



Italian brand deeply-rooted in the family tradition of Tuscany, Gi'n'Gi creatively innovates one of the most classic and timeless accessories: the hat!

The designers, Francesca and Ginevra, are two sisters who cultivate the passion for fashion and craftsmanship within the family business, established in 1944.

Gi'n'Gi creations feature contemporary designs that are proudly connected to tradition. The production is 100% Made in Italy, and each season offers a kaleidoscope of perfect solutions for every taste and personality.

The shades of the SS 2020 collection are inspired by the warm nuances of the earth and the colder tones of the sky. Panamas and straws for the summer heat, waterproof and technical fabrics for summer storms.

The choice of materials reflects the constant research and conscious attention to environmental issues: many articles are made with certified eco-sustainable fabrics in full respect of the environment.

Another great introduction of this season is packaging: many items will be sold in a wonderful food-grade jar, which can be reused countless times!

Gi'n'Gi offers styles that stand out with elegance: this is the fundamental goal of a brand that, every season, renews itself and evolves through the development and constant study of new forms and fabrics.

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[www.gingi.it](http://www.gingi.it)