

## FRUGOO The Sunflower Island – SS14 Project

*“The FRUGOO project has been driven by three mainstreams. The first one is the desire to make our children to meet a fairy tale world, both fantastic and real as its characters. The second aim is to create not just a dress to wear but to invent a new game to wear. The last one is the purpose to educate our children to respect animals and to know the endangered species that they could no longer meet in a natural habitat when adults.”.*

The 4 goofy pets designed with very graphic traits animate the collection. They are pets of rare animals – threatened by extinction, coming from all over the world – already previewed in the winter collection: SIGH, the baby Saiga Antelope, FUMO, the baby Monk Seal, SETA, the baby Silky Sifaka Lemur and finally KAPO, the little white Kiwi. They are the protagonists of a new fairy tale (which entitles the collection): Mapi – the cloud on which they fly – takes them to the Sunflower Island, that they will visit flying on the magic eliobici until sunset, when they will meet, Helios and Selene - the sun and the moon.

Scanning with a smartphone or tablet the image on the new hangtag – that turns into a bookmark! because everything in Frugoo world has a double life – you will be redirected through augmented reality to the new graphic fairy tale both designed and narrated.

Augmented reality will also be active on some printed graphics of Frugoo t-shirts, that will redirect you to further contents.

There will also be new games and bonus topics to discover on the extra section of the website [frugoo.it](http://frugoo.it) - online contents and delivery of the collection scheduled for January 2014.

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Frugoo has now grown up: it has increased the sizes range of the baby line (size 8 years has been added) and it presents the new born line (0-23months)!

Frugoo for the SS14 season is faithful to the concept with which it was born and chooses comfortable materials in natural shades, combining fresh and appealing touches of color: light cotton jersey and thin stretch fleece are the main fabrics, furthermore new fabrics have been used - a lightweight knit and a jacquard sweater with fake holes - to achieve unstructured effects. Finally a soft double jersey have been chosen for the little ones, and we don't miss the tulle, 100% cotton for the newborn. The bright colors – lime, fuchsia and indigo - go side by side with the pearl gray and the ecru: just missing the sea breeze to feel on vacation!

Many items could be unisex, for comfortable volumes and fluid appearance: once again this has allowed us to focus on the autonomy (and thus the growth of self-esteem) of children learning to dress themselves, so all the pants have elastic waist (no zip).

The characterization is cured, but minimal: inside all the items there's a soft cotton muslin ribbon applied – printed with the logo and the main characters of the story. This has allowed us to eliminate the main label, always annoying.