Prada believes there will be light at the end of the tunnel in summer 2022 - Prada
Like for example Prada’s red tunnel, Zegna’s labyrinth, Diesel’s catwalk-lift and David Catalan’s goods elevator. At Jeda, the models were catapulted from a dark night club right in the middle of a forest. At Magliano, garments literally took flight and twirled around the model's bodies, which were lashed by the blast of a windmill-sized fan.

Not to mention the aquatic element, especially the Mediterranean Sea, which added a luminous, sensual touch to the collections. Especially when models plunge into the water fully clothed, as at Prada and MSGM, while at Numero 00 they have time to shed their clothes, and at Zegna they simply dip their feet and legs in a fountain. Federico Cina extolled his childhood’s Adriatic beaches in Romagna, and Andrea Pompilio for Harmont & Blaine did the same for the bay of Naples, with a show at Castel dell’Ovo, a medieval castle standing right by the waterside.

It was very much a question of enjoying nature and dolce far niente in the sunshine. In the collections, this translated in pastel colour palettes with plenty of tie-dye effects and fabrics that looked sun-bleached or, conversely, in explosions of radiant colours. Designers favoured total looks, in which even shoes and socks are colour-coordinated with the clothes. Different items are featured in the same hues, to be mixed 'n matched at will, as dictated in the new menswear wardrobe designed by Zegna’s Creative Director Alessandro Sartori.

Streetwear and formal wear blend in a new type of garment, at once elegant and comfortable, classic and casual, essential and chic. Cuts and proportions have been redesigned to soften and lighten up the silhouette. Shirts are worn unbuttoned, jackets morph into overshirts, and shorts are never inelegant.

These collections will arrive in-store next summer, when the fashion market is expected to be in full recovery. Hence, designers have calibrated them very carefully, focusing chiefly on commercial, evergreen high-quality clothes.

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