

LEGENDARY FABRIC

Denim, an Icon of Pop Culture

SALOTTO POP

Seminar organised and introduced by **Lucia Rosin** in the context of Fashion Material Design Studio

SALOTTO POP is a trio of professionals — **Mario Nardo**, **Samanta Baldan** and **Michele Benetello** — united by a passion for music, history, art, and communication. Their mission is to spread culture through storytelling: each event becomes an immersive journey filled with images, sounds, and narratives that evoke the spirit of a specific era. In this event, SALOTTO POP explores the world of DENIM, tracing its culture from the origins of the myth to the present day. Supported by a rich archive of historical garments that frame and elevate the stories, they guide the audience through a path where fashion, identity, and collective memory intertwine.

Track in Fashion Ecologies.

19.12.2025
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