



TELAROSA



The philosophy at TELAROSA is that design is a resource to be developed and interpreted as times change. In this sense, style is substance. The brands in our house have made this philosophy their own dna.





As a company, TELAROSA today is the result of generations working together in women's wear.

The management of the company by one family for the past forty years ensures that generation change is fluid and practical, working to develop relevant hands on to product research as each generation evolves.

The family values of operational continuity and traditional work ethic developed and tested throughout the years dovetail with innovative marketing strategies and specialized managerial know – how.

Currently the Brands that we are developing for the international fashion consumer are MARIELLA ROSATI for over twenty years, TELA conceived four years ago and our new Brand BALDININI.

TELAROSA



MARIELLA ROSATI, born in 1994 from an idea of the Legrenzi family, is now being produced and distributed by TELAROSA SRL, a leader in women's fashion industry.

Confident and dynamic, the MARIELLA ROSATI woman wants to show off her femininity and her role-awareness through her image.

The brand is a symbol of design research and it holds a sophisticated yet natural identity, for a creative and impeccable woman.

Thanks to an accurate design study, the total look is a perfect mix between research and refinery, glamour and comfort, natural flair and class.

Precious fabrics bought in Italy, sought-after details and a great tailoring experience make the collections rich and alluring; as a result, the end product is ideal for both formal and every day occasions.





The brand name TELA originates from the weave of woven fabrics (TELA in Italian); its characteristic feature is the simplicity of construction, which - though simple - implies a texture. In Italian TELA is also the canvas of a painting, of a picture and as such, it is also the expression of a mood, of a feeling and of an art. Or the equivalent to a new project as the concept of a book to a writer, as the canvas to a painter.

Feminine is the product mission: feminine, versatile and minimal at first sight, but a research product as well.

The underlying philosophy is the tailoring but at the same time informal dressing . In one word: Relaxed Tailoring. "Educated", highly active and dynamic consumer, the woman TELA wants to capture and dress is aged between 25 and 45 years, with a passion for travelling and arts.



BALDININI today?
It is above all a tribute to woman's beauty turning materials into emotions.

The forms that anticipate new moods with originality and temperament are so special that they transform clothes into a deliciously decorative object to collect and covet.

Provocative sculptures in innovative materials, Baldinini style exalts female beauty with a seductive harmony that evokes new allure each time they are worn.

