

CHERVÓ

UNDERWATER WORLD



SPRING SUMMER 2024



Our Technologies

Since 1982, Chervo has developed and trademarked innovative materials. Our high-tech fabrics and revolutionary yarns enhance practical sports performance.



Dry-matic fabrics are constructed with screw-like structured polyamid-microfibres and have undergone a special finish making them quick-drying and extremely breathable. They ensure constant freshness in heat and quick-dry protection if caught in the rain. In order to preserve these performance properties wash in lukewarm water.



SunBlock offers superior UV-A and UV-B ray protection thanks to its titanium-based filter as well as quick water absorption and perspiration.



Water and windproof thanks to the high-tech garment construction, taped seams and laminated-plus membrane with a water column performance of about 20,000 mm h₂O. water-repellency due to its durable finish. fully breathable with a hydrophilic membrane with values of about 20,000 g/sqm per 24h. soft and noiseless thanks to the use of micro-fibres and special membrane manufacturing technology. easy care.



Stops the wind, frees the spirit. Wind-lock® garments allow maximum comfort and protection in outdoor sporting activities in cold and windy weather conditions. garments are made from special windproof fabrics and feature either linings with elastic membranes or ultra-compact external weaving to keep the wind and the cold out. fitting is expressly designed to ensure maximum freedom of movement.



High-performance durable - protective finishing which repels water and stains. the protective finishing is invisible breathable and additionally protects and extends fabric life. a suitable ironing and tumble drying will not damage the performance values. this garment is cfc free and dermatologically tested.



Comfort garments are made with the latest stretch fibres ensuring total freedom of movement. Garments are designed to fit perfectly to the body allowing harmonious athletic movement and flexibility.



A real, technological innovation for the eco-friendly treatment of yarns and fabrics, with no use of chemical additives. Plasmatic is a nanotechnology providing permanent and eco-friendly additions to the fabric, such as moisture management, and quick drying.



When you gaze at the horizon, the boundless blue, thoughts, images, and ideas swim inside your mind, eventually taking the shape of something uniquely beautiful. The fil rouge of the past two collections – Fall Winter 2023 and Mediterraneo 2024 – has epitomized the natural element that most represents our designers' imagination: water.

Craving fluidity as well as the freedom to move, hand-drawn prints and patterns take centre stage in what is perhaps one of our most daring collections yet; high-tech, performance-driven and eye-catching garments that will make the game better and the player bolder.

A more romantic spin combines tropical peach with anemones and corals in the Ladies' collection, while Chervò's beloved sand beige steps up its game with sporty garments that mix understated elegance with high-tech fabrics. In signature Italian style, we've added a bright touch: coral red finds the richness of contrast within a bolder part of the line, where micro-paisleys and marine-inspired prints define the depths of the deep blue and the overall feel of this collection. Pastel aquamarine and emerald teal exemplify marine life coupled with elemental blue for the perfect compliment to our classic timeless blue.

We experimented with street style: anoraks, shirts, knitted tops and bottoms, leggings and joggers were added to the more traditional shapes, for a modern twist. Smart athleisure is the common thread in the men's line, where prints and colour blocks are also the focal point. Orange fluo combined with timeless blue and optic white define this sporty mood. The bottom of the sea reigns over the blue palette; sharks, seahorses, shells and bubbles are all but ordinary in the variety of blue nuances combined with these masterfully hand drawn captivating prints. Greens and greys embody the more technical feel, made stronger by the logomania of these performance-driven fabrics. Timeless navy and coral red create an irresistible mix for today's gentleman on the course. The tie-patterns and all-over conversational prints of these garments recall the casual elegance of sailing.

Co-founder &
Creative director,
Peter Erlacher.



Worldwide Distribution

Austria, Belgium, Bulgaria, Canada, China, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Greece, Hong Kong, Iceland, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, Laos, Latvia, Lithuania, Luxembourg, Macau, Mauritius, Morocco, Netherlands, Poland, Portugal, Russian Federation, Slovakia, Slovenia, Spain, Switzerland, Tunisia, Turkey, United Arab Emirates, United States of America, Vietnam.

