

YARDEN MITRANI

FIRENZE



D.N.A.

D.N.A. COLLECTION

"I want to give people the ability to gradually identify with my brand.

It isn't about a type of style its more about cuts, lines, shapes, details, techniques, volumes and how I incorporate my own twist on the garment"

D.N.A. is not just a new collection of YARDEN MITRANI, it's communicating a much broader concept that express's Yarden's vision, his essence and identity. Classic with contemporary aspects, the collection is diverse and tells of a unique and timeless elegance.

For this collection, Yarden decided to work more so with solid fabrics in order to draw attention to technique and exalt each individual detail.

D.N.A. is a collection containing different materials, textures and volumes but remains in harmony by a unique thread which is the shape of the D.N.A. helix that unites all of the outfits throughout the collection.



Jacquard Dress

Black ruffle jacquard dress with one sleeve, gold zip front opening and gold cuff zip

Fabric: 65% acetate & 35% polyester (100% recycled)

Lining: 100% viscose

<u>Retail price</u> 499€	<u>Wholesale price</u> 200€
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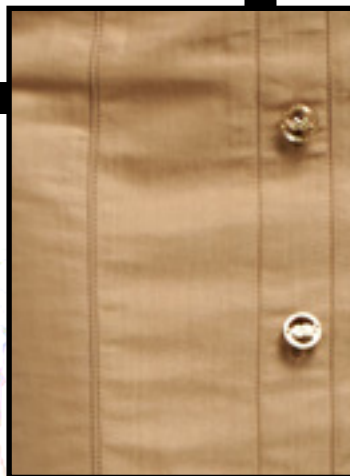
* Different colors available



TIMELESS







SENSUAL



Gold Strapless Dress

Gold strapless dress with an invisible zip for the back opening and gold buttons lining the front of the dress

Fabric: 60% cotton & 40% polyester (100% recycled)

Lining: 100% viscose

<u>Retail price</u>	<u>Wholesale price</u>
399€	160€





BLACK KIMONO COAT

Black wool mohair kimono coat with front pockets and belt. Leather straps and gold buckles on the cuffs. Fully lined

