



Eytys

spring/summer 2021

Y2K PANINARO

For Spring/Summer 2021, Eytys' antihero strides down the sun bleached rooftop feeling top dollar. The sensual tough-guy is fresh out the shower in a weathered leather blazer, sweatpants, a turned back cap and tassel loafers. The Eytys alpha girl is always in command, flaunting a sweet spot for badass Italian bling. Equally obsessed with fringed dresses, perfect fitting jeans, cuban boots and open-toe mules, there's no such thing as too optimistic, too opportunistic, too in-your-face. If only Exotic tigers came with their outfits.

Teasing stereotypes with Gen-Z confidence, Eytys Evolution experiments with new key aesthetics while progressing unisex to man and woman. Pairing a leather biker vest with skintight pearlized denim and bedazzled slingback heels, while laser engraved baggy denim is balanced with a spikey knit sweater, cobra-head belt, an oversized club blazer and sleek boots in lavender colored snakeskin. Part casual minimalism, part millennial Cavalli excessiveness. When artificial 2000s denim washes meets the worn Marlboro man look, who'll be on top?

A collaboration with Paninaro cult brand Henri Lloyd is introduced, where Eytys revives heritage sportswear with a reworked version of their 1965 original Consort sailing jacket. Worn by Italian youths dressing more American than Americans, living the no-rules dolce vita of the 1980s.

At its core, Eytys is all about refining and elevating classic pieces to fit a contemporary context. The footwear line reflects the carefree spirit of a Lamborghini Countach, evolving its high-velocity angles and ground-sweeping profile into trademark-sharp soles. Around it is a collection that bridges the gap between contradictory elements; western douche and clean-cut preppy, from sensual to bona fide machismo.

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Eytys is a Stockholm-based brand that launched with footwear in 2013, followed by unisex collections for Jeans and ready-to-wear in 2019.