

A man and a woman are sitting on stone steps in front of a brick wall. The man is wearing a light blue polo shirt with yellow trim on the sleeves and light blue trousers. The woman is wearing a light blue sleeveless polo shirt and light blue trousers. They are both wearing light blue and white sneakers. The man is looking down at his hands, and the woman is looking up and to the side. The text "SPRING SUMMER 2023" is overlaid on the right side of the image.

SPRING SUMMER 2023

WHEN IN ROME

CHERVÓ

WHEN IN ROME

Smart athleisure meets the eternal city

The timeless sense of comfort, high performance, and laid-back elegance Chervò inherited from its legacy finds its centre-stage role in this new collection of Spring-Summer 2023.

In light of thrilling milestones, our creativity turned to our past and heritage for inspiration. The eternal city thus becomes the perfect scenery for a collection that draws inspiration from the glorious time of the Roman rule, when gladiators shared the fame of emperors and all symbols had to represent their unlimited power.

The very same sense of timeless elegance can be found in the nostalgic splendour of a more recent image of Rome, where its glamour and class set the trends for what was really fashionable.

The 2023 Ryder Cup will be the apex of such centrality, as the city will become the heart of worldwide golf: Chervò is proud to be the official licensee of the Ryder Cup, and present a dedicated collection that celebrates the event's significance.



Co-founder &
Creative director,
Peter Erlacher.





