

# JP MAGAZINE

The world of pajamas according to Julipet



## The narrator

Engineer, born in 1998, from Milan, Andrea Casalegno, with the IamCasa project, has turned his passion for watchmaking into a job and a mission: to introduce the new generations to the art, culture and design behind the watch, but also to support the sector's brands in creativity and communication. The Artist Edition for Fall/Winter 2023, bears his signature and trait. *"A good pair of pajamas, like a good watch, complements and enhances a man's mood. Our collaboration has a common goal: to tell lovers of watches about the universe of textiles and pajamas, and, to lovers of good sleep, that of watches"*.

## PJS Tales!

*"The first watch, an Omega with a floral dial, was a family gift, and the first pajama was a gift from Mum, a woman of rare taste and unmatched style."*

*The same style I made my own when choosing my nightwear wardrobe. A PJs, accompanying me in the only quiet moment of the day, must have a good cut, be comfortable and not compromise on fabric quality and aesthetics."*

*A mix that can be read in the Artist Edition to which I contributed and which, at times, is also shared by watchmaking, whose products owe their preciousness to their historicity, materials and details, as well as their mechanical complexity. What makes them unique, however, is the emotional part, the feelings and memories they generate in the wearer. Which is also what a pajama does. Even if it is apparently concealed, there is a strong link between the two worlds, and it speaks the language of tradition, history, patience, intimacy and style."*

*One thing is certain: if the time marker punctuates everyone's day, pajamas complete it and welcome us into the next one as well"*.

Andrea Casalegno



NEWS

# JULIPET'S "PRICELESS" WINTER

*From the "Gold" line to the "Artist Edition", passing by "classic" proposals in terms of style and colours: the collection for the cold season, which makes the "Lifewear" philosophy its inspiration, confirms itself in the sign of quality, refinement and elegance.*

Forget the casual pajamas, in terms of design and materials, to be worn exclusively during the night. Lock away in a drawer what restricts ease of movement and makes comfortable wearability a memory. Relocate to the back of the wardrobe what uses fabrics that do not caress the skin, but create irritation or constriction.

Also for fall/winter 2023 Julipet spreads the cards and proposes PJs that, besides being a synthesis of elegance, sobriety and refinement of details, make value their trademark. The aim is clear: to provide extremely pleasant sensations on the skin by en-



veloping it in a symbolic embrace. Be it silk, Filoscopia (100% jersey), Lyocell, Modal and Micro-modal, but also Interlock and Light Interlock, Luxury Jersey, Shirt Like, Flannel or Jacquard, the maximum comfort effect is guaranteed, as is the best wearability. The same can be felt when wearing both the bedroom jackets, cardigans and dressing gowns in 50% cotton and 50% polyester jacquard or fleece, as well as the homewear proposals of the "Travel" line composed of plush and elastane outfits (trousers edged in tracksuit mode and zipped crew-neck jerseys in blue, beige/blue, grey and airforce blue) for maximum relaxation. Relaxation to which the hooded bathrobe in soft 100% cotton terry cloth is also dedicated in the striped blue and burgundy version and can be combined with a set of towels in the same colours.

### Beyond the night

Faithful to the "Lifewear" philosophy, which makes PJs the ideal look for everyday domestic life and not just for sleeping at night, Julipet promotes the transversality of its garments as an atout. These garments make no distinction between night and day and

make comfort, ease and wearability valuable characteristics to ensure well-being. Well-being that goes hand in hand with the cult of detail, expressed in the tailored design of each pajama, in the studied shaping and in the ability to combine the perfect fit with a strongly identifiable style. The "Gold" line and the "Artist Edition" are clear interpreters of this, expressions of timeless elegance, thanks to the quality of the fabrics and the sober but never banal colour palette. While claiming the "blue & grey identity" as its inspiration, the winter collection does not forget figures, patterns and graphics, ranging from traditional tie designs to geometric stylisations evocative of the world of games (dice and chess) and sport (horses, stirrups, ice hockey). Dedicated to men with a more classic taste are instead stripes, checks, plaids, pied poule and rhombuses with balanced chromatic mixes. Blue, in addition to the ton sur ton version, thus marries melange grey, air force blue, powder blue and burgundy, giving each PJs the image of a "divided suit". Space is also reserved for colour, with striking nuances in the various shades of green and red.



