

C R U L E

Of Pure Necessity

Line Sheet

Ante Litteram Spring Summer 2021



CRU LE

at a Glance

CRU LE arises from a simple question: How can Fashion be sustainable?

The answer can be summarized into a single word: Respect.

Respect for the environment, undoubtedly, but also for the people who work on a project and on the items of clothing themselves. The brand's will is to instill in the consumer this feeling of respect towards the items.

High Quality and Made in Italy are the core values for the brand, which takes root in a circular business model, putting a strong and distinctive aesthetic together with a modular and versatile design.

Only sustainable and recycled raw materials are employed and a dedicated customer service is available to support the item of clothing during its whole life cycle.

The entire design is based on minimalism: reaching simplicity while guaranteeing quality with the least environmental impact. The collections are structured in capsule, in order to maximize the wardrobe and reduce the production. Less clothes, but valuable ones, durable and versatile, suitable for any occasion.

The brand launched its first collection at the White Show Milan last February, as one of the 10 finalists in the WSM Smart Contest - Sustainable Manufacturing and Responsible Innovation Technologies. The contest promoted startups that offer sustainable products and services with the purpose of revolutionizing the fashion industry implementing responsible innovation.

Ante Litteram

Release

Ante Litteram wants to challenge social rules, to reflect on traditional roles and freedom through the figure of Peggy Guggenheim, a trasgressive muse.

The SS21 collection pay her homage with her beloved art. Neutral tones enhance femininity in a masculine cut that emulates Peggy, who had never stopped being a woman in a man role.

Strength, tenacity, self-confident and irreverence are fused together with smooth silks and structured fabrics, creating an harmonious union.

*Change Thoughts to
Change Future*

Ante Litteram -Spring Summer Collection '21



Arp_T-shirt*

Arp t-shirt comes from CRU LE's spontaneous creativity. The rear buttons clamp the reality of the cape, in which randomness brings to light true essence, losing the final junction.

Style: #T01

Material: Forsaken fabric from dead-stock (Waste-mark), Clerici, Made in Italy.

Gauze: 69%LI 31%SE

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: €99

Suggested Mark-up: 2,4



Jean_Top*

Jean top is an emblem of fatality. Its nature arises when encountering the unconsciousness. Soft and clear lines conceal the body, leaving it free to move, following the art of crepe.

Style: #T02

Material: Forsaken fabric from dead-stock (Waste-mark) Clerici, Made in Italy.

Crepe de Chine: 100%PL | 107 g/ml

Sizes: S | M | L

Wholesale Price: €72

Suggested Mark-up: 2,4



Calder_T-shirt

Communication takes place beyond language - Calder t-shirt perfectly resembles this. Refined materials and coordinated style make it suitable in a variety of occasions, revealing who wears it.

Style: #T031

Material: SERI.CO certified silk, Teseco, Made in Italy. Crepe de Chine: 100%SE | 91 gr/ml | col.490

Sizes: S | M | L

Wholesale Price: €125

Suggested Mark-up: 2,4

Alternatives: #T032



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Madame_Shirt*

Bonjour Madame, please flaunt all your femininity the same way a trasgressive muse would. Tenacity and irreverence will donate elegance to the cape. The voulant will give out strength and freedom.

Style: #T04
Material: Forsaken fabric from dead-stock (Waste-mark) Clerici, Made in Italy.
 Crepe de Chine: 100%PL | 107 g/ml
 Buttons: Recycled Paper
Sizes: S | M | L
Wholesale Price: €162
Suggested Mark-up: 2,4



Paul_Shirt-v1

Paul comes from an image of world perception, by freely matching shapes and meanings. Fluid and thick at the same time, it moves among the harmony of the air and the contrasts of life.

Style: #T051
Material: SERI.CO certified silk, Teseo, Made in Italy. Crepe de Chine: 100%SE | 91 gr/ml | col.490
 Buttons: Recycled Paper
Sizes: S | M | L
Wholesale Price: €147
Suggested Mark-up: 2,4
Alternatives: #T052 



Paul_Shirt-v2*

The transparency of the material is a typical trait of the brand. The fabric's rigidity as a message of strength towards women. Elegance from the encounter between masculinity and femininity.

Style: #T06
Material: Forsaken fabric from dead-stock ((Waste-mark), Clerici, Made in Italy.
 Gauze: 69%LI 31%SE
 Buttons: Recycled Paper
Sizes: S | M | L
Wholesale Price: €147
Suggested Mark-up: 2,4

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Brancusi_Pants

Brancusi pants flutter like a kite in the wind. They run along the leg and show their elegance while accompanying the stride. The weightless material make them flow all around.

Style: #B01
Material: Lanificio Zignone, Made in Italy.
 Wool canvas: 100%WV | 220g
 Buttons: Recycled Paper
Sizes: S | M | L
Wholesale Price: €186
Suggested Mark-up: 2,4



Ernst_Pants

The theatricality of Ernst pants comes to life amongst its drapery. They envelop the tighghs and then fall downwards. A sumptuous and versatile Crepe, like CRU LE.