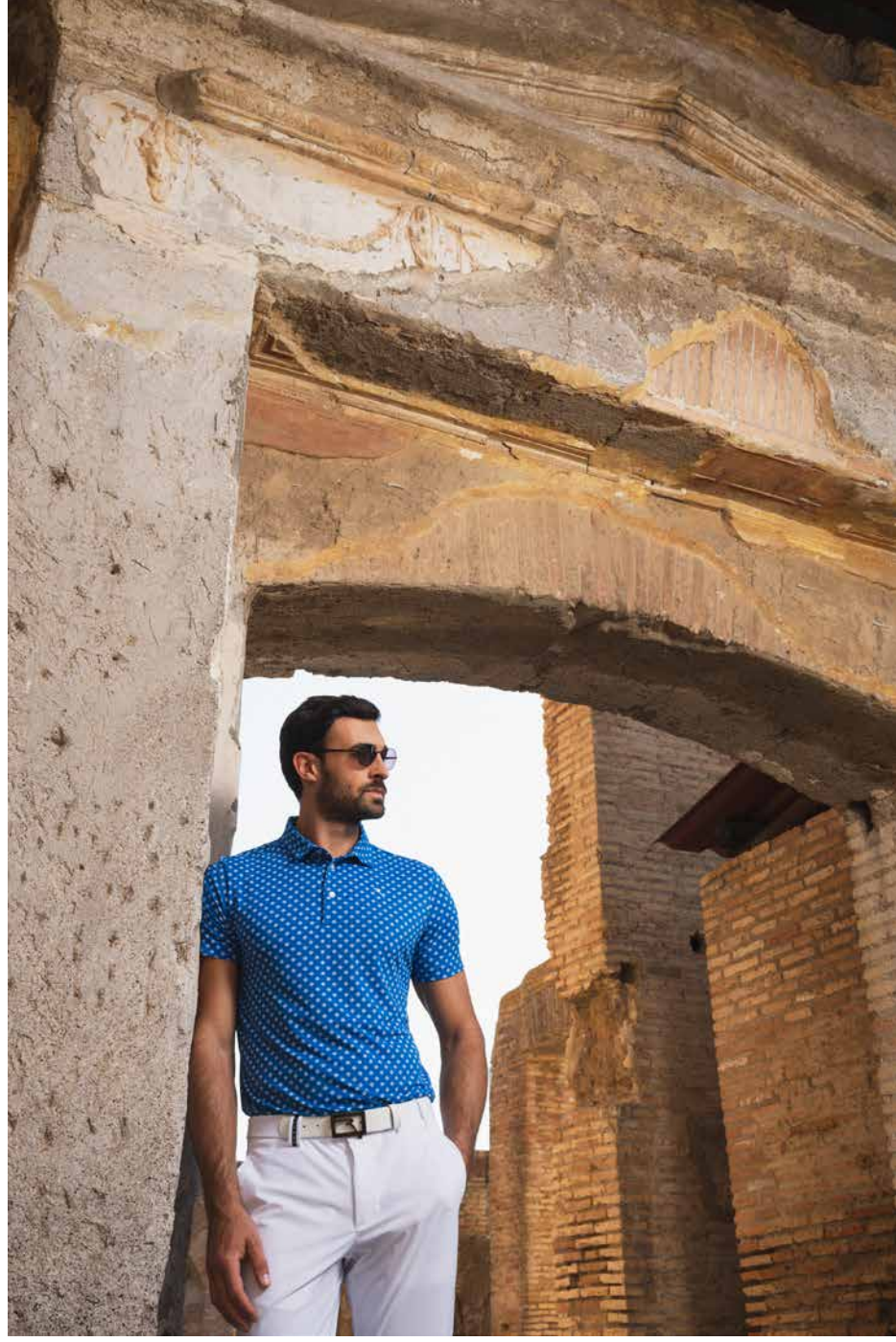


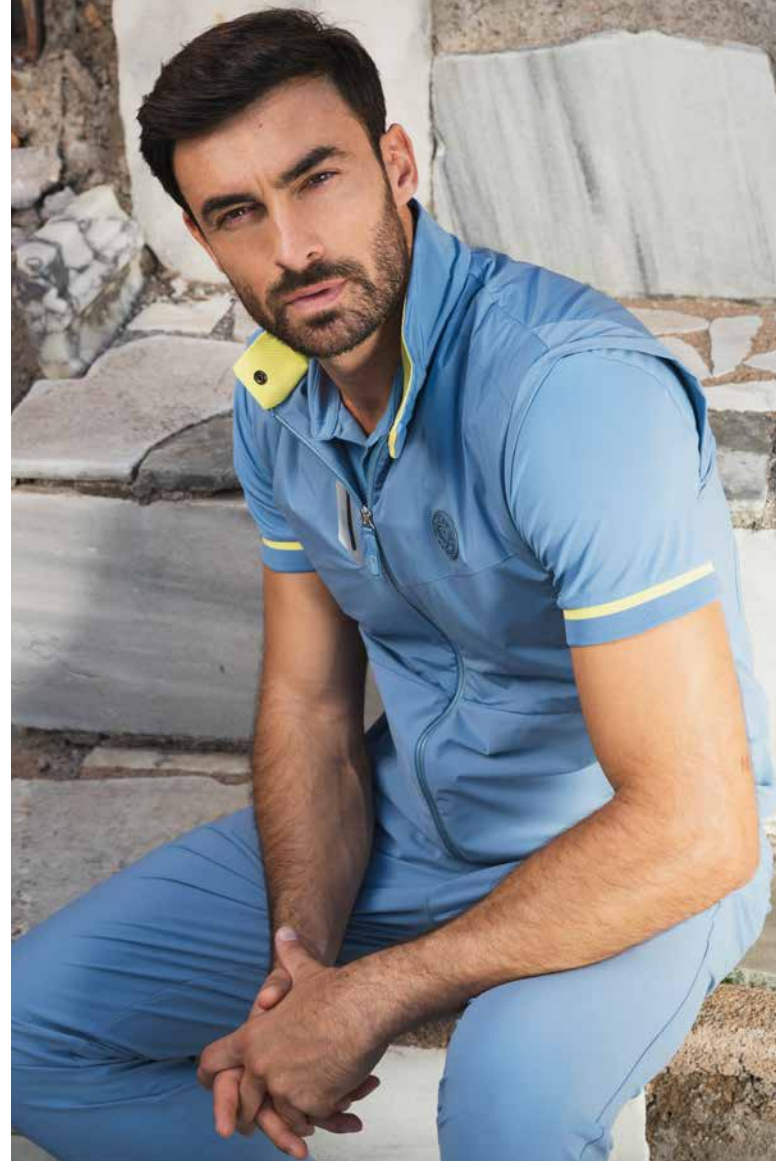


PARTIME 599 / AAA 599 / SPARKING 067E / UNDER 067E



POSTICCIORYD 599 / ANYONE 075E / SASSETTO 100 / UREX 100



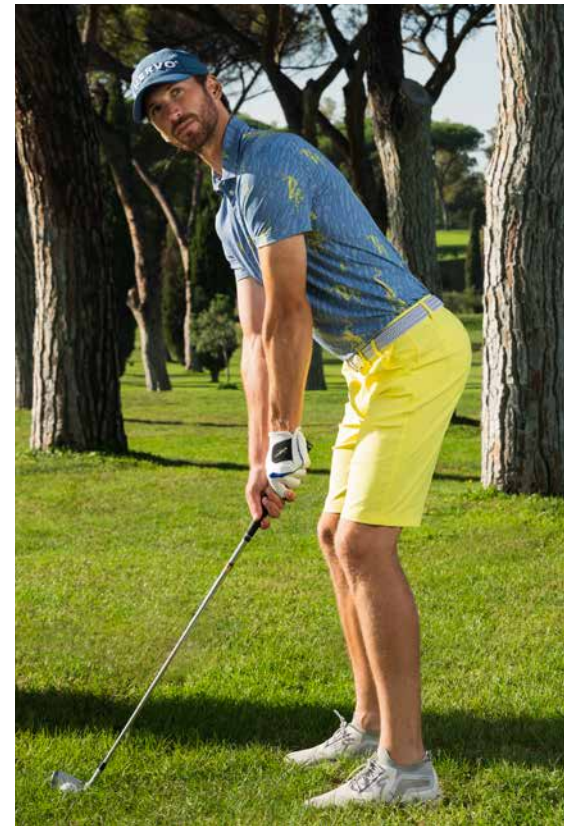




LADY: AMACARYD 589 / SELL 589 / OTYTUS
MAN: EXCLUSIVE 589 / ANYONE 080E / SCOZZESE 589 / ULRIC 100

GLADIATORS

Gladiators and their eternal fame were the primary inspiration for the prints on the Men's collection of polo shirts: tigers and Roman shields are featured all-over on these statement pieces, with a strong connection to the performance-driven textiles the designers chose for the whole collection.





WAINER 521 / EXCLUSIVE 589 / ANYONE 080E / GIANDO 220 / ULRIC 100 / XMAN 100

ANYONE 079E / GARING 760 / UREX 599







ANYONE 38G / SASSETTO 100 / UREX 100



SIGNATURE ƚ

To celebrate Rome's greatness, as well as our story, Chervò reinterpreted its signature ƚ and made it the protagonist motif of some pieces in both the Men's and Women's collections: meanders are therefore borrowed from the past to symbolise the perfect blend of ancient legacy and present imagery.



