

gTā

GTA Purity

Fall Winter 23

Since 1955, GTA Moda has been a brand at the forefront of innovative, tailored trousers. The company is proud to have developed its original **Waist Comfort Band technology**, which is incorporated into all models of trousers, ensuring they are both comfortable and stylish. GTA Moda is committed to creating high-quality products designed to fit contemporary lifestyles, focusing on the utmost attention to detail. Their trousers are comfortable, durable, and fashionable, making the wearer feel good and confident.

FW 2023 PURITY COLLECTION

Fashion design meets Eco-sustainability

Purity FW23 is not only a proposal of style, comfort, functionality, and quality but also of environmental sustainability. In fact, the new collection was created by selecting fabrics produced by companies that share GTA's environmental philosophy following rigorous chemical safety standards.

The company only works with suppliers who document their commitment by participating in the **ZDHC Roadmap Zero** chemical safety program or have achieved specific environmental certifications such as **Oeko-Tex standard 100**.

The new GTA garments are also inspired by nature in the choice of colors that go from softer to more vibrant shades, from earthy shades to those of the sunset, thus creating a unique and vital link with the theme of sustainability, not only from a production point of view but also on a stylistic level.

There are also novelties regarding the models in the collection with the new Tommaso, without a side seam, Lucio, 70s-style flared trousers, and Sergio, a model with a 50s military fit.



PATENTED TECHNOLOGY

WCB[®]

Waist Comfort Band

Waist Comfort Band is an innovative invisible and patented belt with a simple and minimal design that makes all fabrics soft and comfortable.

The models in the collection reveal exceptional wearability, not only thanks to the design and choice of materials but also to the use of the original and exclusive Waist Comfort Band technology, the subject of an industrial invention patent application also extended internationally.

WCB is integrated into **all the garments** in the collection, it does not impact aesthetics, guaranteeing maximum wearability with comfort **up to 6 centimeters around the waist**.

Following its commercial success and the constant technological research work of the company, WCB has also been applied to tailored models made with rigid fabrics such as wool and linen, which thus acquire the softness of Easy Wear garments.























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