## THE VALUE OF TIME

An old adage holds that a man's character can also be guessed from the watch he wears.

And it is precisely on the basis of this maxim, which makes the combination of strap and dial a strongly identifiable element for the male universe, that Julipet has developed its own "Artist Edition" for Fall/Winter 2023. It was designed by Andrea Casalegno who, with his "IamCasa", is at the forefront in spreading the culture of beauty, starting with that underlying the world of watchmaking.

A perfect synthesis of technical and aesthetic perfection, the stylish accessory dedicated to measuring time thus becomes the fil rouge of Julipet's most artistic line. Soft watches and watches in the "wrist" version thus animate jerseys or pajama trousers and serafino nightgowns in 100% Interlock, but also men's socks in 90% organic cotton, nylon and Lycra. The result is garments with a strong masculine appeal and sartorial elegance, thanks to the materials used, the attention to detail and... the designs.



# INTIMATE MOMENTS

There is a common trait linking Julipet's Nightwear proposal with that dedicated to underwear: well-being. Just as PJs offer comfort, pleasantness in contact with the skin, maximum wearability and full ease of movement, so too the "underwear" collection respects these dictates. Briefs and boxer shorts in cotton and elastane or in 100% cotton, turtleneck or V-neck, half sleeve and long sleeve shirts in 100% Merino wool, from the "eWO-OLution" line, dress everyday life in the sign of performance, functionality and aesthetics, entrusted to sober patterns and designs (dice, horses, stirrups, ties) and basic colours. Classic tones also for the 90% organic cotton socks that pick up on the themes of the "Artist Edition" (watches) and the PJs collection (chess, dice and Santa Claus).





# JULIPET PILLS

*Three flagships distinguish the brand that has made excellence its hallmark and elegance its signature to dress the night and daily moments dedicated to relaxation with charm*



## UNICUM

### THE PLEASURE OF UNIQUENESS

Not only sartorial lines and meticulous attention to detail, what makes a Julipet nightwear or underwear garment a “unicum” is also the possibility of personalising it thanks to embroideries that glimpse discreetly over fine fabrics. Refined initials and acronyms, specially designed in colours and graphics, make each PJs, dressing gown, lounge wear look, underwear or boxer shorts a strongly identifiable proposal, capable of telling the style of the wearer. An exclusive luxury, to be indulged in as a cuddle or given as a gift to show a feeling or celebrate a special moment. It only takes 10 days to receive your customised outfit for the night or for intimate moments.

### BETWEEN PERFORMANCE AND COMFORT: REVOLUTION

## eWOOLution

One yarn, a thousand virtues: extra-fine merino wool sublimates, in a single fibre, qualities that make it irreplaceable for those seeking quality, performance and aesthetics. Julipet’s “eWOOLution” line stems precisely from this awareness and offers garments that are a perfect mix of performance and comfort, so that they can be worn at different times of day. At work, in sports sessions and during domestic relaxation breaks, “eWOOLution” underwear fully interprets the needs of those who seek solutions that combine style and functionality, thanks to the peculiarities of wool. In addition to being a natural thermoregulator, allowing for an ideal microclimate on the skin at all times, extra-fine wool is in fact also breathable, water-repellent, elastic - it adheres perfectly to the body, following its movements without being deformable - and pleasant in contact with the dermis. What makes it a caress is the diameter of its fibres, which, if equal to or less than 19.5 microns, makes its scales smaller and, consequently, minimises mechanical rubbing against the skin, thus eliminating itching or sensations of discomfort.

## GOLD

### LUXURY IN NAME AND IN FACT

A precious mini capsule collection starting with the name. With the “Gold” line, Julipet celebrates exclusivity by entrusting it to nightwear proposals with a strong aesthetic appeal, extremely valuable materials and innate style. Featuring pajamas made of double jersey 55% cotton, 43% silk and a limited polyamide component (“Aviano”) and 100% cotton poplin (“Atene”), Julipet’s precious line is a tribute to refinement. This is also underlined by the colour palette (beige, pearl grey) and the design of the garments: defining models are in fact tubular-shaped trousers and skinny version trousers with bottom hem, zipped jerseys with an easy chic style and shirt jackets that can also be worn in everyday relaxation.

