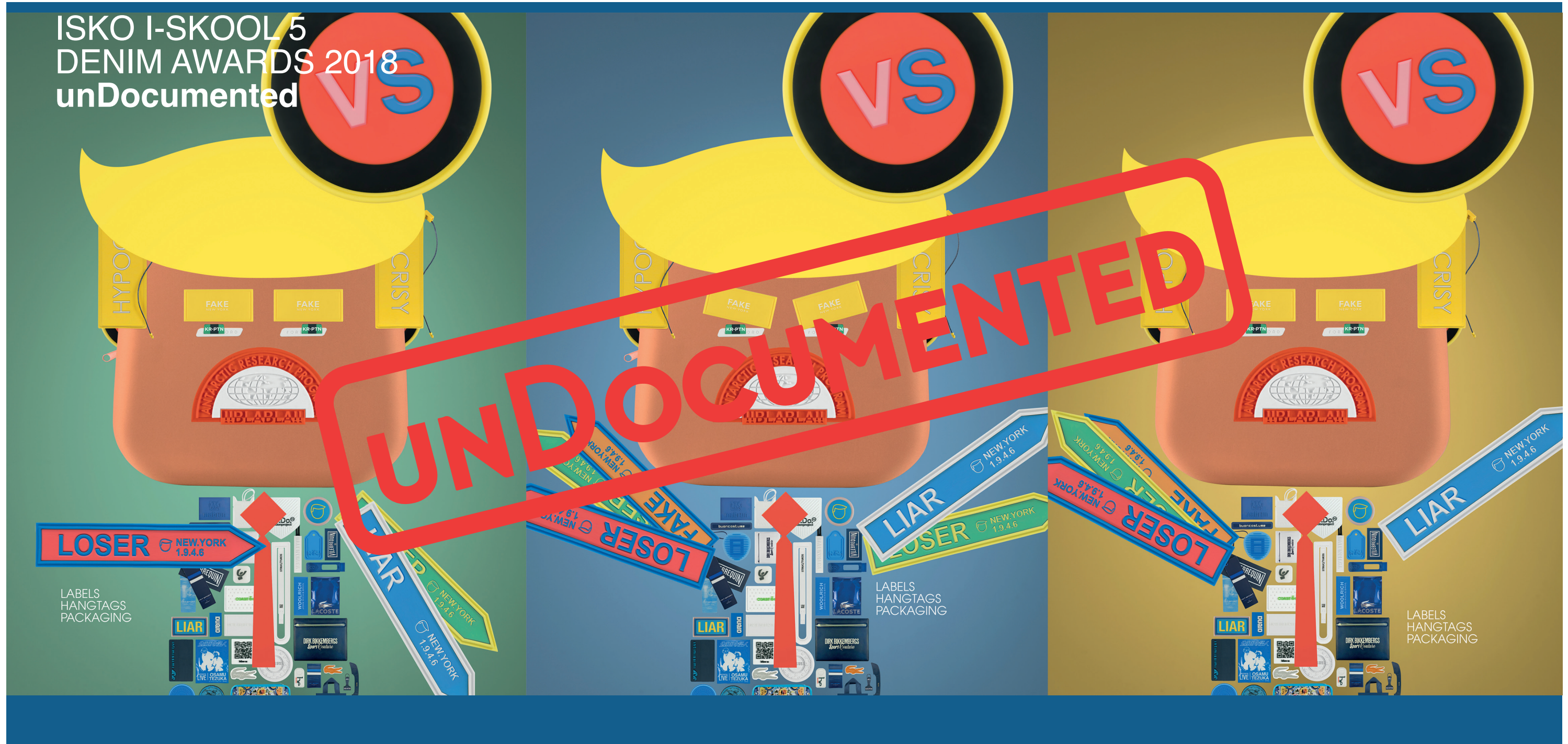


RECA GROUP  
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 DESIGN AWARD  
 /SPECIAL PROJECTS





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## LABELS HANGTAGS PACKAGING RECA GROUP

A detail here, an accessory there... and all the little touches that make such a difference. Reca Group's philosophy in its search for the unique, the personal and the exclusive. Labels, hangtags, and packaging, whether simple or elaborate, are symbols of brand identity and association.

Evolving accessories that take centre stage as significant details in a fashion perspective... which since its launch in 1960 have brought the company based in Carpi (Modena) growing international recognition as a leader in the semi-finished accessory sector.

