

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

Published on 26 Sep 2025 | By IFI Correspondent



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**.

? For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.