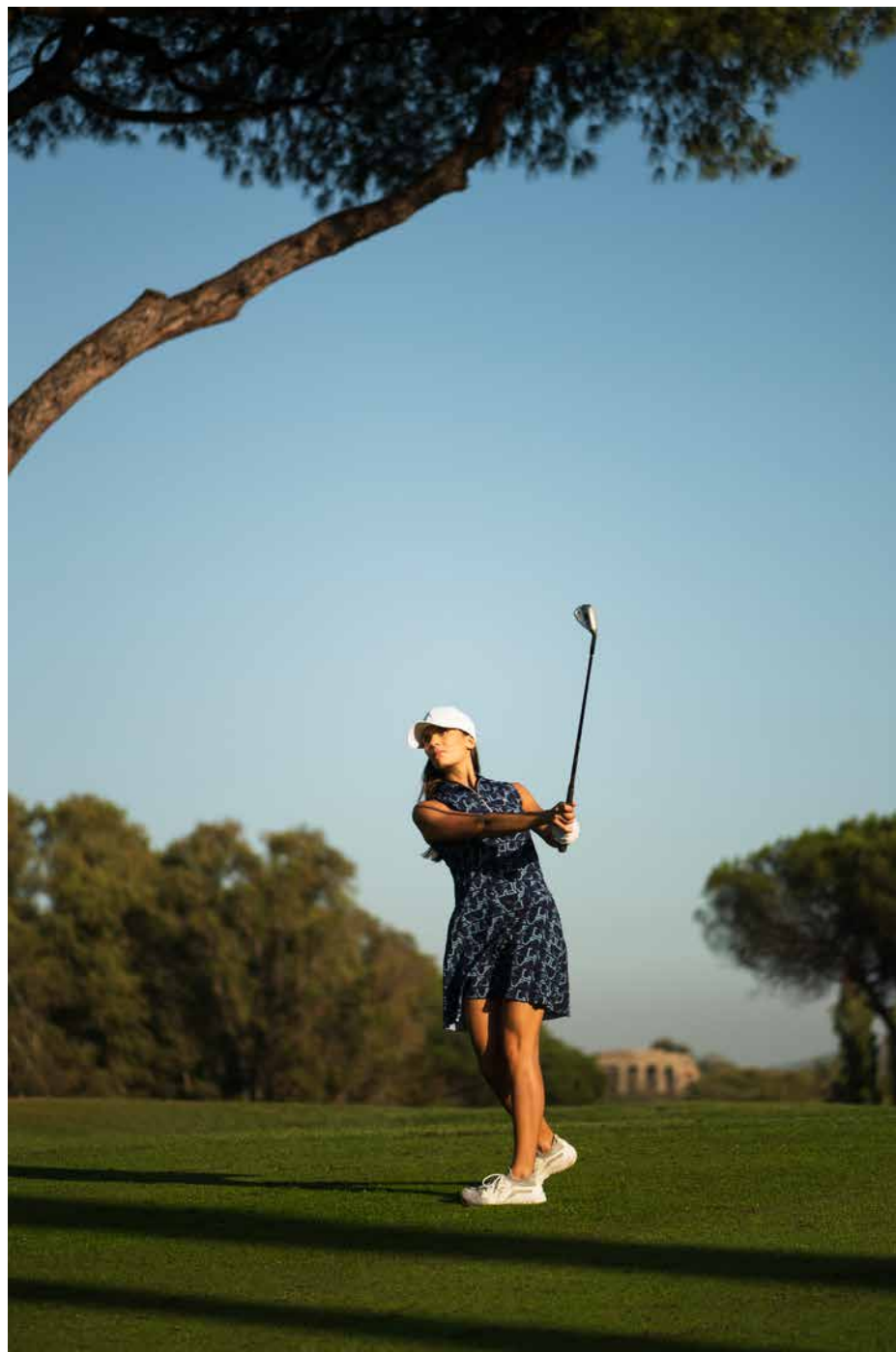


MARY 478 / APSE 100 / JAG 90A / UMOR 100



MODA 684 / ARSENAL 40F / SPELL 478 / UREX 599



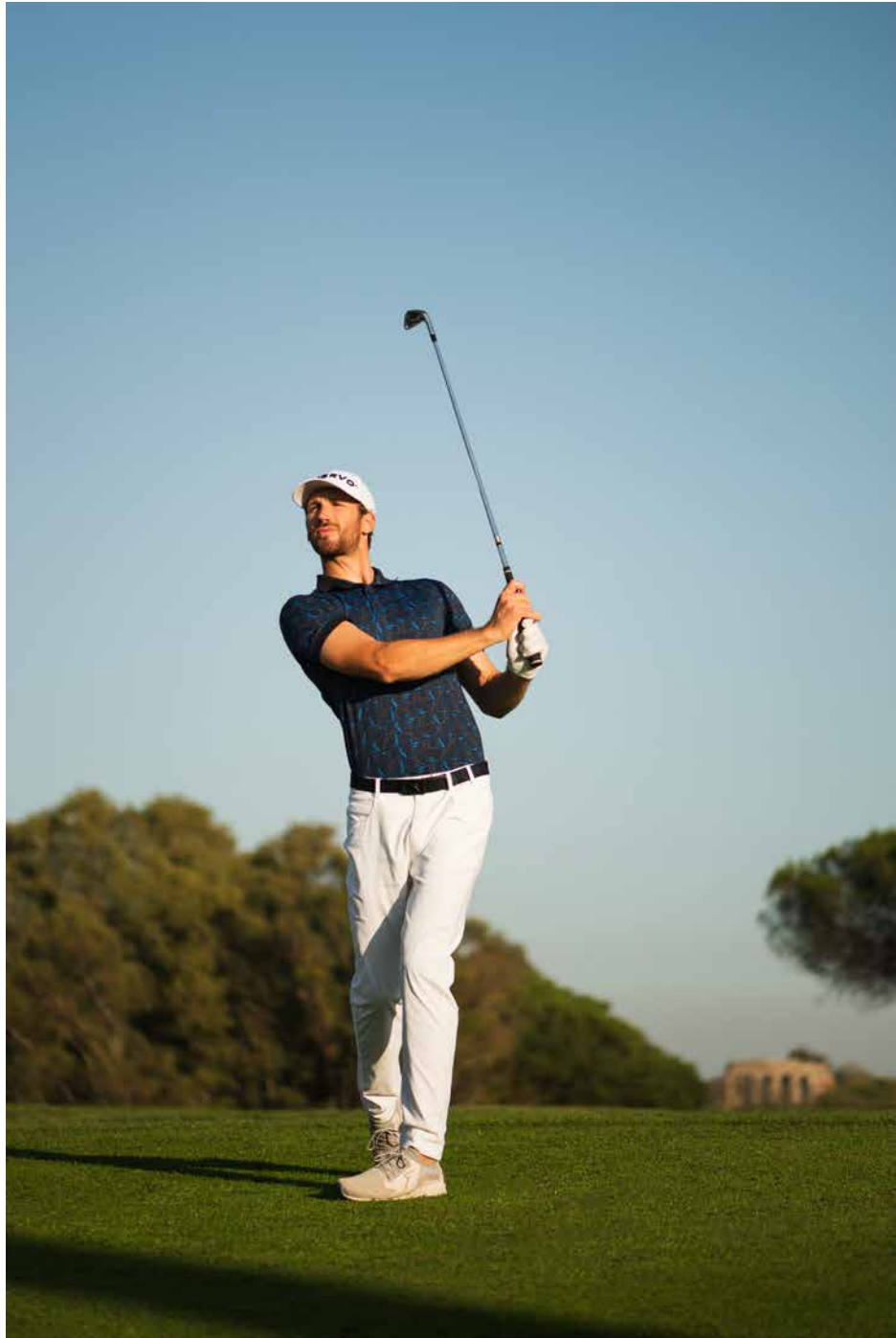




WPAILLETES 100 / JERUSALEM 069E / XAREN 100

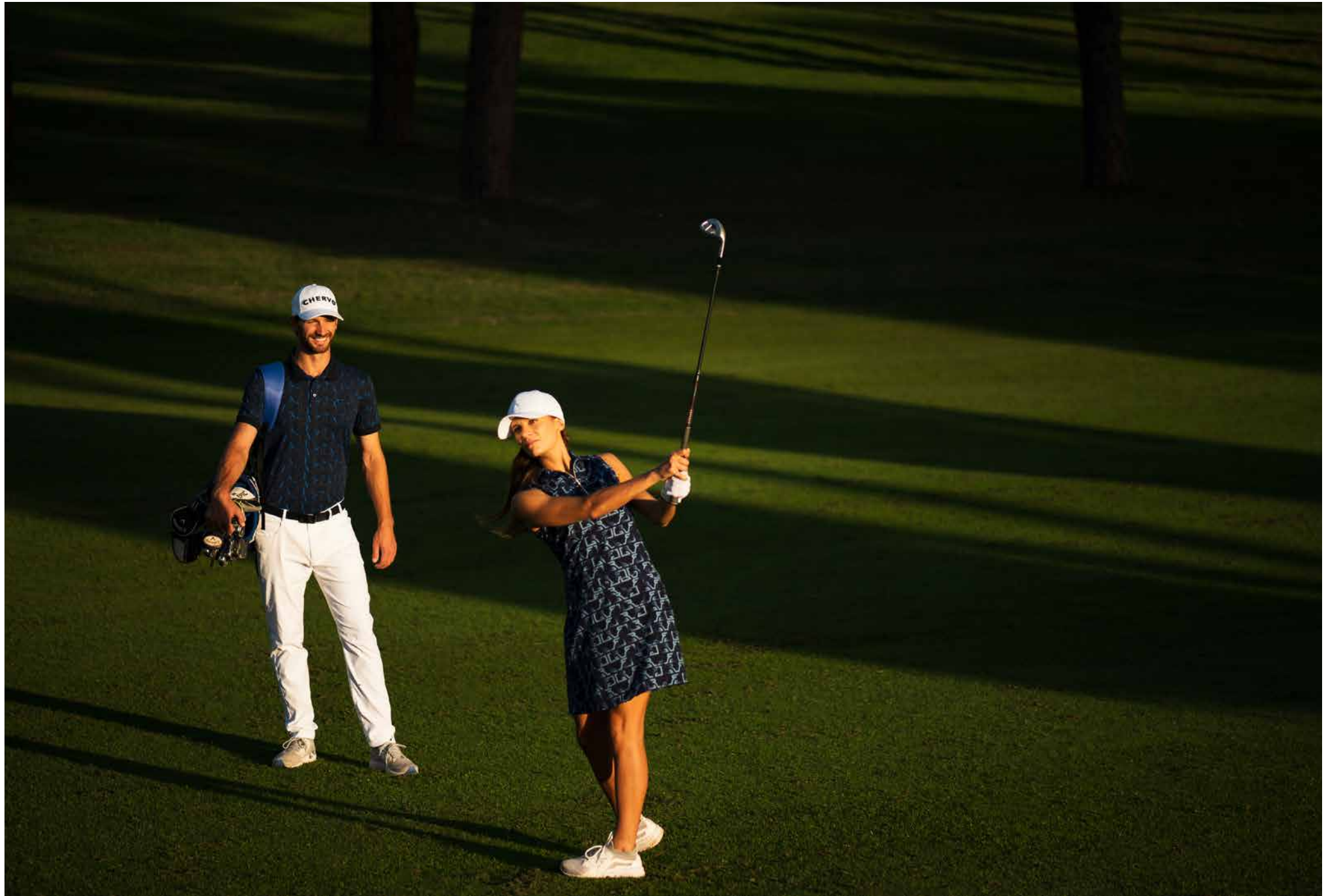


WAINER 100 / MATCH 584 / ARSENAL 081E / SASSETTO 100 / UREX 599





APSE 100 / JAG 90A



VIA DEI CONDOTTI

Even if it is difficult to identify the peak of Roman style throughout the centuries, some landmarks are unquestionable: Via dei Condotti has always been the heart of Roman finesse. The understated colours of this theme bring a laid-back sense of sophistication to the collection, and reflect the taste of those who wish to tackle the golf course with a more relaxed sportiveness.