Reca Group is also present in the USA, in New York, and in China and Hong Kong.

Over the years, thanks to continuous co-operation and creative dialogue with its clients, Reca Group has established important and lasting relationships with some of the most prestigious names in the global fashion business, who put their trust in this company and its dynamic young team that has reliably shown itself capable of developing tailor-made solutions which satisfy their customers' needs.

#Creative synergies #Monitoring Trends #Innovative Design #Design and brand harmony #Logistical Solutions #Stock management #Orders online #Cost control #Quality control #Anti-counterfeiting



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## CLIENTS RECA GROUP

DIANE VON FURSTENBERG – TOD’S – DOLCE & GABBANA – GUCCI – MARNI – ARMANI ARMANI JEANS – EMPORIO ARMANI – SALVATORE FERRAGAMO – NEIL BARRETT – ROBERTO CAVALLI – ENERGIE MAUI AND SONS – ERMENEGILDO ZEGNA – FIORUCCI – MARIELLA BURANI – MAX MARA – SPORTMAX CODE – MOSCHINO – PRADA – FERRÈ – FERRÈ JEANS – JOHN RICHMOND – MANDARINA DUCK – ALESSANDRO DELL’ACQUA – FENDI – VALENTINO MARLBORO CLASSIC – CHLOÉ – CHRISTIAN DIOR – HERMES – GIVENCHY – CHRISTIAN LACROIX – CHANEL – SONIA RYKIEL – ROCHAS – JOHN GALLIANO – BARBARA BUI – COP COPINE – TEMPERLEY – AQUASCUTUM – HUGO BOSS – CLOSED – BÄUMLER – FÉRAUD MARC’O POLO – LAGERFELD – RALPH LAUREN – CLUB MONACO – MICHAEL KORS – COACH STRENESE – TOM FORD – JEAN PAUL GAULTIER – JPG JEANS – NAPAPIJRI – CONVERSE BY JOHN VARVATOS –

EMANUEL UNGARO – A-STYLE – MAURO GRIFONI – SISSY BOY – DIRK BIKKEMBERGS – JOOP! – PINKO – IVY OXFORD – LE COQ SPORTIF – RACHEL ROY – TAKE TWO MARINA YACHTING – SHEBEEST – HENRY COTTON’S – REPLAY – MELTIN’ POT – LACOSTE MURPHY & NYE – GUESS – OSCAR DE LA RENTA – EDC – ESPRIT – JULIPET – ADRIANO GOLDSCHMIED – RICHARD CHAI – NYDES SPURR – SWISS ARMY – WEATHERPROOF – TUMI ELIE TAHARI – CALVIN KLEIN – DAVINES – BALDESSARINI – ISABEL MARANT – FRANKIE MORELLO – ALLUDE – CERRUTI 1881 – SWEET YEARS – SEAL KAY – FORNARINA – SUNDEK HOGAN – MARC O’POLO – EVEN7 – PENNY BLACK – ZU ELEMENTS – TRUSSARDI TRUSSARDI JEANS – STONE ISLAND – AZZARO – JUST CAVALLI – ICEBERG – VIVIENNE WESTWOOD SPORTALM – SERGIO TACCHINI – ALEXANDER MCQUEEN – MONCLER – PLAYBOY – JITROIS LANVIN – FURSTENBERG – TOD’S –

DOLCE & GABBANA – GUCCI – MARNI – ARMANI ARMANI JEANS – EMPORIO ARMANI – SALVATORE FERRAGAMO – NEIL BARRETT – ROBERTO CAVALLI – ENERGIE MAUI AND SONS – ERMENEGILDO ZEGNA – FIORUCCI – MARIELLA BURANI – MAX MARA – SPORTMAX CODE – MOSCHINO – PRADA – FERRÈ – FERRÈ JEANS – JOHN RICHMOND – MANDARINA DUCK – ALESSANDRO DELL’ACQUA – FENDI – VALENTINO MARLBORO CLASSIC – CHLOÉ – CHRISTIAN DIOR – HERMES – GIVENCHY – CHRISTIAN LACROIX – CHANEL – SONIA RYKIEL – ROCHAS – JOHN GALLIANO – BARBARA BUI – COP COPINE – TEMPERLEY – AQUASCUTUM – HUGO BOSS – CLOSED – BÄUMLER – FÉRAUD MARC’O POLO – LAGERFELD – RALPH LAUREN – CLUB MONACO – MICHAEL KORS – COACH STRENESE – TOM FORD – JEAN PAUL GAULTIER – JPG JEANS – NAPAPIJRI – CONVERSE BY JOHN VARVATOS – EMANUEL UNGARO – A-STYLE – MAURO GRIFONI

