

NAME TO KNOW: VIVETTA

Witty, pretty womenswear



VIVETTA White Floral Embroidered Blouse



Designer Vivi Ponti

Delightfully eccentric and meticulously detailed, Italian label Vivetta is making waves worldwide. Helmed by designer Vivi Ponti, the playful surrealism stitched into each piece has won over fans like Alexa Chung and Maisie Williams. The signature hand-motif collars (complete with painted nails) add a fun, imaginative twist to otherwise simple shirting, while neutral separates burst into life embroidered with vivid florals.

Ponti's background at Roberto Cavalli, a house famed for its high-octane sex appeal may seem at odds with **Vivetta's** adorable aesthetic but the Pre Fall 16 collection verges on the provocative (albeit in a subtler, sweeter way). Necklines and hemlines are high, ruffles ripple along seams, and cut out shoulders cleverly subvert the modesty of long sleeves. The prim appeal of the '50s and '60s inspired silhouettes is given a twist, courtesy of the punchy palette and detachable velvet bows. Charming.



VIVETTA Floral Printed Hand Collar Dress



@vivetta: @maisie_williams in a #Vivetta #crochet #handscollar on a cady shirtdress from Prefall 16



VIVETTA Black Collared Filigrana Dress



VIVETTA Cold Shoulder Ribbon Dress