LADY: MOTION 100 / ANZI 06D / GABRIELLA 478 / UNDER 20D
MAN: WRICH 402/ ALIKAN 088E / SPELL 478 / ULRIC 100

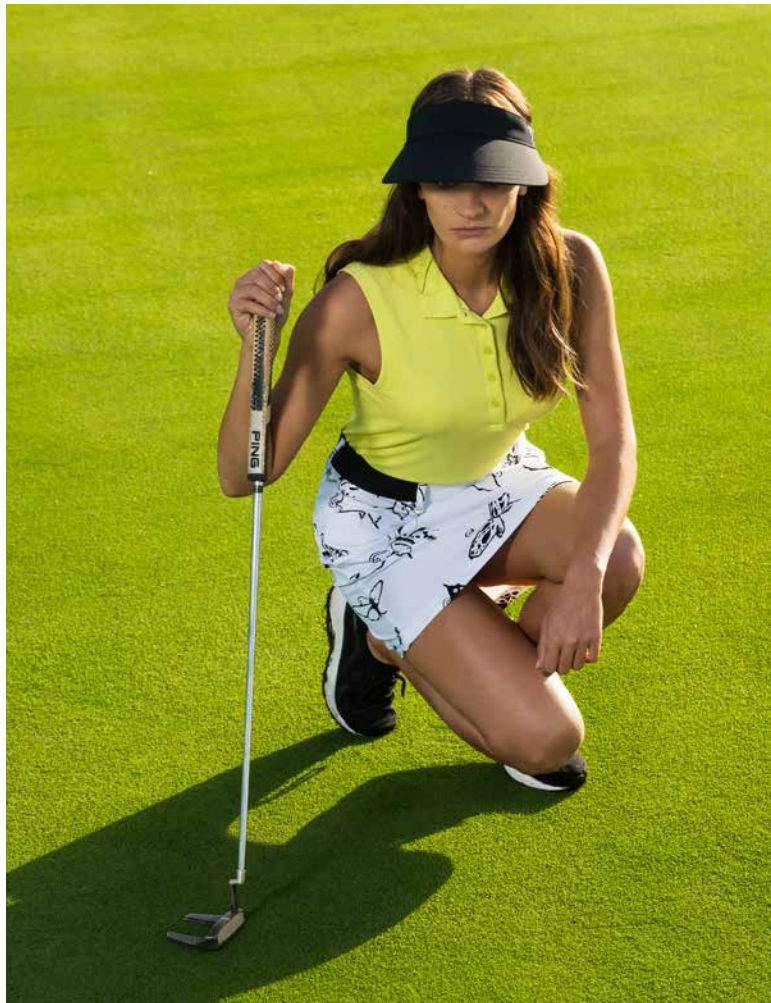


NOBBY 599 / ANYONE 041A / GUIZ 478 / ULRIC 100



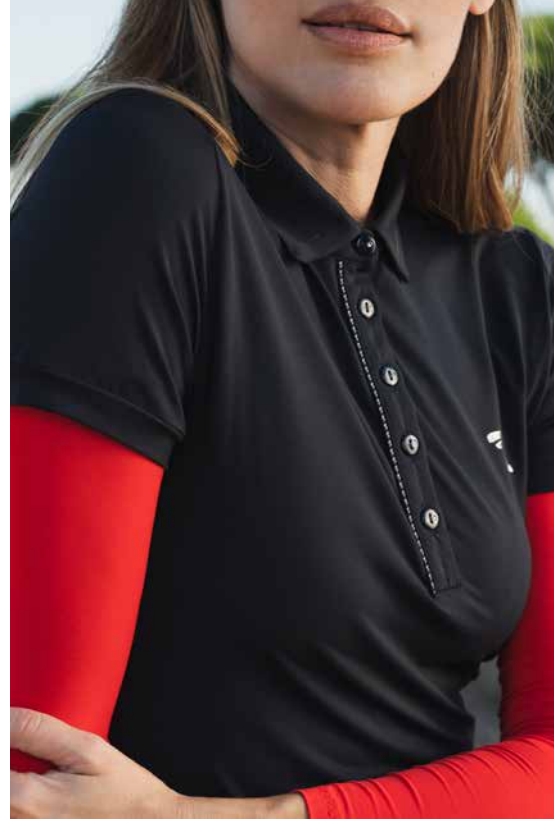
ROMAN ELEGANCE

The Chervò archives proved to be the driving force behind this collection's patterns and colours, as many pieces look back to the boldness of red, green and bright yellow, in both the Men's and Ladies' collections.