– SISSY BOY – DIRK BIKKEMBERGS – JOOP! – PINKO – IVY OXFORD – LE COQ SPORTIF – RACHEL ROY – TAKE TWO MARINA YACHTING – SHEBEEST – HENRY COTTON’S – REPLAY – MELTIN’ POT – LACOSTE MURPHY & NYE – GUESS – OSCAR DE LA RENTA – EDC – ESPRIT – JULIPET – ADRIANO GOLDSCHMIED – RICHARD CHAI – NYDES SPURR – SWISS ARMY – WEATHERPROOF – TUMI ELIE TAHARI – CALVIN KLEIN – DAVINES – BALDESSARINI – ISABEL MARANT – FRANKIE MORELLO – ALLUDE – CERRUTI 1881 – SWEET YEARS – SEAL KAY – FORNARINA – SUNDEK HOGAN – MARC O’POLO – EVEN7 – PENNY BLACK – ZU ELEMENTS – TRUSSARDI JEANS – STONE ISLAND – AZZARO – JUST CAVALLI – ICEBERG – VIVIENNE WESTWOOD SPORTALM – SERGIO TACCHINI – ALEXANDER MCQUEEN – MONCLER – PLAYBOY – JITROIS LANVIN



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 HONG KONG  
 RECA GROUP**

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**TRADE FAIRS  
 EXPO POINT  
 RECA GROUP**

