



VENICE FROM ABOVE

CHERVÒ

FALL/WINTER 2023-24



Many say it resembles two joined hands, merging in an indissoluble entwinement. Those who have been to Venice have given their own interpretation. Personal, objective, shareable, unique. The visions of Venice are infinite, all correct and yet at the same time an unfinished story.

Our inspiration comes from a perspective that is more unusual than the others: Venice as seen from above with a shadow that casts deep meaning.

The hands joining one another could not fail to strike the imagination of a creative team, who use their own hands to design the collections that will dress those who love a technical sophisticated style in everyday life, but most importantly also on golf courses around the world.

A game born within nature, just like Venice itself. A shining example of how nature becomes both a founding element as well as an instrument of ingenuity. The multifaceted composition of the city, standing on layers of water, earth, road and brick, is not far removed from the challenges every golfer encounters in the game.

Garments created for easy movement and comfort, never compromising quality and style. Materials such as pique knitwear, jersey and sherpa fleece take shape together with some reversible styles, marrying practicality and flair.

Chervò's Fall/Winter 2023-24 collection explores the palette of all those primitive colours Venice is composed of. From the blues of the lagoon to the blurred tones of the fog, from the greens of the sandbanks and gardens to the bricks of the magnificent palaces along the foundations and the pinks of the walls crossed by the calli.

The tombolo of Burano and the tapestries of Venice are showcased in signature prints, while camouflage is a direct reflection of the chromatic liquidity of the lagoon. A combination of textures and tones that want to push the concept of technology together with that of a contemporary, urban style.

Venice's calli thus becomes the perfect stage for the street style featured in the collection, which reinterprets the classic stereotypical vision of what, in reality, is perhaps the most modern city of all.

Technologies



The special construction of the fibres and fabric's intrinsic voluminosity give the items an extremely high thermal insulation capacity distinguished by the PRO-THERM® trademark. These new textiles offer the benefit of combining the highest thermal insulation with the lowest fabric weight and thickness. This ensures lightness, limited overall dimensions and maximum freedom of movement for enhanced sporting performance.



High-performance durable - protective finishing which repels water and stains. The protective finishing is invisible, breathable, and protects and extends fabric life. A cool iron and tumble drying will not damage the performance values. This garment is CFC Free and dermatologically tested.



Comfort garments are made with the latest stretch fibres ensuring total freedom of movement. Garments are designed to fit perfectly to the body allowing harmonious athletic movement and flexibility.



Water and windproof thanks to the high-tech garment construction, taped seams and laminated-plus membrane with a water column performance of about 20,000 mm h2O. Water-repellency due to its durable finish. Fully breathable with a hydrophilic membrane with values of about 20,000 g/sqm per 24h. Soft and noiseless thanks to the use of micro-fibres and special membrane manufacturing technology. Easy care.



Garments padded with silky touch and light-weight synthetic flakes, providing features and aspect comparable to down filling. Easy care, hygienic, heat retaining and ecological: happy goose - happy consumer.



Dry-matic fabrics are constructed with screw-like structured polyamide-microfibres with a special finish making them quick-drying and extremely breathable. They ensure constant freshness in heat and quick-dry protection if caught in the rain. In order to preserve the performance properties wash in lukewarm water.



Stops the wind, frees the spirit. Wind-lock garments allow maximum comfort and protection for outdoor sporting activities in cold and windy weather conditions. Garments are made from special windproof fabrics and feature either linings with elastic membranes or ultra-compact external weaving to keep the wind and the cold out. Fitting is expressly designed to ensure maximum freedom of movement.



Stretch fabrics are highly resistant and extremely flexible: Uni-directional horizontal stretch for 2-way products, and Bidirectional horizontal and vertical stretch for 4-way products.

Worldwide Distribution

Austria, Belgium, Bulgaria, Canada, China, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Greece, Hong Kong, Iceland, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, Laos, Latvia, Lithuania, Luxembourg, Macau, Mauritius, Morocco, Netherlands, Poland, Portugal, Russian Federation, Slovakia, Slovenia, Spain, Swiss, Thailand, Tunisia, Turkey, United Arab Emirates, United States of America, Vietnam.

