

CIRIANA

h a u t e c o a t



BACK TO THE PLANET

Ciriana Haute Coat, an ecological coat brand, was created in 2023. With the new label, deriving from Ciriana, the company has ambitiously shifted towards the quiet luxury trend offering exclusive organic fabrics in less flamboyant forms: not yet minimalistic but soft and tactile. A fully biodegradable line, based on entirely natural materials, is a zero-plastic and zero-waste concept with full traceability.

CHC was born in Rome, the heart of Italy, where classic shapes combined with the highest product quality have a long tradition and are appreciated by demanding fashion consumers.

The styles are inspired by the Eternal City, designed and manufactured entirely in Italy. Each of the original CHC coats has an elegant little bag with a unique matching bonnet, made of the same ecological fabric, just in case of rain or a bad hair day.

Worn in Rome. And anywhere else where the Earth is loved and respected.

BACK TO THE PLANET features CHC's coats amongst extraordinary nature. The protagonist blends with the landscape, occasionally becoming a small, seemingly unimportant part of it. The powerful, ravishing and slightly frightening, darkish world takes control.

Back to the Planet is placing us back into the right place of the universe, reminding of ambiguity of a human being: both rocklike strong and tiny like a grain of sand.









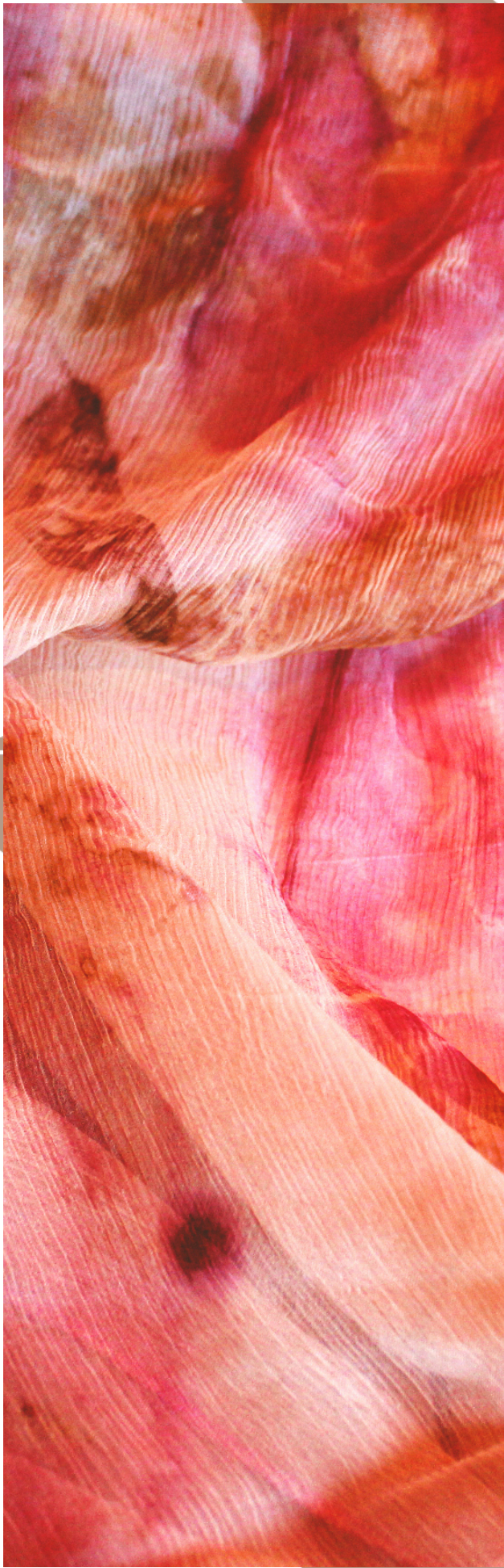




















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