**BLOSSOM**  
 Paris, FRANCE

**THE LONDON TEXTILE FAIR**  
 London, UK

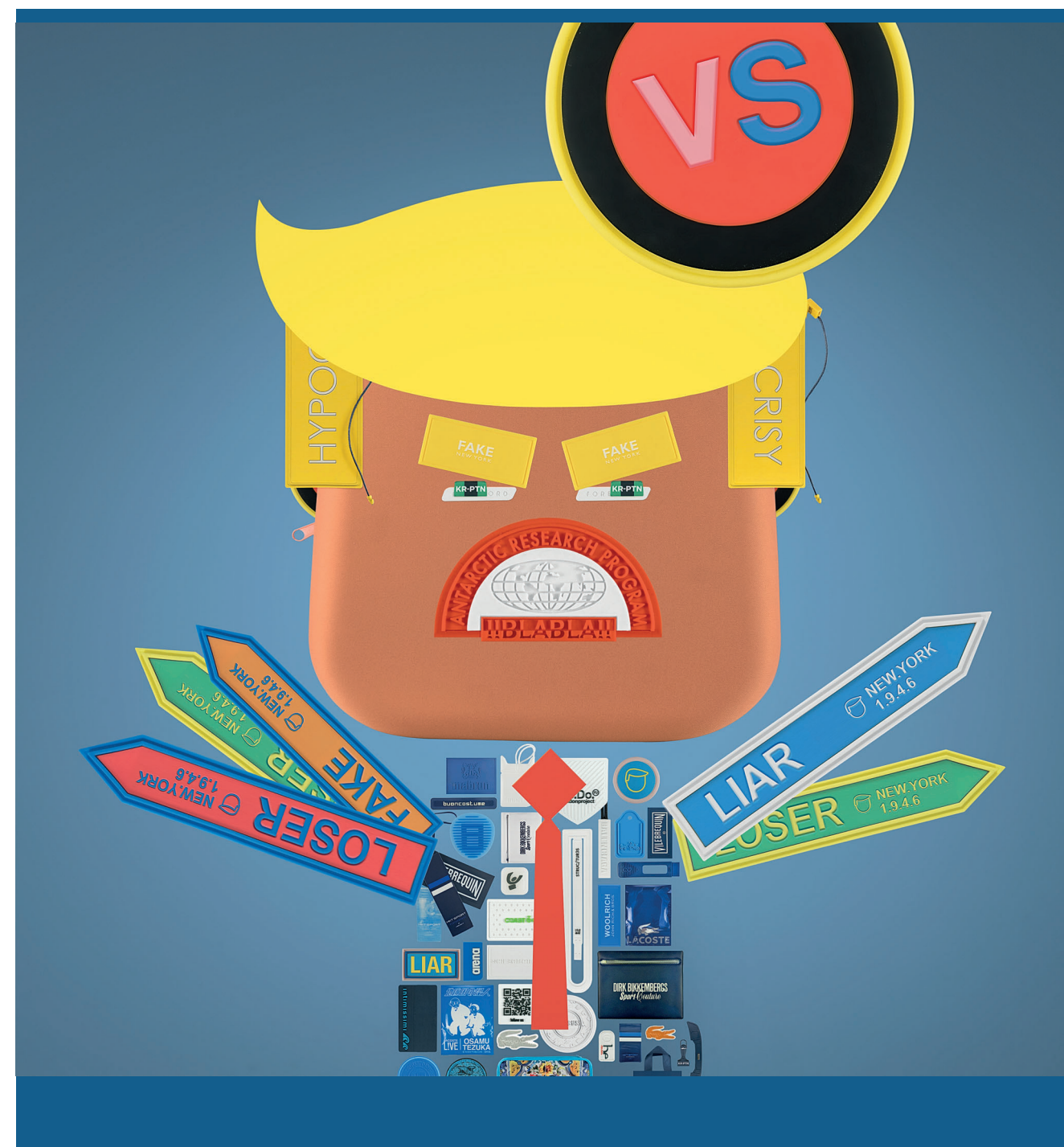
**PREMIERE VISION**  
 New York, USA

**MUNICH FABRIC START**  
 Munich, GERMANY

**MILANO UNICA MODA IN**  
 Milano, ITALY

**PREMIERE VISION**  
 Paris, FRANCE

**PACKAGING PREMIERE**  
 Milano, ITALY







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**ISKO I-SKOOL 5  
 DENIM DESIGN AWARD  
 THEME 2018  
 unDocumented**

**ISKO I-SKOOL 5  
 DENIM DESIGN AWARD  
 RECA GROUP  
 SPECIAL PROJECT 2018**

*“Denim: a groundbreaking force in social history and a propeller of the changes yet to be documented.”*

How can we look back and move forward? What is the new forward? Denim has been the lead in dressing social changes happening under the layers of society for more than a hundred years. What will be its influence in the future? How will we document the society to come?

UnDocumented is a blank statement, it is a state of non-confinement, a citizen of planet earth free to navigate the world geographically, an idea that has yet to be documented, something unseen that speaks a new language,

the undocumented future of denim growing from previous documents. It is the non-official history of humankind and how denim will continue to move with it from behind the wheel.

UnDocumented: people leading a world in which a connective tissue – denim – unites them all.

**RECA GROUP BRANDING  
 /SPECIAL PROJECT 2018  
 logo, label, hangtag, packaging**

Imagine your labelling collection as a manifesto expressing your personal vision of the future. Give form to new visual codes, projected using an anarchic and culturally sustainable language. Connect unusual design objects to the future, reworking a heterodox multiplicity of materials and production techniques in order to document your idea of change as well as your unrenounceable values.

Design your personal collection and boldly assert its identity.

- REQUIREMENTS**  
 future  
 manifesto  
 undocumented  
 groundbreaking  
 personal vision  
 idea of change  
 sustainable  
 no-ordinary  
 anarchic





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## ISKO I-SKOOL 5 RECA GROUP SPECIAL PROJECT 2018 DELIVERABLES

## ISKO I-SKOOL 5 RECA GROUP SPECIAL PROJECT 2018 DEADLINE

The project must be represented in detail via the following graphic sheets:

### **tavola 1. LOGO**

/logo of the brand and brief description of the concept which inspired it.

*info page 8*

### **tavola 2. MOODBOARD**

/the images which inspired the collection, inspirational brands, trendy world keys and colour palettes.

*info page 9*

### **tavola 3. COLLECTION**

/submit the definitive accessories collection (labels and hangtags) in vector format 100%

scale.

Note: Get inspired on the accessories typologies using page 10. Customize your accessories collection using details from your own clothes collection.

*info page 11*

### **tavola 4. TECHNICAL**

/the technical designs of the collection in 100% scale, complete with descriptions and relative explanatory images.

*info page 12/13*

### **tavola 5. PACKAGING**

/packaging designs in vector format, in 50% or 75% scale, complete with descriptions and relative explanatory images and handmade

prototype.

