

Minimalism with a Twist: Simone Bellotti's Fresh Debut at Jil Sander

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Milan, Sept. 2025 — Minimalism took centre stage with a modern twist as Simone Bellotti presented his debut collection for Jil Sander at Milan Fashion Week. Returning to the fashion house's Milanese headquarters for the first time since 2017, Bellotti marked his creative direction with a collection that respected the brand's heritage while opening a new chapter.

The designer posed a series of questions in his show notes: "Is it possible to omit and still leave a personal mark? Does less make more possible? To polish to perfection, or leave something unfinished?" The answers unfolded on the runway in a play of purity, structure, and experimentation.

Minimalism Reimagined

Jil Sander's DNA has always been rooted in **clean lines and minimalism**, and Bellotti honoured that legacy. Both **womenswear and menswear** appeared, with silhouettes described as "**strictly vertical**" — elongated, pared-back, yet sculptural.

Unexpected details added edge:

- Cut-outs resembling slashes in paper, discreetly placed on skirts and tops.
- Larger openings on dresses exposing a bralette underneath.
- Jackets with rounded shoulders and gathered detailing for subtle distortion.

Colour Blocking with Confidence

While neutrals dominated the base palette, Bellotti pushed boundaries with **vivid colour blocking**. Dark navy paired with butter yellow, orange with grey, and pastel pink with brown — a nod to Jil Sander's founder, who famously paired bold colours with black or white. The result was **minimalism infused with energy and vibrancy**.

A Respectful Fresh Start

Unlike many star designers who impose their own signature on a heritage house, Bellotti's approach felt **humble yet refreshing**. The debut did not chase spectacle but instead reconnected with the **essence of Jil Sander**: modern, pure, and purposeful.

With this show, **Simone Bellotti signals a new beginning**, one that both respects the brand's history and points to a future where **less truly becomes more**.

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