Credits

Models: **Isabella Martini, Peter Lissidini**
 Players: **Monty Scowsill, Noemi Jimenez**
 Art direction and design: **Chervò**
 Photography: **Anna Brignolo, Filippo Vianelli**
 Styling: **Alessandro Molea, Miriam Gorgaini**
 Set Design: **Stefania Noviello**

Co-founder & Creative director, **Peter Erlacher.**





WUCKET 599 / THAIRIN 585 / SPARVIERO 585 / XMAN 100



TIRED 585 / SINGOLO 585



ERASMUS 095E / THAIRIN 585



MOVIMENT 585 / TIRED 585 / SINGOLO 585

Fall Winter 2023 is all about merging the captivating allure of Venice with the dynamic world of streetwear. Immerse yourself in a collection that combines the rugged appeal of camouflage, the luxurious comfort of faux fur, and the undeniable influence of urban street style, all while embracing the artistry of the game of golf. Designed for the modern golfer, our sportswear pieces combine functional elements with cutting-edge street style. From sleek jogger-style golf pants to hooded jackets with stylish zipper details, our collection reflects the dynamism and versatility of streetwear while ensuring optimal performance on the golf course.





ERASMUS 22D / NUOVO 22D



EVOLUTA 22D / NASTRINO 150 / SHIVA 4004



NATIVO 599



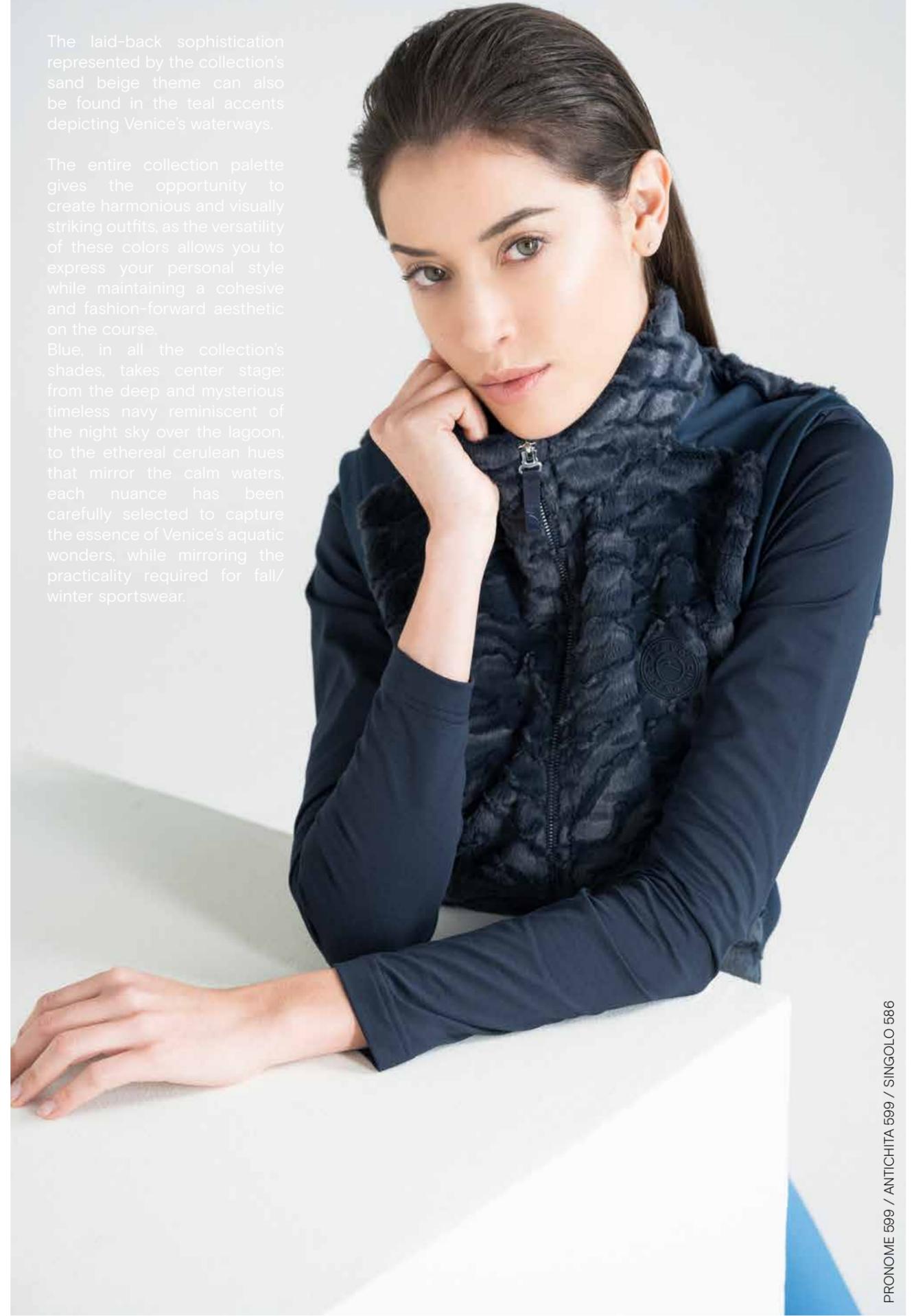
PEOPLE 585



The laid-back sophistication represented by the collection's sand beige theme can also be found in the teal accents depicting Venice's waterways.

The entire collection palette gives the opportunity to create harmonious and visually striking outfits, as the versatility of these colors allows you to express your personal style while maintaining a cohesive and fashion-forward aesthetic on the course.

