

A man in a dark blue suit is holding a black leather Furla bag. The bag has a top handle and a front zipper pocket. The word 'FURLA' is embossed on the front of the bag. The background is a solid red color.

FURLA

feeling

THE MODERN MAN

—

AUTUMN WINTER 2015.16

FURLA



MANIFESTO

“A CONTEMPORARY AND JOYFUL ITALIAN LIFESTYLE”

LEFT PAGE.
THIS SEASON'S FURLA
CAMPAIGN WAS
SHOT BY FASHION
PHOTOGRAPHER MARIO
TESTINO IN ROME AND
FEATURES MODEL
AURÉLIEN MULLER.

ON THE COVER.
FURLA MODULAR
BAG ONYX BLACK
FOR AN ELEGANT
YET MODERN LOOK.

For Autumn/Winter 2015-16, Furla introduces its first collection for men, combining design innovation and traditional artisanal skills to achieve a bold effect. Given the modern, vibrant energy behind our Autumn/Winter 2015-16 collection, you might be surprised to discover that Furla was actually established nearly a hundred years ago: in Italy, in 1927. That's part of our secret: to combine contemporary aesthetics and upbeat, bold colours, exclusive patterns and innovative details, with the kind of quality, craftsmanship and artisanal expertise that the Italians are world-famous for. For the Furla man, a fast-paced adventurer who spends time in the daily urban metropolis as well as in the countryside on weekend, Furla has created an understated, elegant collection of versatile accessories and small leather goods of sophisticated elegance, for all occasions throughout the day. Day bags and travel bags – including soft totes, backpacks, messengers and crossbody styles as well as together with smartphone cases, organisers, computer cases, wallets and belts. The colour palette is rich, the graphic impact striking: the result successfully blurs the line between fashion and art. For modern men who love beauty, creativity and value, and who want to have fun, Furla truly embodies the freshness and excitement of the Italian style.

MODULAR BAG



2 - FURLA FEELING

MODULAR BAG

THE PERFECT
CROSS-OVER
STYLE, THIS
BAG EASILY
CONVERTS
FROM TOTE TO
DUFFLE,
ADAPTING FROM
WORK TOOL
TO WEEKEND
COMPANION -
IDEAL FOR A
LAST-MINUTE
CHANGE OF
PLANS.





THE ANSWER TO OUR QUEST FOR MULTI-OCCASION VERSATILITY BLENDED WITH UNDERSTATED ELEGANCE, A PIONEERING SOLUTION TO THE DEMANDS OF A BUSY MODERN LIFESTYLE.

MODULAR BAG

THE BAG KIT INCLUDES TWO HANDLES, TWO DUFFLE SIDES AND TWO TOTE SIDES - ALL INTERCHANGEABLE IN THIS TWO-IN-ONE CONCEPT.

PUSHING THE BOUNDARIES OF CUSTOMISATION, THE BAG CAN BE ASSEMBLED ACCORDING TO PERSONAL NEEDS AND TASTE: THE KIT CAN BE ENRICHED WITH ADDITIONAL PIECES IN DIFFERENT COLOURS AND MATERIALS TO CREATE YOUR VERY OWN DESIGN. THE KIT INCLUDES FIVE ELEMENTS THAT ARE INTERCHANGEABLE, FOR A TWO-IN-ONE CONCEPT.

FURLA MODULAR BAG IS MADE OF ARES LEATHER AND IS AVAILABLE IN DIFFERENT COLORS. CUSTOMERS PICK ONE OF THE MONOCHROMATIC VERSIONS - ONYX BLACK, BLUE NAVY, CABERNET RED OR COFFEE BROWN - OR CHOOSE ONE OF THE BICOLOUR VERSIONS - BLUE NAVY/ CABERNET RED, SIENA BROWN/CABERNET RED, PETROLIO GREEN/BLUE NAVY OR ONYX BLACK/ PETROLIO GREEN.

01. BODY PART

The body of the bag is fixed to the sides thanks to a high-quality metal zipper.