*info page 14*

*Each sheet must be labelled with the student's name and surname, name of the school and name of project.*

*The dimension of the sheet should be A3, the format should be modifiable PDF with Adobe Illustrator CC and subsequent versions.*

### **March 20, 2018 DENIM SEMINAR**

/Reca Group's presentation, project consulting and briefing  
Creative Room, *Castelfranco Veneto* IT

### **May 10, 2018 PROJECT OVERVIEW**

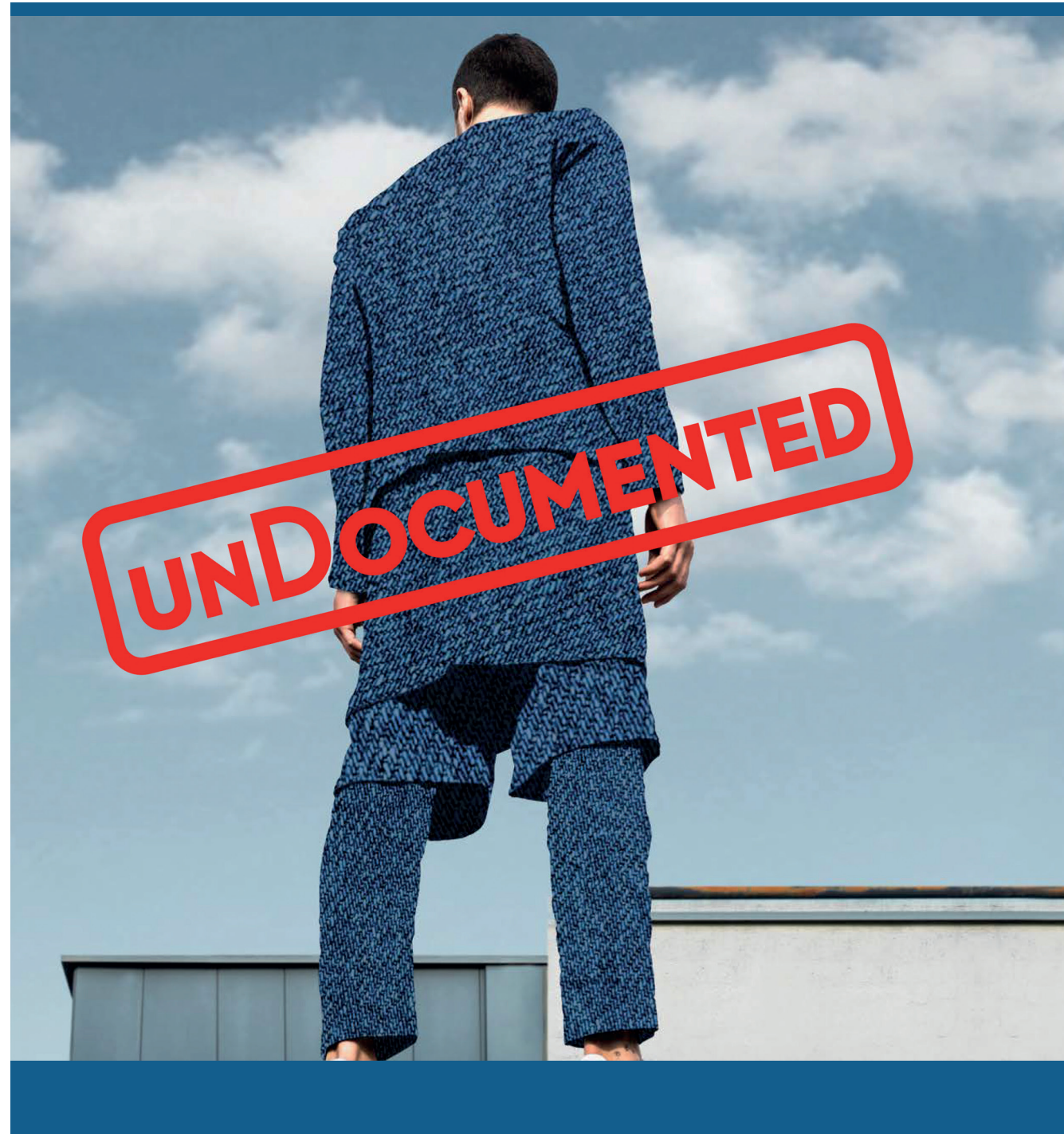
/projects' overview and corrections  
Creative Room, *Castelfranco Veneto* IT

### **June 30, 2018 PROJECT HANDOVER**

/projects' delivery  
Creative Room, *Castelfranco Veneto* IT



RECA GROUP  
**ISKO I-SKOOL DENIM AWARDS 2018**  
DESIGN AWARD  
/SPECIAL PROJECTS



## ISKO I-SKOOL 5 RECA GROUP SPECIAL PROJECT 2018 AWARD

Reca Group will award the contest winner by producing his own private accessories' collection (labels, hangtags and packaging), within a budget of € 3'000.