Blue, in all the collection's shades, takes center stage: from the deep and mysterious timeless navy reminiscent of the night sky over the lagoon, to the ethereal cerulean hues that mirror the calm waters, each nuance has been carefully selected to capture the essence of Venice's aquatic wonders, while mirroring the practicality required for fall/winter sportswear.



Golf is as much about style as it is about skill. With the unpredictable weather of fall/winter, layering becomes essential. Chervò's Fall Winter 2023 offers a variety of versatile pieces designed to keep you warm and protected without compromising mobility. From lightweight yet insulating jackets to thermal sweaters and moisture-wicking base layers, our layering options provide the perfect balance of comfort, warmth, and flexibility. Stay focused and perform at your best, regardless of the weather conditions.

LADY: POPULATION 4003 / JANUARY 150 / YMMA 24D
MAN: PARAGUAS 4003 / SPARVIERO 150





LADY: WISER 150 / NEWS 150 / SOLA 429
MAN: PARAGUAS 4003 / TOKER 150 / SINCERO 599



WAIRON / TASTO 599

WUCKET 599 / TASTO 599 / SOLID 599





WISER 150 / NEWS 150 / SOLA 429



Our collection is not only designed for the golf course but also offers versatility for your everyday activities. Transition seamlessly from a round of golf to casual social settings, effortlessly showcasing your style and love for the game. Every piece is thoughtfully crafted to enhance your performance while exuding sophistication and Italian flair: each garment is tailored to perfection, providing a sleek and modern fit that enhances your physique and adds a touch of sophistication.



