

# THE FLORENTINE

Year XVII - November 2021

283

The English-speaking news magazine in Florence

[www.theflorentine.net](http://www.theflorentine.net)

*Winter Fashion special issue*

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# Abandoning all hope is no longer an option

*Raise your image to heaven  
or damn it to hell this winter  
with local, sustainable and  
devilishly enticing outfits  
that encourage you to wear  
Florence on your sleeve.*

*All these looks are by young  
creatives with a global outlook:  
yes, they all sell their fashion  
online. There's never been a better  
time for a **vita nova!***

**Photography** Marco Badiani, Valeria Raniolo + Diego De Franchis



## ***The Models***

**Noemi Marua Azab** was born in Tuscany, but she defines herself as a world citizen: “My mother is from Rabat and my father is from Cairo. My family background means I love traveling and discovering other cultures. Moreover, it helped me develop my passion for languages. I aspire to become a translator and learn as many languages as possible. So far, that’s Italian, English, Arabic, Spanish, Russian and a bit of Korean.”

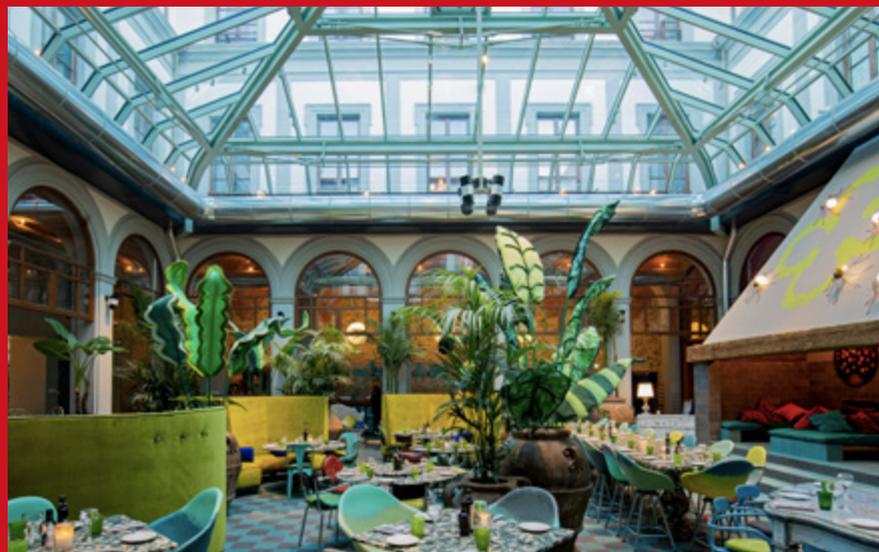
Noemi also loves dancing, drawing, poetry and anything that stimulates her creativity. @noemiazab

**Charlotte “Lottie” Bauer** grew up between Oregon and Colorado in the US. She’s currently studying fashion in Florence: “It might be my favorite place in the world! I love design, modeling and styling. I want to have a career in fashion because I’m fascinated by it. Fashion can be a really negative industry, but I believe there’s space for positive change, and I’d like to be a part of it.”

Lottie enjoys art and travelling as she explore these passions and always follows the things she loves. @lottiebauer

## ***The Location***

All the photos were shot at **25hours Hotel Piazza San Paolino** (piazza di S. Paolino, 1). The boudoirs and lounges of 25hours Hotel Piazza San Paolino inspired this heaven and hell shoot due to the Dante theme throughout the creative new hub in the Santa Maria Novella neighbourhood. All-day dining, cocktail, event spaces and overnight accommodation complete the offering at 25hours.





# ROOM TO HELL

*Strong, dark and elemental,  
we delve into the depths  
of night-time in the Room to  
Hell section of our fashion shoot  
featuring @noemiazab.*



Blouse and hakama pants by Kasei Archive  
(€450 + €550, [it.kaseiarchive.com](http://it.kaseiarchive.com)).

Bracelets and ring by Silveroak  
(starting from 270€, via della Vigna Nuova 69, [www.silveroak.it](http://www.silveroak.it))

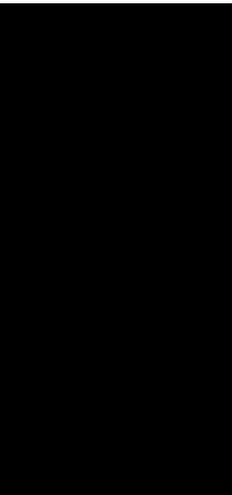








Maxi-cardigan by Archivio B (€715, [www.archiviob.com](http://www.archiviob.com)).  
Ring by Silveroak (260€, via della Vigna Nuova 69, [www.silveroak.it](http://www.silveroak.it))







Aki dress by Tiche Clothing (via S. Zanobi 122R, [ticheclothing.com](http://ticheclothing.com)).