RECA GROUP /TAVOLA 1. LOGO  
**CHE UN**  
DENIMWEAR /vintage

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Che Un is a branch denim collection of brand MianChen Wang. This collection will be launched in 2017, produced and sponsored by ISKO Creative Room.

Che Un explores the purity of humanity and costumes, it is about the retrospection of everything. From the first denim trousers made by Levi's, till now, denim pieces existing in all designers' collections, people developed many creative outcome in denim industry, but now, maybe the time to explore more about its originality.

MianChen Wang is a brand based in New York City. It's designer always uses the combination of modernity with roughness; industrial quality

with natural texture; and masculine style with femininity in her work.

This genderless collection clearly expresses the purpose of MianChen Wang, which is to provide its customers more possibilities of wearable clothes.

The designer believes that making clothes is to create a new world from her point of view and people will gain more freedom in this world.



RECA GROUP /TAVOLA 2. MOODBOARD  
CHE UN

inspiration brand EDWIN, NUDIE JEANS, ALL SAINTS  
key trendy world #natural #texture #combination of modernity with roughness  
#masculine style with feminility in her work #nogender #industrial #quality



BRIGHT WHITE 11-0601 TCX | CORNSILK 13-0932 TCX | BLACK 6C | RED 7621U | BLUE PRINT 19-3939 TPX



## DESIGN ALL THIS LABELS AND HANGTAGS AND PACKAGING





RECA GROUP /TAVOLA 3. COLLECTION  
**CHE UN**  
DENIMWEAR /vintage





RECA GROUP /TAVOLA 4A. TECHNICAL  
**CHE UN**  
 DENIMWEAR /vintage



JACRON LABLE

FRONT  
 Layout: 100%



FRONT OPEN



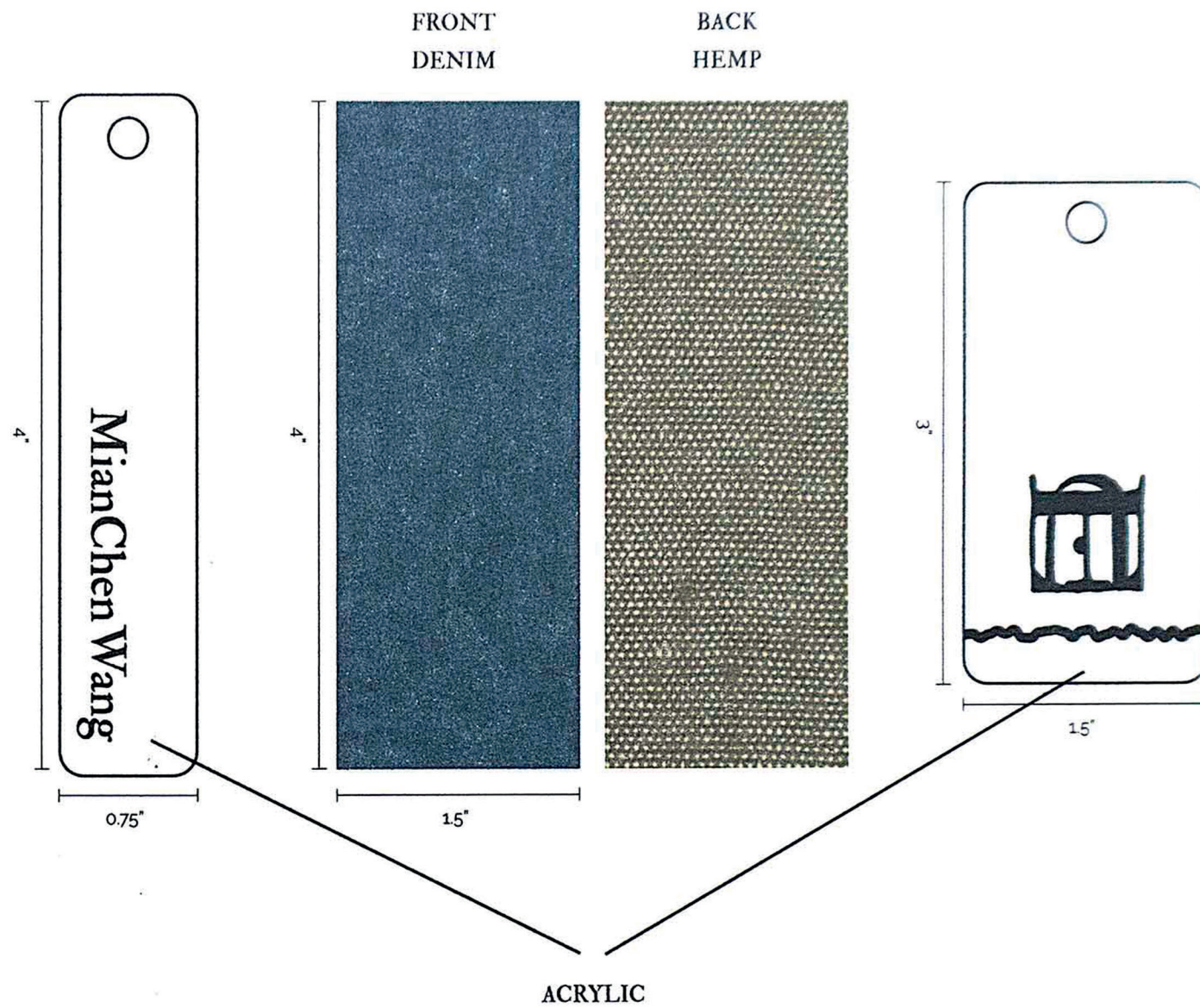
RECA GROUP /TAVOLA 4B. TECHNICAL  
 CHE UN  
 DENIMWEAR /vintage



