

# THE WOMEN BEHIND THE ATTICO



## THE ATTICO

GILDA AND GIORGIA:  
FROM STREET-STYLE  
DARLINGS TO FASHION  
BRAND CO-FOUNDERS

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The Attico, founded by Giorgia Tordini and Gilda Ambrosio after only a few years of working in the fashion industry, combines their vastly different aesthetics. Their passion for everything vintage and their intent on bringing different styles and patterns from other forms of art have resulted in a collection of self-described “specialty-couture” pieces sure to leave their mark in the fashion industry over the next few years.

When we initially started researching the two fashion-designers, the first information we came across was the number of Instagram followers they each have. This is no surprise, given that in today’s social media generation, the success of a person is measured by their number of followers. Although this may seem superficial, in their case, it is truly indicative of their success.

Gilda and Giorgia in fact began their fashion careers as street-style influencers and bloggers. Their distinctive styles and individual tastes caught the idea of thousands of fashion lovers world-wide, and when they decided to launch their brand in February of 2016, they did so through the most natural means, a post on each of their personal Instagram pages.





It is thanks to these initial posts that the brand was discovered by Lisa Aiken of NET-A- PORTER, and later picked up by Opening Ceremony, and the likes of matchesfashion.com, and the legendary Joyce Boutique in Hong Kong. It is however evident that social media would only be a steppingstone for the creative genius that is The Attico. No one achieves what these two fashion designers and entrepreneurs have achieved in such a short time without hard work, unique creativity and an excellent business structure to support the brand.

Both women grew up in families who were working in the fashion industry in one way or another. Gilda's exposure came from playing in her grandmother's, and later her parents' boutique in Naples. Giorgia began her sketching experience alongside her shoe designer father and seamstress grandmother, who was always willing to copy styles from the pages of Vogue magazine presented to her by her fashionista teen granddaughter.



Although neither are natives of Milan, Gilda was born and raised in Naples, and Giorgia in Civitanova Marche, both had bigger dreams. The first graduating from the Istituto Marangoni and the latter from the Istituto Europea di Design in Milan, they met through a mutual friend and instantly recognized a spark in each other. In an interview for the fashion website The Cut a few months ago, the women explained, "we wanted to create a new wardrobe of special dresses, with the feeling of unique pieces and the look of vintage treasures."



Indeed, one look at the Fall/Winter 2019 collection and one is taken back to the 1980s.... like stepping into an episode of Dynasty. Sequins, plunging necklines, velvety high waisted cinched belts, padded shoulders, teased hair and shimmery make-up are at the forefront for this season. The past collection, although still very much inspired by a vintage flare took on more of a flowery demure-boudoir feel. It is not by chance that each collection takes on a different feel as the duo is in intent on keeping every season unique.

The Attico is poised to grow into a true life-style powerhouse brand with the development of an accessories line and with big plans to introduce furniture and home furnishings in the not so distant future.