

Messaggi da indossare®

fashion accessories for communicating and connecting people

www.messaggidaindossare.it



Messaggi da indossare® is a project which is born to communicate and share.

STUDIO LAB has always been handling visual, web and design communication, as well as social communications. It's from this background that the desire to widen and experiment with communications generates, through some objects that can be worn, used and even gifted.

Together with a limited edition line, we can also create **personal messages**, objects which can be used for social events, for promotions, ceremonies, and all those occasions when "you can't find the words to say it".

For the **2014 collection**, a variety of accessories has been realized, in high quality laser cut colored plexi; they go from earrings to chains for glasses, and each of them features a message.

In order to be able to offer the chance for making instantaneous personalized messages, we have created the special line **PROSPETTIVE**: modular rings, which will allow everyone to tell his story.

We have also launched a contest on our facebook page, named "COSTRUISCI LA TUA STORIA": by using his creativity and creating a message for the 3 modular rings, the visitor can submit his proposal. The best composed message will win the whole collection.

ITALIANS DO IT BETTER is the last line of the collection, which is inspired by the incredible cultural excellence and heritage of Italy. The best of Italian art and culture becomes ready to be worn.

All Messaggi da indossare® accessories have an original design and are limited editions pieces, mainly made in plexi, but also in wood and silver, embellished by semi-precious stones. All products are made in Italy.

In May 2013 we have been awarded the **Premio Lanfredini**, which honors 3 Innovative Artisanal Enterprises; the award is supported by CCA Milano, Fondazione Fiera Milano, and Fondazione Lanfredini. Below is an extract of the award speech:

" Studio Lab, which was first born as a communications agency, is now in 2012 distinguished by the Messaggi da indossare® project, a line of accessories which can integrate the concept of communication with what we wear. Boasting limited edition pieces, which can be personalized and shared, they are all handmade with laser cut, and then printed on various supports. Each product is new, original, and carries the message of the person who wears it. Knowhow and care for details are the strengths of Studio Lab, which combines ideas with the most advanced technology: the presence of qr codes on some of the accessories makes them more intriguing and impactful the message that the person is wearing.

Thanks to this combination of craftsmanship and digital innovative technology, and always keeping an eye on the social side, Patrizia Chiadini's Studio Lab is within the winners of Premio Gabriele Lanfredini. "

Our concept wants to contribute in making the world a better place, that's why part of this project and production phases are handled by disadvantaged people who work in social co-operatives; this is also part of our communication strategy.

Messaggi da indossare® is a STUDIO LAB brand.