DENIM HANGTAG

FRONT  
 Layout: 100%

Layout: 100%





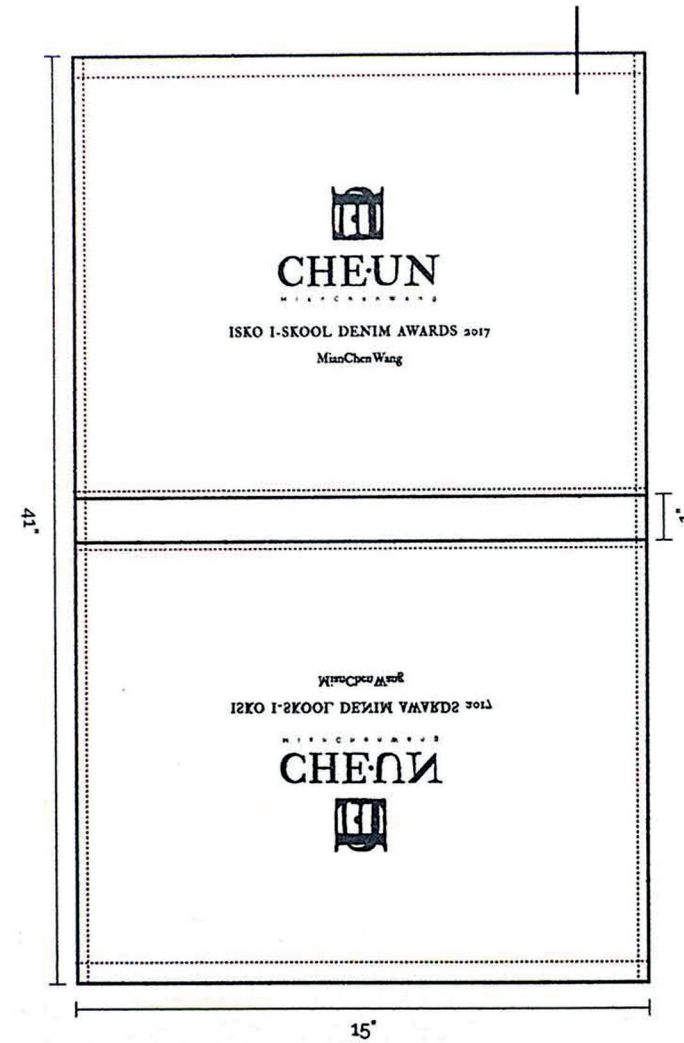
RECA GROUP /TAVOLA 5. PACKAGING  
**CHE UN**  
 DENIMWEAR /vintage



CLOTHES BAG

FRONT  
 Layout: 12.5%

PURE LINEN





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**RECA GROUP**  
LABELS HANGTAGS PACKAGING

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