WUCKET 150 / PIECE 150 / SEMANA 150



TOKER 150 / SINCERO 599



WUCKET 150 / ERES 150 / AMATA 24D / FILIPPO 999 / UBAG 100





TOBACCO 999 / SCERIFFO 999 / UREX 999



MERAVIGLIOSO 999 / SCERIFFO 999



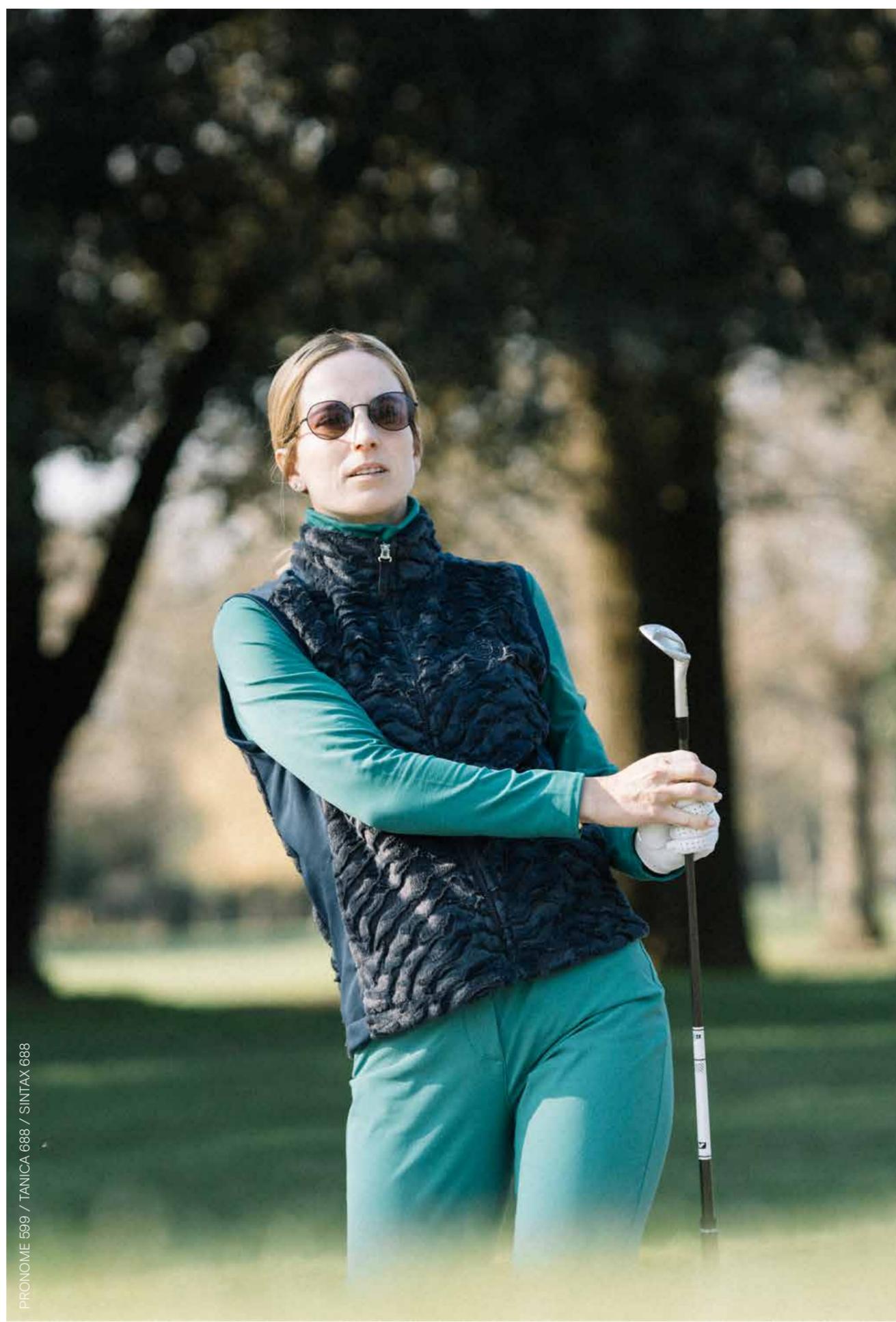
AVENDO 688 / SALVE 53F / UPPEAL 690