Credits

Models: **Monique Evans, Jose Carlos, Dobri D, Carlotta Rocchetti, Luigi Gorla, Lee Dahlberg, Alexa Hammer, Michelle Hangeman, Cedric Dawson, Camilla Pecchiari**
Players: **Johannes Veerman, Alessandra Fanali, Jenny Shin, Costantino Peruzzi**

Art direction and design: **Chervò**

Photography: **Anna Brignolo, Filippo Vianelli**

Styling: **Alessandro Molea, Miriam Gorgaini**

Locations: **Palm Beach Par-3 Golf Course, North Palm Beach Golf Club, Golf Cà degli Ulivi, Artwork Lab studio**

Golf Cart: **Alba Mobility**









HER: AMONG 050A, SPRING 100, OTYTUS 999





HER: MAYO 860, AMONG 050A, SPRING 100, URANIA 860



I wanted freedom, open air and adventure.
I found it on the sea.


(Alain Gerbault)







HER: VALENTINO . 100, ALLPRINT 129E, JOFFREY 100



Happiness is a simple idea
when facing the sea.

(Jean-Claude Izzo)

HER: VALENTINO 100, PASADA 74F, ASTROLOGA 74F, JEDI 74F



HIM: WONKAS 100, POVIA 74F, ABBONO 74F, SASSETTO 689, UND 100





EDMONDO 689, ACROPOLI 09F, STREAM 160





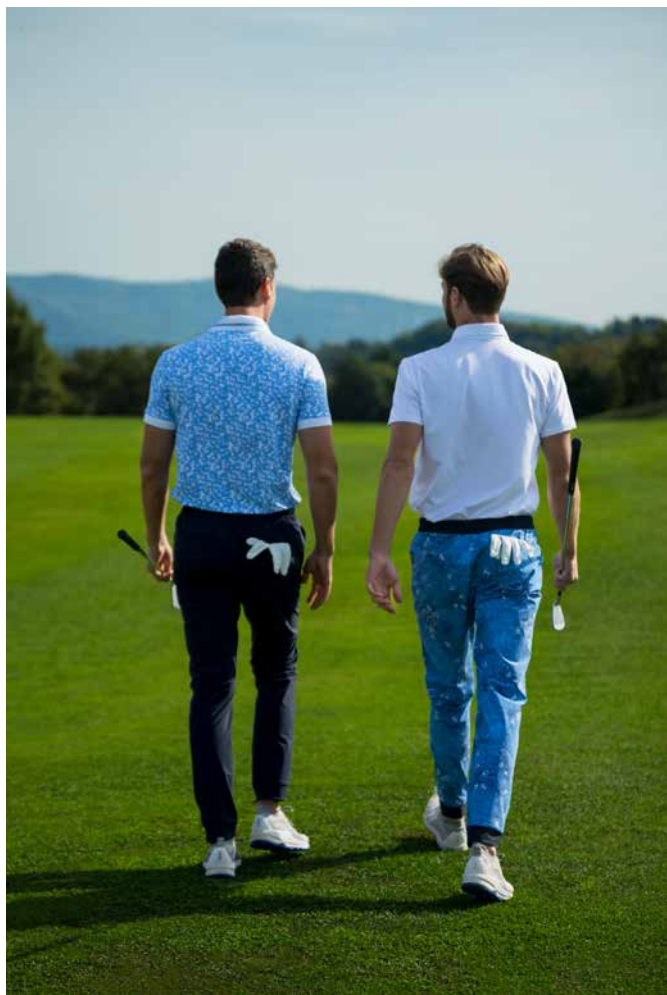
HIM: WONKAS 100, PIETRO 160, GANGSTER 09F

"Blue is the closest
color to truth."

