

# antonio marras

COLLECTION FALL.WINTER 2018|19

Fashion film: DIFFERENT WAYS OF LOVING ANTONIO MARRAS

In order to tell about its "By Grace" winter collection, Antonio Marras has appealed to his roots more than ever. He has therefore undertaken an interior journey through the maze of his land, Sardinia. A mysterious, enveloping, mystic, ancestral, magic land. The video was directed by Giulia Achenza, over a period of two days that may appear like two years such are the differences in territory and climate. Under a garish sun which makes everything still or a wind that bends it all, under a purifying rain or in a darkness where no one can lie.

Like Saramago said: " You have to see what you've missed the first time, see again what you already saw, see in the springtime what you saw in the summer, in daylight what you saw at night".

This video is a journey through Sardinia, a Northwest passage towards a seaside which is hidden among the high mountains in the centre of the island, then way down deep through the woods inhabited by Jane and Anime, until we plunge into a land which is dear to lovers. Everything ends where it started, in the Valverde Sanctuary in Alghero, amongst green hills that resemble Ireland and crowned Madonnas who arrived here from Catalonia after a shipwreck.

**The video has got three chapters:**

**I - *The closed-waters migrants***

In the reservoir of Flumendosa River, on a ghostship which seems made to sail the Amazon. It reminds us of journeys in faraway lands, unknown places which we have only heard of, lands in the other half of the world, the lucky one, the Eldorado part. The journey seems to be necessary and unavoidable, still, it has to be faced the way it is in order to indulge the fate. The journey does not rule out a Love with a capital L, a Love that can do anything and will overcome anything. Doomed, hopeless lives. Everything can change if we want to. A hug in the deep waters is enough.

**II - *Shining bodies in the caves***

Love worms its way through the bowels of the earth, inside Is Janas caves in Sadali. It claims a brightness, a candor that run counter to the blackness and gravity of these blind caves. The underground caves are rich in sculptures modeled by nature in the course of thousands of years, drop by drop, in an endless work that gives us the idea of the fate's inevitability.

**III - *Red spirituality***

Rebirth through red passion. The colour and symbol of blood guides us through a maze like an Ariadne's thread. It's a symbol that brings together affections, feelings, emotions, resisting time and wear, uniting what leaves with what remains. Red reminds us of blood, therefore life, experience, movement, heart, affection, feelings, warmth, protection. It's like regenerating through rain, a christening, a new life, and finding out at the end that heavens were good to us like they were to Ulysses.

Even the clothes are an evidence of intents. Dreamlike, intense, nostalgic, lavish.

In the first chapter the protagonists are dressed in pantsuits and heavy coats, in male cloths and decorations, as if they were all wrapped up and ready for a long, winding journey. Bonaria, after the meeting, wears a voluminous flower-dress and in the end, when she is ready for love, she is wearing a candid white lace petticoat.

In the second part the gold and baroque decorations of the clothes melt with the cave walls and become one with the light.

In the third part blood red is a clear symbol of the sacred and the passion.

The crew all come from Sardinia.

Only those who know, SU CONNOTTU as they say over here, can tell.

Giulia Achenza is a young film director from Olbia who is now living in Milan. She has worked with several prestigious maisons.

Production house: Basement

Photography director: Punkomatproject

Editing: Federica Intelisano

Makeup and hair: Daniele Sequenza and Antonio Mameli, made in Alghero.

Devoted, sincere casting: Federico Spinas, male model born in Cagliari and living in London, New York and Los Angeles, in the role of Antonio Marras; Talia Ferraris, 16 years old from Alghero, as beautiful as a Mediterranean goddess, in the role of Bonaria.

Photo shoot: Efisio Rocco Marras

On set pictures: Daniela Zedda

**Per qualsiasi ulteriore informazione vi preghiamo di rivolgervi a  
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