Style: #B02
Material: Lanificio Zignone, Made in Italy.
 Wool canvas: 100%WV | 220g
 Forsaken fabric from dead-stock (Wastemark)
 Clerici, Made in Italy.
 Crepe de Chine: 100%PL | 107 g/ml*
 Buttons: Recycled Paper
Sizes: S | M | L
Wholesale Price: €190
Suggested Mark-up: 2,4



Jackson_Pants

Despite being made for the every-day life, Jackson in not predictable. The denim fabric and the blue make a perfect and inseparable duo. Musculine traits are found within a feminine model.

Style: #B03
Material: Denim, Candiani, Made in Italy: 98%CO (GOTS) 2% Roica (GRS) | gr.340
 Buttons: Recycled Paper
Sizes: S | M | L
Wholesale Price: €126
Suggested Mark-up: 2,4

Made in Italy

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Max_Skirt-v1*

Max Skirt thinks about the role of a woman. Her masculine side, fighting against social stereotypes, doesn't renounce to femininity. Denim suspenders, skirt made of panama, univocal mindset.

Style: #B04

Material: Forsaken fabric from dead-stock (Waste-mark), Faliero Sarti, Made in Italy.

Panama :46% CO 42% PL 10% WO 2% PA | gr.430

Denim, Candiani, Made in Italy: 98%CO (GOTS) 2% Roica (GRS) | gr.340

Sizes: S | M | L

Wholesale Price: €196

Suggested Mark-up: 2,4



Max_Skirt-v2

Max Skirt thinks about the role of a woman. Her masculine side, fighting against social stereotypes, doesn't renounce to femininity. Denim suspenders, skirt made of panama, univocal mindset.

Style: #B05

Material: Denim, Candiani, Made in Italy: 98%CO (GOTS) 2% Roica (GRS) | gr.340

Sizes: S | M | L

Wholesale Price: €170

Suggested Mark-up: 2,4



Moore_Bolero-v1

Moore bolero has long and unfolded sleeves, dynamic with their playful movements. Its strength lies in its vitality, while its rigour lies in its formality. The shape follows with your rhythm.

Style: #J01

Material: Lanificio Zignone, Made in Italy.

Wool canvas: 100%WV | 220g

SERI.CO certified lining 100%CU

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: €181

Suggested Mark-up: 2,4

Made in Italy

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Moore_Bolero-v2*

High value, low saturation. Second version of Moore bolero. The cut along the sleeves is in innovative detail, like CRU LE. The cuff shows a masculine trait.

Style: #J02

Material: Forsaken fabric from dead-stock (Waste-mark), Faliero Sarti, Made in Italy.

Panama :46% CO 42% PL 10% WO 2% PA | gr.430

Lining: SERI.CO certified 100%CU

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: €178

Suggested Mark-up: 2,4



Moore_Gilet*

Moore gilet, a typical man's item. Completely unopened and sleeveless, Moore shows a female trait: the voile. The playful drapery is an unexpected detail that gives the cape a versatile feeling.

Style: #J03

Material: Forsaken fabric from dead-stock (Waste-mark), Faliero Sarti, Made in Italy.

Panama :46% CO 42% PL 10% WO 2% PA | gr.430

Crepe de Chine: 100%PL | 107 g/ml

Lining: SERI.CO certified 100%CU

Sizes: S | M | L

Wholesale Price: €186

Suggested Mark-up: 2,4



Henry_Blazer

With its distinct identity, it is worn in the most diverse looks, be they elegant or casual. It's Henry blazer. The inside and outside design consists of different, high-quality materials.

Style: #J04

Material: Lanificio Zignone, Made in Italy.

Wool canvas: 100%WV | 220g

SERI.CO certified lining: 100%CU

Buttons: Recycled Paper

Wholesale Price: €304

Suggested Mark-up: 2,4

Made in Italy

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Gugg_Dress

Gugg dress in an artwork designed to represent woman's emancipation. The silk glides on the body, caressing and enveloping it everywhere. Sensuality is given by a wide neckline on the back

Style: #F011

Material: SERI.CO certified silk, Teseo, Made in Italy. Crepe de Chine: 100%SE | 91 gr/ml | col.490

Sizes: S | M | L

Wholesale Price: €240

Suggested Mark-up: 2,4

Alternatives: #F012 



Gugg_Slip*

Style: #F02

Material: Forsaken fabric from dead-stock (Waste-mark) Clerici, Made in Italy.

Crepe de Chine: 100%PL | 107 g/ml

Sizes: S | M | L

Wholesale Price: €108

Suggested Mark-up: 2,4

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Peggy_Cape*

The movement around the body, made of soft matter, brings to light Peggy Cape. Undisputed elegance and femininity are exalted. Laying down onto the shoulders, it brings comfort and gives strength.

Style: #C01

Material: Forsaken fabric from dead-stock (Waste-mark), Mario Bellucci, Made in Italy.

Gabardine: 97% CO 3% EL | 370 gr/ml

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: €96

Suggested Mark-up: 2,4



Peggy_Bolero*

Peggy coat is innovation, is quality, is Made in Italy. The aesthetics recalls the image of a brave and busy woman. Comfort as an echo of manly shapes, sign of a never predictable femininity.