Bracelet by Silveroak (starting from 270€, via della Vigna Nuova 69, [www.silveroak.it](http://www.silveroak.it))





Coat by Kasei Archive (€950, [it.kaseiarchive.com](http://it.kaseiarchive.com)). Jogging pants by Archivio B (€249, [www.archiviob.com](http://www.archiviob.com)). UBY backpack by Eco Dream (€106, [ecodreamdesign.it](http://ecodreamdesign.it)). ID-Eight Duri gold sneakers (€179, [www.id-eight.com](http://www.id-eight.com)). All jewellery by Silveroak (via della Vigna Nuova 69, [www.silveroak.it](http://www.silveroak.it))

# FLY TO HEA- VEN

*Ethereal, graceful and airy,  
the Fly to Heaven part  
modelled by Lottie Bauer  
is for lighter days.*



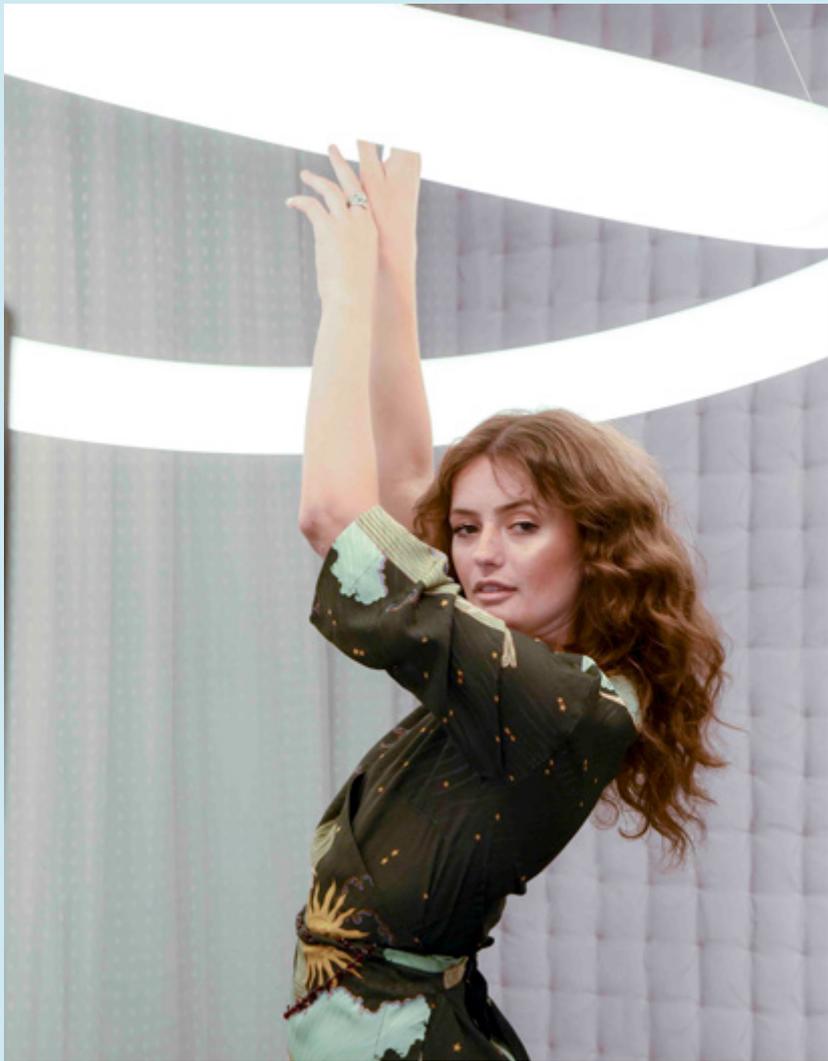


Lotus aura dress by Casa Lucina (€179, available at Boutique Nadine, lungarno degli Acciaiuoli 22r). All jewellery by Silveroak (via della Vigna Nuova 69, [www.silveroak.it](http://www.silveroak.it))









Tower gea dress (€175, [www.casa-lucina.com](http://www.casa-lucina.com)). All jewellery by Silveroak (starting from 270€, via della Vigna Nuova 69, [www.silveroak.it](http://www.silveroak.it))







Alpaca and silk hat by Alpacabrado (€50, [www.alpacabrado.it](http://www.alpacabrado.it)). Jumpsuit by Archivio B (pre-order on [www.archiviob.com](http://www.archiviob.com)). MN shoulder bag by Eco Dream (€89, available at Bojola, via dei Rondinelli 25R). Hana white sneakers in AppleSkin by ID-Eight (€159, [www.id-eight.com](http://www.id-eight.com)). Groumette bracelet (348€) and natural pearl ring (145€) by Silveroak (via della Vigna Nuova 69, [www.silveroak.it](http://www.silveroak.it))





















Lana Flower dress by Tiche Clothing (€175, [ticheclothing.com](https://www.ticheclothing.com)). ID-Eight Duri gold sneakers (€179, [www.id-eight.com](https://www.id-eight.com)). All jewellery by Silveroak (via della Vigna Nuova 69, [www.silveroak.it](https://www.silveroak.it))

# Fancy being featured in the spring fashion section of *The Florentine*?

*We're looking for brands,  
models and locations.*

*Write to [redazione@theflorentine.net](mailto:redazione@theflorentine.net)*

*With sincere thanks to the brands that participated in this fashion special:*

**Kasei Archive** [it.kaseiarchive.com](http://it.kaseiarchive.com)

**Silveroak** [www.silveroak.it](http://www.silveroak.it)

**Archivio B** [www.archiviob.com](http://www.archiviob.com)

**Tiche Clothing** [ticheclothing.com](http://ticheclothing.com)

**Eco Dream** [ecodreamdesign.it](http://ecodreamdesign.it)

**ID-Eight** [www.id-eight.com](http://www.id-eight.com)

**Casa Lucina** @Boutique Nadine [casa-lucina.com](http://casa-lucina.com)

**Alpacabrado** [www.alpacabrado.it](http://www.alpacabrado.it)

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