Steven Tyler









WONKAS 100, LUCIANO 100, SEBASTIAN 140E

HER: POLLINE 121E, AFTERNOON 125E, JUPIDU 121E, BABETTE 599



HIM: ABBONO 140E, GANGSTER 140E, BAPTISTE 100, UND 100



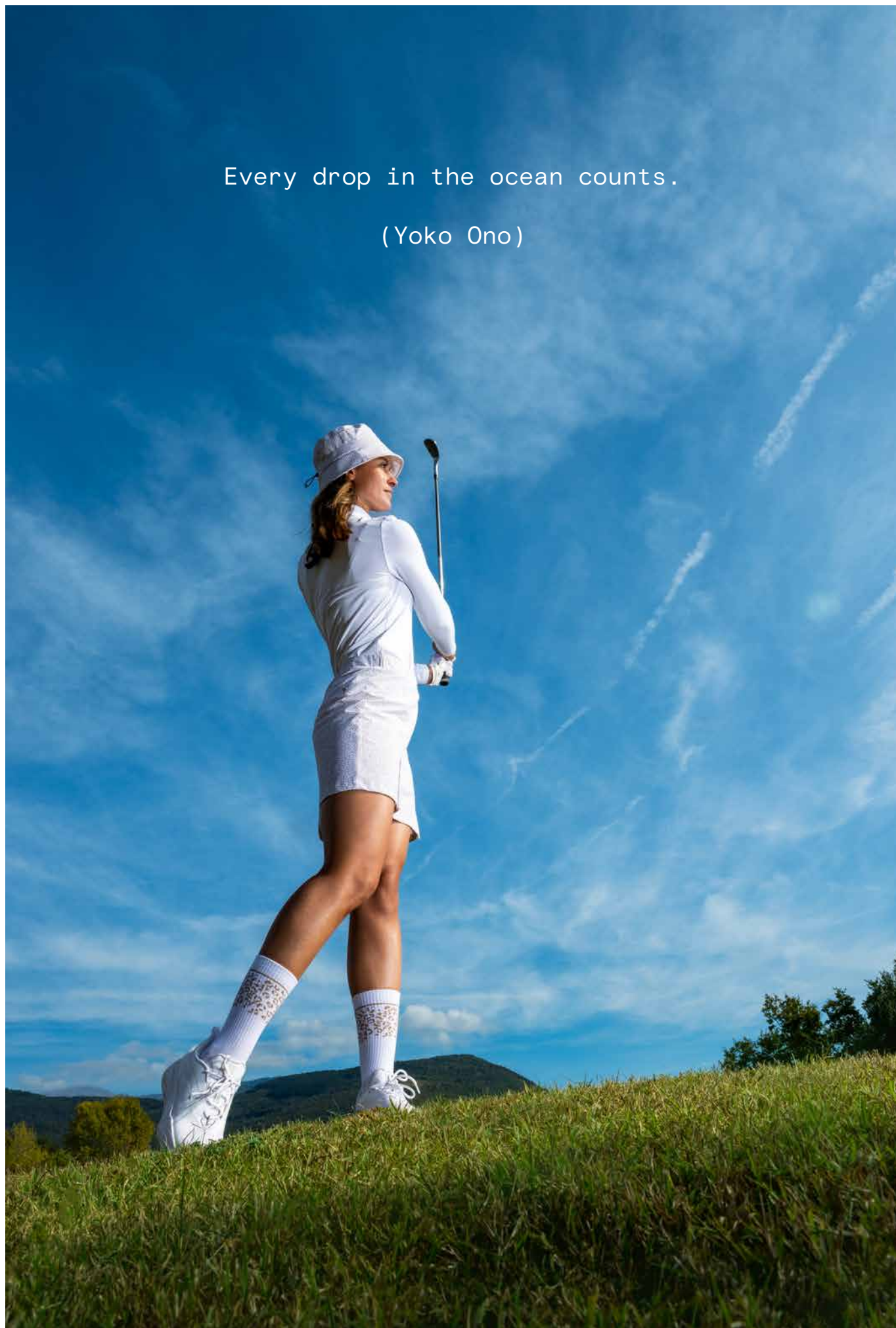
HER: WONKAS 100, POLLINE 121E





Every drop in the ocean counts.

(Yoko Ono)







In one drop of water are found
all the secrets of all the oceans.

