



CIESE PIUMINI: a tribute to creativity.

Ciesse Piumini, historic brand of outdoor, signs an annual partnership with the famous Italian singer-songwriter and record producer.

Versatile, amusing, irreverent. J-Ax always amazes thanks to his talent bonded to that ability, which only a few have, to reach people's heart with ease and clarity. Qualities that made him a star of the Italian music scene and which will make him soon a protagonist even in the fashion system thanks to the collaboration just signed with Ciesse Piumini.

The Historic Brand of down jackets and high quality technical outdoor has the pleasure to announce an annual collaboration with the Italian artist which will be not only the brand's testimonial, but also a creator for the design of some special projects. The new video of the last J-Ax's single "Una Voglia Assurda", in which Ciesse Piumini will be the protagonist with some items of the SS20 Collection, will start the ball rolling.

Mr. Fabio Primerano, Executive chief of the company stated: *"We are very proud of this collaboration that will see us and J-Ax bonded for a year. We instantly had a great feeling with J-Ax because our story and the artist's have several common grounds. Ours is a story based on the willing to be involved, to front and win great challenges and to achieve significant success. J-Ax is beloved by the youngest and the elders for his positive messages because he embodies the figure of someone who fought, even strongly, to achieve his success without losing sight or deny the very beginning of his path. By means of this partnership we want to look towards the future of our brand, creating and communicating innovative ideas that can be appreciated by a target which is increasingly across-the-board and enclose particularly the youngest people."*

J-Ax added: *"Ciesse Piumini is a brand that I really love because it's been part of my story since I was a kid. I'm very happy for this partnership sharing with Ciesse Piumini new projects that will talk about our being Italians."*

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