Style: #C02

Material: Forsaken fabric from dead-stock (Waste-mark), Mario Bellucci, Made in Italy.

Gabardine: 97% CO 3% EL | 370 gr/ml

SERI.CO certified lining 100%CU

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: €276

Suggested Mark-up: 2,4



Peggy_Jacket*

Peggy coat is innovation, is quality, is Made in Italy. The aesthetics recalls the image of a brave and busy woman. Comfort as an echo of manly shapes, sign of a never predictable femininity.

Style: #C03

Material: Forsaken fabric from dead-stock (Waste-mark), Mario Bellucci, Made in Italy.

Gabardine: 97% CO 3% EL | 370 gr/ml

SERI.CO certified lining 100%CU

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: € 382

Suggested Mark-up: 2,4

Made in Italy

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Peggy_Basic*

Peggy coat is innovation, is quality, is Made in Italy. The aesthetics recalls the image of a brave and busy woman. Comfort as an echo of manly shapes, sign of a never predictable femininity.

Style: #C04

Material: Forsaken fabric from dead-stock (Waste-mark), Mario Bellucci, Made in Italy.

Gabardine: 97% CO 3% EL | 370 gr/ml

SERI.CO certified lining 100%CU

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: € 397

Suggested Mark-up: 2,4



Peggy_Ultimate*

Peggy coat is innovation, is quality, is Made in Italy. The aesthetics recalls the image of a brave and busy woman. Comfort as an echo of manly shapes, sign of a never predictable femininity.

Style: #C05

Material: Forsaken fabric from dead-stock (Waste-mark), Mario Bellucci, Made in Italy.

Gabardine: 97% CO 3% EL | 370 gr/ml

SERI.CO certified lining 100%CU

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: € 471

Suggested Mark-up: 2,4

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Peggy_Cape*

The movement around the body, made of soft matter, brings to light Peggy Cape. Undisputed elegance and femininity are exalted. Laying down onto the shoulders, it brings comfort and gives strength.

Style: #C06

Material: Forsaken fabric from dead-stock (Maeba International), Made in Italy.

100% PL I 200gr

Buttons: Recycled Paper

Sizes: S I M I L

Wholesale Price: €88

Suggested Mark-up: 2,4



Peggy_Bolero*

Peggy coat is innovation, is quality, is Made in Italy. The aesthetics recalls the image of a brave and busy woman. Comfort as an echo of manly shapes, sign of a never predictable femininity.

Style: #C07

Material: Forsaken fabric from dead-stock (Maeba International), Made in Italy.

100% PL I 200gr

Buttons: Recycled Paper

Sizes: S I M I L

Wholesale Price: €298

Suggested Mark-up: 2,4



Peggy_Jacket*

Peggy coat is innovation, is quality, is Made in Italy. The aesthetics recalls the image of a brave and busy woman. Comfort as an echo of manly shapes, sign of a never predictable femininity.

Style: #C08

Material: Forsaken fabric from dead-stock (Maeba International), Made in Italy.

100% PL I 200gr

Buttons: Recycled Paper

Sizes: S I M I L

Wholesale Price: € 355

Suggested Mark-up: 2,4

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Peggy_Basic*

Peggy coat is innovation, is quality, is Made in Italy. The aesthetics recalls the image of a brave and busy woman. Comfort as an echo of manly shapes, sign of a never predictable femininity.

Style: #C09

Material: Forsaken fabric from dead-stock (Maeba International), Made in Italy.

100% PL I 200gr

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: € 359

Suggested Mark-up: 2,4



Peggy_Ultimate*

Peggy coat is innovation, is quality, is Made in Italy. The aesthetics recalls the image of a brave and busy woman. Comfort as an echo of manly shapes, sign of a never predictable femininity.

Style: #C10

Material: Forsaken fabric from dead-stock (Maeba International), Made in Italy.

100% PL I 200gr

Buttons: Recycled Paper

Sizes: S | M | L

Wholesale Price: € 431

Suggested Mark-up: 2,4

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Notes:

As a brand for which sustainability, circular economy and transparency are top priorities, we pay particular attention to one of the most common -and damaging- issues in the traditional fashion industry: the so-called forsaken fabrics. One of the practices we are more proud of is to have based part of the production on raw materials leftover, that would be otherwise destined to an incinerator without even being used once, giving life to premium quality, made in Italy fabrics in a circular economy perspective.

* although the design of a given cape of clothing always remains the same, its fabric may slightly vary, depending on its availability. This leads us to offer a certain variety of fabrics that keep the same color palette despite their variations - never forgetting about quality and always maintaining the aesthetics that inspired the design of the collection. Each cape can therefore be considered part of a limited edition, enhancing its uniqueness.

** we are determined to instill to our customers the image and the values of the brand in their entirety. Therefore we highly recommend to order at least 3 different capes of clothing, in order to create and show at least one complete outfit.

The prices are net of VAT and any other taxes