Fabric: 80% virgin wool 20% "superkid" mohair
Lining: 100% viscose

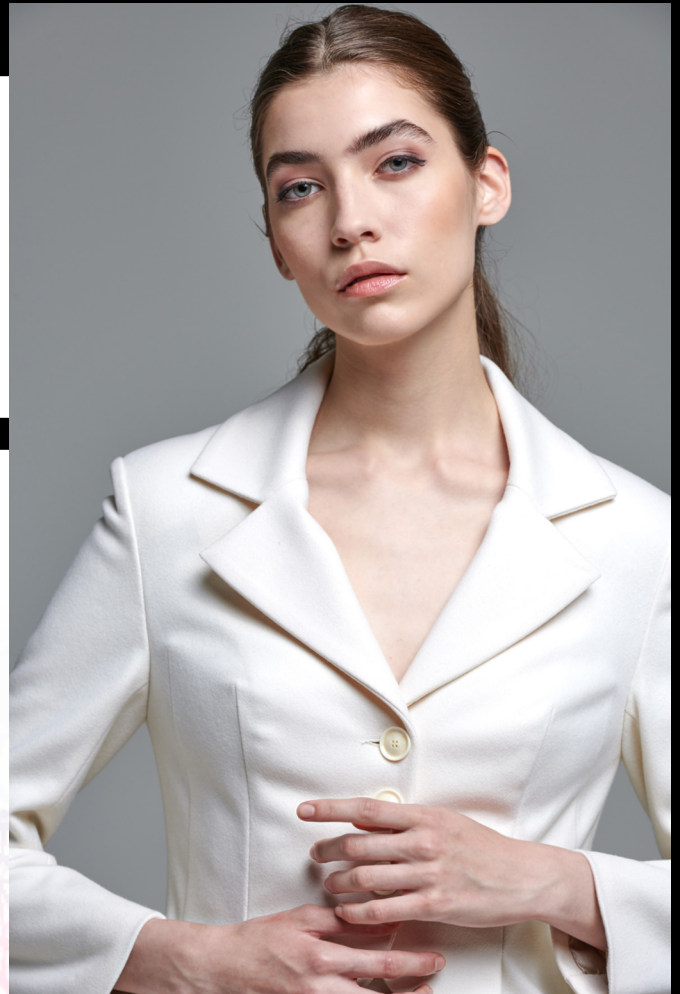
Retail price
799€

Wholesale price
320€



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Ruffle Jacket

Ivory wool jacket, fully lined with buttons on the front and cuffs

Fabric: 80% wool, 20% PA

Lining: 100% viscose

<u>Retail price</u>	<u>Wholesale price</u>
599€	240€

SOPHISTICATED



Wool Skirt

Ivory wool skirt, fully lined
with zip opening at the

Fabric: 80% wool, 20% PA
Lining: 100% viscose

Retail price
249€

Wholesale price
100€



A full-page fashion advertisement featuring a woman with long brown hair and red lipstick. She is wearing a vibrant red, double-breasted blazer with three visible buttons and a black, knee-length skirt. She is standing in a doorway, with her left hand on the door handle and her right arm extended towards the left. The doorway is framed by dark wood, and a small number '6' is visible above the door. The interior of the room behind her is dimly lit, showing a staircase and some furniture. The lighting is dramatic, highlighting the woman and the red blazer. The overall mood is sophisticated and elegant.

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Pleated Jacket

Red jacket, fully lined with gold buttons to the front and cuffs

Fabric: 100% Lyocell

Lining: 100% viscose

<u>Retail price</u>
599€

<u>Wholesale price</u>
240€

* Different colors available



Ankle Grazer Trousers

Smart black ankle grazer trousers
with front pockets

Fabric: 100% recycled polyester

<u>Retail price</u> 299€	<u>Wholesale price</u> 120€
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Ruffle Blouse

Champagne silk ruffle blouse with
pearl buttons and matching cufflinks

Fabric: 100% silk

<u>Retail price</u>
389€

<u>Wholesale price</u>
155€

* Different colors available



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ELEGANT



Leather Skirt

Black premium lamb leather pencil skirt with ruffle to the front waistband and an invisible zip in the centre back opening

Fabric: 100% leather
Lining: 100% viscose

Retail price
449€

Wholesale price
180€



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Classic Blouse

Classic silk light blue blouse with blue & gold buttons and matching

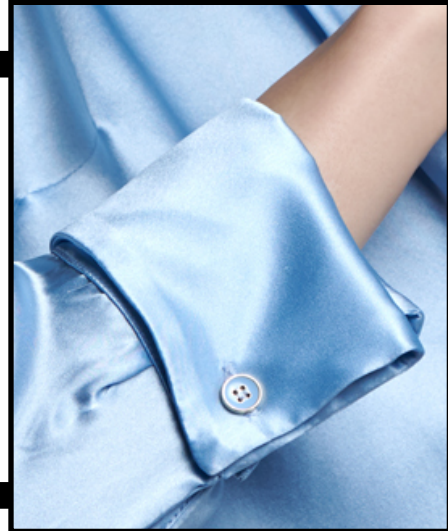
Fabric: 100% silk

<u>Retail price</u> 299€	<u>Wholesale price</u> 120€
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* Different colors available

YARDEN

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Wide Leg Trousers

Wide leg navy silk trousers with front pockets and optional ankle ties

Fabric: 100% heavy silk (premium Cady)

Retail price
389€

Wholesale price
155€



YARDEN
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HAUTE COUTURE

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Premium Leather Belt with YM Buckle

Premium leather belt with gold
polished metal YM logo buckle.

Fabric: Premium leather
Buckle: Gold polished metal

<u>Retail price</u> 150€	<u>Wholesale price</u> 60€
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"I came to fashion wanting to bring something different, fresh & unique.

My vision is to see the mentality of the consumer change from buying fast fashion at low prices (which result in clothing that doesn't last) to buying quality clothing with a long shelf life so therefore, in the long run saving money and reducing the impact on the environment.

The canvas for the painter, the marble for the sculptor and the white page for the writer, for me the garment is a way to communicate and express my creativity to the fullest.

My philosophy is characterized by an eco-friendly predisposition that favors high quality "Made in Italy" in line with my visionary approach to the fashion world.

Every woman has her own femininity and sensuality and my creations perfectly embody this innate elegance."