02. LONG HANDLES

Two large handles to carry the bag on the shoulder.

03. DUFFLE SIDE

The two duffle sides are zipped up the central part to create a duffle bag.

04. TOTE SIDE

The two tote sides are zipped up the central part to create a tote bag.

05. SHORT HANDLES

Two small handles to carry the bag by hand. The shoulder strap is included in the kit.



FURLA





FURLA MAN BUSINESS
TOP HANDLE IS THE
IDEAL BAG FOR THE
MODERN MAN.
CLASSIC WITH BRIGHT
AND ELEGANT COLOURS.

NIGHT&DAY



NIGHT&DAY

THE FURLA COLLECTION FOR MEN COMBINES STYLE AND ELEGANCE WITH EVERYDAY PRACTICALITY. ANYTIME, ANYWHERE, YOU CAN RELY ON FURLA.

FURLA MAN BUSINESS
TOP HANDLE IS THE
PERFECT SIZE FOR
LAPTOP AND A4 FILES.
ELEGANT AND SPACIOUS.

MONDAY
9:00 AM

NIGHT&DAY

IN ITS LARGE SIZE,
FURLA MAN TOTE IS
THE IDEAL TRAVEL BAG
FOR SHORT WEEKEND
BREAKS AND FOR
SHOPPING.



TUESDAY
6:30 PM



IN ITS MEDIUM SIZE,
FURLA MAN TOTE
IS THE IDEAL BAG
FOR EVERYDAY,
EVERYWHERE.



WEDNESDAY
5:00 PM

FURLA MAN BUSINESS TOTE IS DESIGNED FOR THOSE WHO LIKE A SPACIOUS BAG WITHOUT COMPROMISING ON ELEGANCE.

NIGHT&DAY

FURLA MAN TRAVEL BAG IS AVAILABLE IN ARES LEATHER AND IN WAXED FABRIC, IN DIFFERENT COLOURS.



THURSDAY
6:00 PM

FURLA MAN BACKPACK IS THE MODERN AND SOPHISTICATED INTERPRETATION OF THE PRACTICAL BACKPACK.



FRIDAY
9:45 AM



SATURDAY
7:00 AM

FURLA MAN TRAVEL BAG IS DEDICATED TO MEN WHO LIKE TRAVELLING IN COMFORT AND STYLE.

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LEFT PAGE. Furla Man Modular Bag set, duffie bag version, onyx black.
RIGHT PAGE. Furla Man Modular Bag set, tote bag version, blue navy/cabernet red.



LEFT PAGE. Furla Man Modular Bag set, tote bag version, blue navy/cabernet red.
RIGHT PAGE. Top shot of Furla Man Modular Bag set, blue navy/cabernet red.



LEFT PAGE. Furla Man Business Top Handle, blue navy.
RIGHT PAGE. Furla Man Business Top Handle, asphalt grey.



LEFT PAGE. Furla Man Tote, siena brown/cabernet red.
RIGHT PAGE, CLOCKWISE FROM TOP LEFT.
 Furla Man Tote, petrolio green/onyx black.
 Furla Man Credit Card Case zip, siena brown.
 Furla Man Keyring, cabernet red.
 Furla Man Bifold, siena brown.



LEFT PAGE, FROM LEFT TO RIGHT.
 Furla Man Business Tote, asphalt grey.
 Furla Man Gloves, onyx black.
RIGHT PAGE, FROM LEFT TO RIGHT.
 Furla Man Travel Bag, petrolio green.
 Furla Man Scarf, blue navy tones.



LEFT PAGE. Furla Man Backpack, blue navy.
RIGHT PAGE, CLOCKWISE FROM TOP LEFT.
 Furla Man Envelope, onyx black.
 Furla Man Business Card Case, blue navy/asphalt grey.
 Furla Man Bifold, petrolio green.
 Furla Man Scarf, blue navy tones.
 Furla Man Travel Bag, blue navy.
 Furla Man Zip Around, petrolio green.



FURLA

