidence, each aimed at conveying the brand’s values and Pellegrino’s view of the female universe. A poetic, multicultural message strongly dedicated to women, consistent with the concept of women empowerment that the brand launched in 2022.

Inside the installation a hidden phrase and an impactful flowery wall will generate interaction and UGC with the aim of making viral the initiative and the messages it contains. The **Marella** store will also host the design brand Et al. by furnishing the sales area with the ARI chairs, previewed at the Salone del Mobile 2024.

The luminaria work will be available to the public from 12 April until the closing day of Design Week, 21 April 2024.

[marella.com](https://www.marella.com)

@marella\_official

#Marella

[domenicopellegrino.com](https://www.domenicopellegrino.com)

@domenicopellegrinoartista

[et-al.it](https://www.et-al.it)

@et\_al\_official

### DOMENICO PELLEGRINO’S BIO

Domenico Pellegrino (born in 1974) is a Sicilian artist, sculptor and creator of urban light installations. He is known as the artist of light because of his ability to draw in innovative ways with the lights typical of the patronal festivals of Southern Italy. Born in Sicily, Pellegrino’s artistic career has been strongly influenced by the city where he was trained, and where he now lives and works: Palermo, where he attended art school and the Academy of Fine Arts.

Pellegrino’s works are made according to artisanal techniques handed down from generation to generation; the polychrome sculptures – almost classical in their intention, dedicated to superheroes – trace certain accents proper to the Sicilian nature, certain character or cultural connotations pertaining to the island and to the whole Mediterranean area. His work is a synthesis of Heritage and future, taking from the past of Mediterranean culture and transforming it into something contemporary and innovative.

# MARELLA

## MARELLA

The first **Marella** collection was created in Reggio Emilia in 1971. Initially conceived to offer a high-quality product at a more affordable price, during the 1980s it achieved great market success that led the company to embark on an autonomous path within the Max Mara Group, becoming an independent company in 1988. From 1 January 2023 it is part of Dedimax, a SBU of the Max Mara Group focused on the contemporary world.

**Marella**'s success over the years is linked to its ability to keep up with the lifestyle of its consumers. The brand has become the interpreter of an everyday and immediate way of dressing, an accessible luxury with a glam attitude, capable of mixing feeling good in one's own body with seduction, the enhancement of heritage and a propensity to change. Starting from 2014, the launch of collections – now iconic – such as **Marella ART. 365**, **Marella Denim** and **Marella Monochrome** confirms the brand's ability to tune in to the evolving needs of a contemporary and dynamic woman, in search of a sophisticated yet immediate aesthetics, thanks to a proposal of multi-tasking and timeless design garments.

This multifaceted and ever-changing identity is increasingly at the heart of the brand's philosophy, crystallised in the message of *women empowerment* that from Spring-Summer 2024 takes on the face and personality of Emily Ratajkowski. The Californian model and actress, an icon of a generation of independent and determined women, has established herself as a symbol of a self-confidence free from judgement and expectations that claims the freedom of every woman to choose how to show herself. The invitation to all women to have self-confidence is consistent with the communication concept that the brand launched in 2022 and which saw as its first muse the internationally renowned top model Mariacarla Boscono, capable of embodying the **Marella** woman in her most refined and conscious identity, and then Irina Shayk, interpreter of a magnetic and seductive femininity that cannot – and does not want to – go unnoticed. Three different women who share a way of feeling that **Marella** has always been the advocate for, a desire to express their femininity, guided by their own instinct and intelligence.