(Kahlil Gibran)





WONKAS 7004, POLLICINO 7004, AQUAMARINE 999, SERENITA 999





HER: VIDIA 030L, PASCHI 999, ADESSA 160, GENOVEFFA 030L





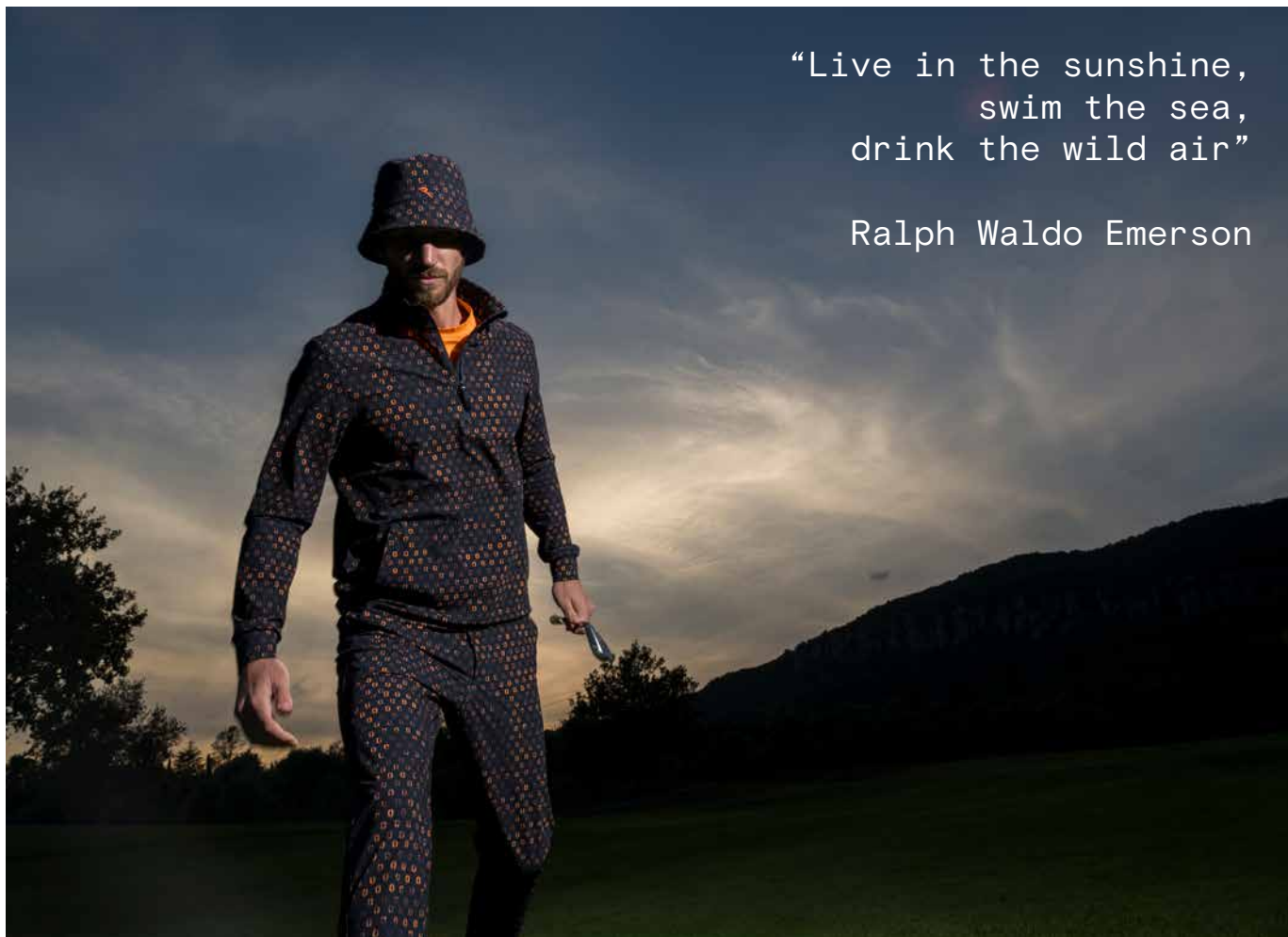
VIDIA 030L, PASADA 031L, AQUAMARINE 999, JOFFREY 100





WOLLEY 120E, MIERCOLES 399, NICOLINO 599, SEBASTIAN 120E





“Live in the sunshine,
swim the sea,
drink the wild air”

Ralph Waldo Emerson

WOLLEY 120E, POVIA 120E, LINA 399, SEBASTIAN 120E

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