

## **Carmelina Raco: Between Technique and innovation Tailoring model as new feminine power**

In an historical moment where the empowerment woman shoots to the top of the topic trends, all the women in the globe claim a more important power also in world of business or politics, it could not miss who dream of dressing these brave and inner strength women.

In this way, with her long cherished dream, Carmelina Raco founds her tailoring brand ([www.carmelinaraco.it](http://www.carmelinaraco.it)), for manager women who represent the social reality of our time.

Carmelina Raco, was born in Puglia, but in Milan by adoption, works in men's haute couture for more than 20 years. At first all it has started as a laboratory work, then, as a specialized cutting technician of the dress, in high international fashion, a year after another she builds up her knowledge, after, getting to know each centimetre of men's jacket. She is got a dazzling idea, that it is born from her considerations about the current conditions of Italian tailoring, how to create an interest in the tailoring dress. So, she makes the decision to open a women's atelier, by working with men's tailoring technique that she chooses because it is rich in rigorousness and perfection and she sees in the jacket, the item of clothing which is the most used in the job meetings, In the institutional and political events, the perfect instruments for women who works and don't want to give up on their own femininity.

Carmelina Raco is a creative woman, but she makes considerations on the existing condition of the dressmaking and thinks about the future of the Italian traditional dressmaking which has still few master craftsmen, that they protect their work and make sure to passing on it, to future generations.

After them they will be only few youngest that will decide to not invest in fashion, particularly in the fast fashion one, but in a work made to measure, that above all outside of Italy is taken into high consideration, with a lot of people that come over here to learn and to export the work.

Men's High fashion has seen as a defence bulwark to fast fashion which is prevalent in the feminine clothing, often converted to "hit and run", opposite to the customization of a dress, that only the bespoke could realise it.

Although , in the current trends, there is a back on interest of "dressing with taste", in quality, to appear, the slow fashion, (In Italian "la moda lenta"), that is not only the one that it aims to the reuse, but also the one that looks to the extreme perfection, that goes beyond the trends of the moment, to grow the dream that never dies and it became timeless.

Clients, a relationship of trust, a loyal agreement connected to esteem of a work that have a tradition at the back, but at the same time want to be innovative.

In this Carmelina Raco's innovation, to create a dress for the woman with the tailoring technique inherited from the male construction and overturns the aesthetical standards, in order to create a male construction to distribute on the feminine one.

  
CARMELINA RACO  
M I L A N O

A universal evolution of the sartorial technique that aims to progress, that it wants to come out from the atelier and it wants to recall the attention to a valuable extreme work that often has been overshadowed from the fashion system, by images of impact, from the illusion created from the advertisement, without forgetting that the tailoring dress is the only one that allows to reach the wearability for each size, by valuing the shapes, thanks to the researched style.

In this way in Carmelina Raco's dresses, we assist to the break with rules, where the handmade buttonhole with the colours that irrupt and wants to become the protagonists, and the jackets are built through the overlapping.

The fabrics are, as the good tailoring tradition, Italian and British, the materials are exclusively natural and the manufacturing is realised in Milan in her Atelier, for a Made in Italy 100% guaranteed.

If there are more men who work as tailors than women, it is arrived the time to break with rules and get a job as an entrepreneur and creative women also in this field. Carmelina Raco starts from here from her Atelier in Milan.