VIVIENNE 999 / AREATA 220 / JOGGING 84L



VIVIENNE 599 / ARRAS 599 / SILESIA 820 / YRIS 820



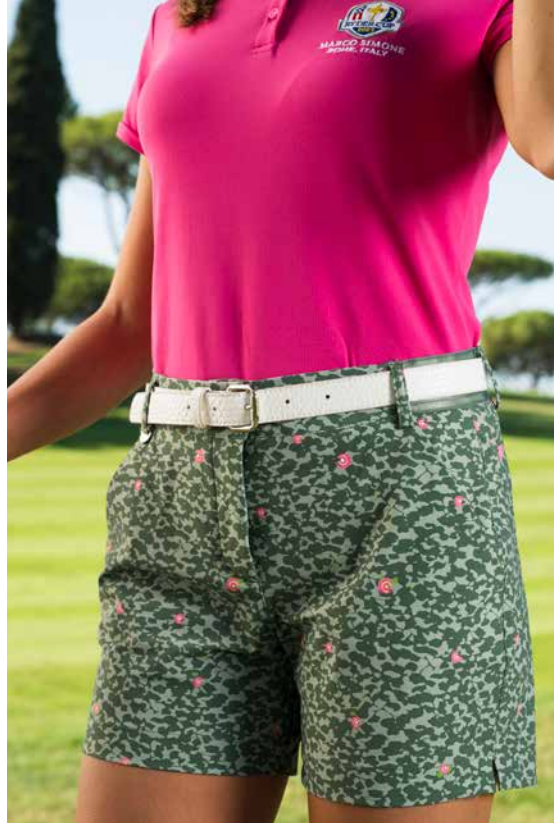
ASSORT 11G / JUVENTUS 820 / XAREN 100



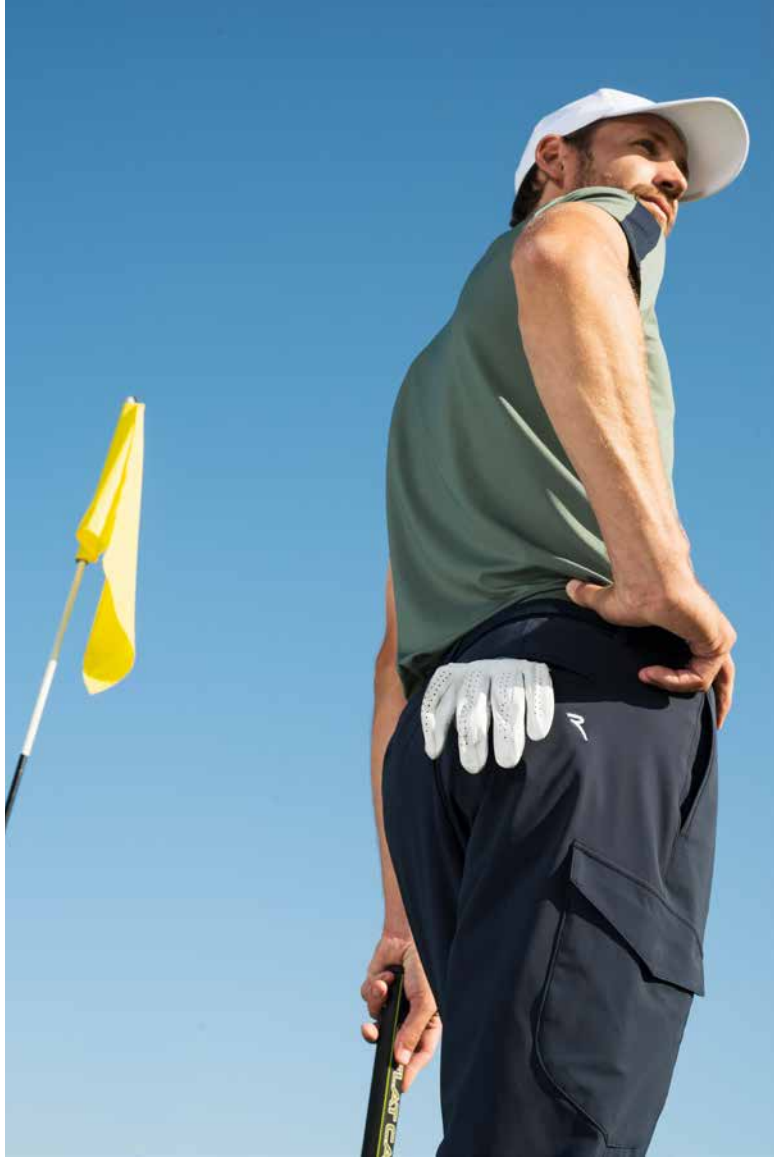
AVA 04G / SPAZIO 684 / UREX 599 / OTYTUS

NEREA F53 / ALTALENA 760 / JAMB 684





VERONICA 69F / ALTARYD 760 / GRANITA 69F



WINCENT 100/ ALBEO 684/ SPEAR 599 / UREX 599

TIMELESS GAME

A line of garments that was designed to brighten up the golf course with a palette that includes fuchsia and bright blue for all those players who dress to impress, preferring a colour scheme that isn't afraid to dare.





LADY: AVENUE 100 / JOGGING 01G / XSTYLE 100
MAN: EXCELLENT 760 / APPROVE 584 / SASSETTO 100 / UREX 100

PESETA 100 / AMOUNTRYD 584 / SCOTCH 100





MARERYD 760 / AT 999 / JOKE 100

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.



The dense and thin-layered CH THERMO LIGHT fabric has all your comfort and sports-related needs covered: it boasts optimal antistatic and heat-insulating properties, whilst also retaining the fabric's intrinsic breathability to ensure you feel great during any sports activity.



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.

Worldwide Distribution

Italy, France, Germany, Austria, Hungary, Switzerland, Spain, Portugal, Andorra, Benelux, Greece, Cyprus, England, Wales, Scotland, Ireland, Poland, Czech Republic, Slovakia, Finland, Denmark, Slovenija, Croatia, Bulgaria, Iceland, Turkey, Morocco, Tunisia, South Africa, Lithuania, Russian Federation, South Korea, China, Hong Kong, Macau, Japan, Vietnam, Laos, United States of America, Canada, Mauritius, UAE.

Credits

Models:

Antonija Samaržija
Stefano Maderna

Players:

Costantino Peruzzi
Francesca Scuccimarra
Lucrezia Raco

Locations:

Parco Archeologico di
Ostia Antica,
Circolo del Golf Roma
Acquasanta,
Archi di Claudio
Golf Club.

Art direction:

Chervò

Photography and design:

Anna Brignolo

Styling and set design:

Chervò

Special thanks to:

Flavia Mariani
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Fabio Gulotta



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