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Mirco Giovannini Atelier Folleria is a luxury knitwear project founded by designer **Mirco Giovannini** and entrepreneur **Gianluca Marchetti**. Entirely Made in Romagna, the brand celebrates a shared vision where creativity, craftsmanship and experimentation come together, with one constant at its core: **the thread.**



Knitwear designed as haute couture

More than a fabric, knitwear becomes a creative language. Mirco Giovannini challenges the traditional structure of yarns to create unexpected textures, volumes and constructions, moving from feminine **knit-couture** to gender-fluid, loungewear and sporty-chic expressions. Each piece is conceived, studied and prototyped with an obsessive attention to detail.





Craftsmanship meets experimentation

Deeply connected to his native Romagna, Mirco Giovannini combines artisanal expertise with continuous research into yarns, techniques and innovative materials. Noble fibres meet technical and sustainable elements, creating sophisticated knitwear where tradition is constantly reinterpreted through a contemporary vision.

Creativity built stitch by stitch



A specialist in luxury knitwear, **Mirco Giovannini** has collaborated with leading fashion houses including **Versace, La Perla and Jean Paul Gaultier**. After gaining recognition at *Who's on Next?* in 2006, he launched his own line in 2007 and has since developed a distinctive approach to knitwear: constructed, experimental and conceived with the precision of haute couture.

Luxury knitwear between craftsmanship and contemporary research



Mirco Giovannini Atelier Folleria explores a distinctive idea of luxury: **Made in Italy craftsmanship, exceptional yarns and innovative techniques** come together in collections that challenge conventional knitwear and transform it into contemporary couture.





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