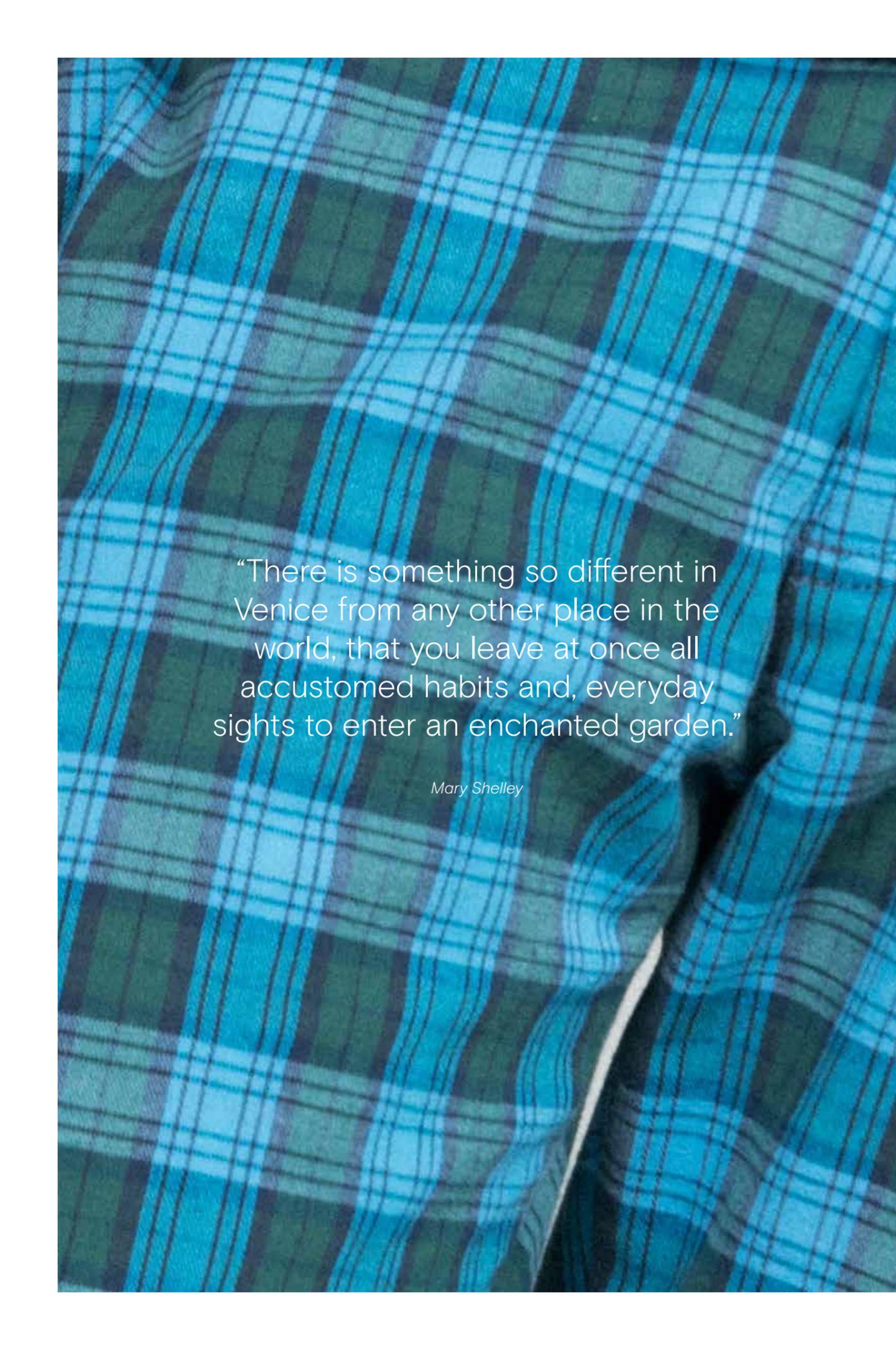
PINTUS 688 / SEPPL 688



WAS 599 / PINTUS 688 / SEPPL 688



PRONOME 599 / TANICA 688 / SINTAX 688



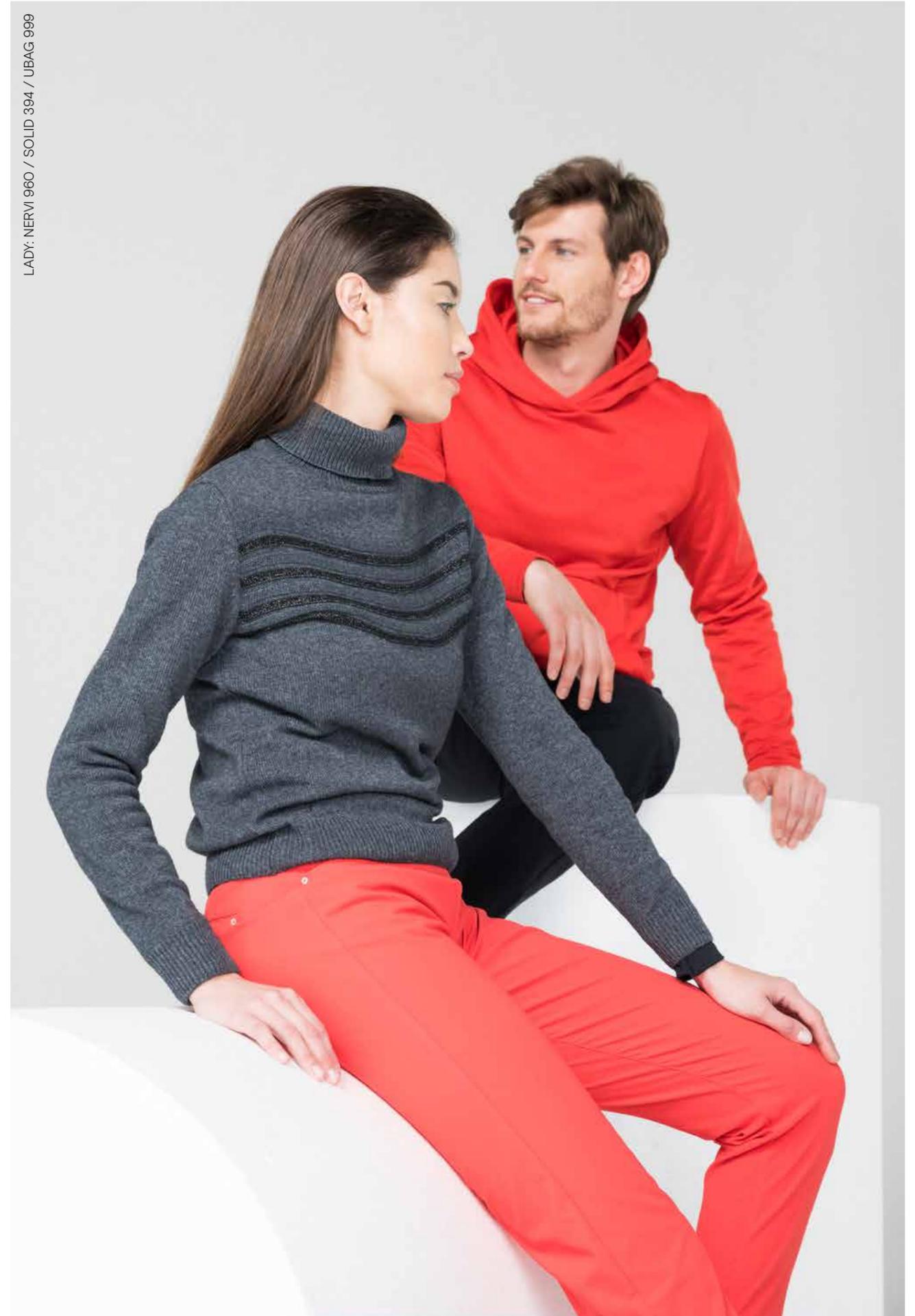
“There is something so different in Venice from any other place in the world, that you leave at once all accustomed habits and, everyday sights to enter an enchanted garden.”

Mary Shelley



ENNIC 688 / PISO 599







CHERVÓ

An orange gem resting on a
blue glass plate: it's Venice
seen from above.

Henry James



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