



CLAUDIA FASCIANA

MADE IN ITALY



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Art, Made in Italy, quality, love for details and a pinch of "Sicilianness", these are the distinctive traits that characterize fashion according to Claudia Fasciana and that are part of the DNA of her creations.

The Claudia Fasciana brand takes its name from the designer who, with passion and courage, decided to found her brand in 2021, after a course of study and training.

In recent years, the brand, thanks to Claudia and her team, has grown and become known internationally, thanks to participation in some important projects carried out in New York and Paris.

Claudia Fasciana promotes a one hundred percent "Made in Italy" production and her garments are produced and processed on the beautiful island where the designer was born and raised: Sicily. Her roots are the origin and source of inspiration for the designer, who characterizes each of her collections with that touch of "Sicilianness" that represents her and of which she is proud.

Claudia Fasciana dresses a strong and independent woman, who nevertheless loves comfort and soft lines, for this reason her garments are not simple clothes: they are tailored garments that bring together all these important and significant characteristics.





Claudia, how did your great passion for fashion begin?

As a child I used to draw clothes of all kinds, in fact I have always had a passion and predisposition for drawing. I was born in Sicily, a place where you can breathe art and history in every corner. Later my studies took me to Milan, where I completed my training by graduating in economics. However, my artistic nature eventually got the better of me and so, in 2019, I decided to enroll in the Fashion Design course at the Burgo Fashion Institute, also in Milan. Here I had the opportunity to train as a designer.

Where and when was Claudia Fasciana Design born?

It was born in an absolutely unexpected period and in an even more unexpected place: it was September 2021 and at that time I was in Germany, in Frankfurt, I had recently had my baby.

After fashion school I had decided to open my own brand, but everything started to come together while I was in Frankfurt. In October my first fashion show was scheduled with the collection "Unveiled" and, I must say, it was quite successful.

I also participated in a television program on RAI2 and, thanks to this opportunity, I had the opportunity to collaborate with several people from the entertainment world.

After returning to live in Italy, and in particular in Sicily, I began to receive customers for the creation of custom-made garments at Villa Greca in Gela; from there everything started.

Your production is 100% Made in Italy. Tell us something about your garments, from creation to production.

My garments are exclusively produced in Italy, with Made in Italy fabrics. In particular, the production is carried out in Sicily, because I want to maintain a link with my land not only from an artistic point of view but also from a professional one: in fact, I want to continue the Sicilian tailoring tradition and support local entrepreneurship.

With the seamstresses and model makers I work with, we have a synergic relationship, we share the same values and the same passion for fashion.

My collections are born from a combination of current trends and the values of literature and philosophy, in fact I try to impress an abstract and deeply artistic idea in the concrete forms of the clothes.

Here's how I proceed: I start by creating

a moodboard and then I test the first sketches, both in terms of models and combinations of textures and colors. After doing this, I pass everything to the pattern maker and the head seamstress, with whom I share the technical specifications aimed at creating the designed models. Then there is the production of the sample, so the next step is the photo shoot.

How do you want to meet women's needs with your creations?

More than their needs, I want to meet and find a perfect synergy with women's "state of mind". In my opinion, it is essential to dress to feel good and be comfortable with yourself in every context, both work and leisure. I imagine a woman who wants to feel beautiful and at the same time perfectly in tune with herself and the context she is living.

What is the source of inspiration for your creations?

The main source of inspiration is, as I said earlier, Sicily, however I always try to intertwine my idea of Sicilianness with reflections that arise from a love for literature, philosophy and art in general. All this allows me to create different collections, while always remaining faithful to myself and the brand.

Tell us something about the international projects you have created, we know that you have participated in several events between NY and Paris.

They were both very exciting moments, both from a work and emotional point of view, especially the American experience. When you are a mother you face life in a completely different way. My son was not even two years old and the thought of leaving him to go to the other side of the world instilled a certain fear in me.

In New York I was selected among many Sicilian brands as part of the ITALY ON MADISON event organized by ICE New York for the promotion of Made in Italy in the world and therefore it was a great honor for me to have the opportunity to show my creations in Central Park, next to very high level and therefore already very famous brands. However, when I saw my suits on the catwalk I had no doubts about the choices I had made and what I had achieved, and this is the reason why I continue to do this job that I am more passionate about every day.

In Paris instead we went for the Who's next? trade fair event, which took place at the Port de Versailles pavilions. The Who's



next fair is a meeting place for brands and designers who come from all over the world to show their creations to buyers and the press. Meeting and interacting with professionals in the sector is always a source of opportunities and new stimuli. After this experience I was contacted by the French magazine Marie Claire France.

Tell us something about the Sicily collection, inspired by Sicily and made on the island.

The Sicily collection is particularly dear to me, so much so that I decided to consider it the cornerstone of the brand, periodically increasing it with models and new patterns.

The Sicily Collection, as the name of the collection suggests, is inspired by the beautiful Sicily, my homeland.

The colors and typical elements of the Sicilian tradition were my main source of inspiration.

In particular, in The Sicily Collection three elements of the Sicilian landscape and tradition stand out: lemons, bougainvillea and majolica.

The yellow lemons illuminate the garments, the typical fuchsia bougainvillea cheer up and enliven the prints, finally the majolica adorns and embellishes the garments.

The fabrics used are comfortable and cozy. The prints stand out on the soft fabrics and pastel shades; the dominant colors are yellow, purple, emerald green and light blue. The opulence and vivacity of Sicilian colours blend perfectly with elegant lines that best define any physicality.

You have patented the women's tie, can you tell us how this idea was born?

Among the latest creations of my brand, a special place is occupied by the women's tie, designed to offer the female world a creative and elegant alternative to the classic tie, symbol of the male universe. This creation was born from the idea of giving women an accessory considered typically masculine, revisited in an alternative way, so that women can also have their own "ad hoc" tie.

The model has been registered and approved as an innovation both in Italy and in Europe. My women's tie is an elegant clothing accessory just like the men's tie. This accessory was designed for that woman who wants to stand out in a formal environment, both at work and on other special occasions. If the classic tie was born with the purpose of covering the buttons of the shirt, this innovation aims to offer an accessory that has a purely symbolic and distinctive aesthetic value of the female world.

A tie specifically designed for a woman and therefore with functional characteristics suited to her physical structure.

Your latest creation is the Dichotomia collection. What inspired you for this collection and what do you want to communicate to women with these garments?

The Dichotomia collection is about opposites that attract, about protection and freedom. All this is expressed and told through the colors, the design and the consistency of the fabric. Each dress has two different colors, which

together blend perfectly in a combination of brightness and elegance.

The bands, or floating ribbons, represent an enveloping and protective embrace that is able, however, to melt leaving you free.

Through the fabric, the "idea" of softness and lightness becomes tangible matter, transmitting the message that often the most beautiful things are the most delicate and therefore need care and attention.

The collection is inspired by "being together" in diversity, loving and letting go, living to protect and take care of others and of yourself. Unlike the Sicily collection, this collection is essential. A minimal and refined style, not without references to some characteristic features of my garments, such as bows for example.

What are your future plans and goals?

My next goal is to increase the distribution of my garments, both in Italy and abroad.

For this reason we are completely renewing the website that will be launched online soon. On the new website it will be possible to purchase via e-commerce and have the possibility to choose to customize the garments based on your measurements with a guided procedure within the website www.claudiafasciana.com

I want to improve my product more and more by offering my customers a fantastic shopping experience, both virtual and physical.

Finally, from May 2025 you will find some dresses from the Sicily collection in some of the best boutiques, in particular in Messina, Naro and in the beautiful Trapani.