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THE DENIM LOVERS: ISSUE

Special Guest Editor
Adriano Goldschmied

ANTONIO DI BATTISTA, DENIM CONSULTANT



PHOTO: MARCO SVIZZERO

Antonio Di Battista is an expert consultant whose passion for jeans started seeping out in the early '70s. "When I was a boy I loved to watch Western movies and liked to see cowboys wearing their jeans," he recalls. His love for denim definitely became clear when his uncle, who often traveled to the States, brought him back a pair of unwashed 501 Levi's jeans as a present. After his studies at IED in Rome he started working for leading Italian companies such as ITR, where he managed the D&G jeans line, and later spent a decade at Sixty Group. That's when Adriano Goldschmied came to know him: "I met Antonio Di Battista at the beginning of his career when he was working with Vicky Hassan at Miss Sixty. I was impressed by his enthusiasm and passion for design. Today, his passion has grown—he is now running his brand Blue Blanket with incredible energy and amazing ideas. It warms my heart to see Antonio representing the new generation of designers, one that is powered from the same blood that I had."

Di Battista now works as a consultant for various brands, one of his longest running gigs being consulting Roy Rogers for the last 15 years. "I like the constant evolution of denim," he says. "And testing new treatments makes me discover infinite aspects, is never boring and always new." Another passion he can't do without is collecting period secondhand jeans. He now owns about 3,000 pieces. "I started buying them 25 years ago as I ran a small vintage store," he explains. "Then, when I started working for the industry, they became an important source of inspiration." Di Battista thinks jeans of the future will take two distinct directions: "On the one side there will be premium products characterized by top quality materials and unique concepts. On the other side the majority of people will wear jeans almost as if they were accessories or low-value pieces of one's wardrobe to be often changed like socks or T-shirts."

[Text: Maria Cristina Pavarini]