

GERLAND

MENSWEAR COLLECTION

2024 LOOKBOOK

Gerland is a fashion-forward menswear brand that seamlessly blends classic heritage with a modern twist. With a strong focus on sustainability and innovative design, Gerland offers a unique range of clothing that appeals to style-conscious individuals who appreciate quality craftsmanship and individuality. Each piece in the collection represents a fusion of traditional menswear fabrics with nontraditional materials, creating a signature aesthetic that speaks to the brand's commitment to both heritage and contemporary fashion. Gerland caters to men who want to make a statement with their clothing while embracing a refined and understated style.

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Geri Sciamè, the visionary behind Gerland, is a highly talented and passionate designer with a deep-rooted love for fashion. From his early years, Geri displayed an inherent creativity, often indulging in mixing and matching styles from his parents' wardrobe. Inspired by his father's tailoring skills and his mother's expertise in sewing, Geri developed a keen eye for detail and a profound appreciation for the art of fashion creation.

After years of working as a personal shopper for renowned luxury brands and gaining invaluable industry experience, Geri embarked on a journey to establish his own fashion brand. Drawing inspiration from his dreams, Geri's designs reflect his unique perspective on merging classic silhouettes with modern influences. His Sicilian heritage serves as a constant inspiration, infusing his creations with elements that pay homage to his family and the different regions of Sicily.

Geri's passion for sustainability has become a driving force in his design philosophy. He believes that fashion should be both aesthetically pleasing and environmentally responsible. Guided by this principle, Geri ensures that Gerland adopts sustainable materials and manufacturing practices throughout the production process.

As the founder and creative force behind Gerland, Geri Sciamè has solidified his position as a rising star in the fashion industry. With his impeccable craftsmanship, dedication to sustainability, and unwavering commitment to his vision, Geri continues to shape the future of menswear with Gerland, captivating fashion enthusiasts worldwide.

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