

THE EXPLORERS DIARY

2018 - 2019

MORESCHI

The Explorers Diary is a modern day representation of a journal from the British-Antarctic expedition of 1907-1909 lead by Sir Ernest Henry Shackleton.

The book is a part of a collaborative assignment between Moreschi and Istituto Marangoni Milan, and includes designs for footwear and bags for men based on the brief provided by the company.

Each chapter of the journal represents a part of the expedition and has its unique characteristics and particular detailing elements



B K W. I. 493-4.



**ANTARTIDE,
MARINAI ED
ESPLORATORI**



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MARINAI ED
ESPLORATORI**



WHEN THINGS ARE EASY,
I HATE IT.

An odyssey, a test of perseverance, resistance and competence. But above all an incredible demonstration of relentless confidence.

The moreschi man in Autumn - Winter 2018/19 , is an explorer.

The collection revolves around the British-Antarctic expedition of 1907-1909 lead by Sir Ernest Henry Shackleton. It juxtaposes the elegance and sophistication of the British Man with the endurance of an Antarctic Explorer.

THE EXPLORERS DIARY

CHAPTER 1 \ LAND

Lat. 59° 7’

We mark the start of our British - Antarctic expedition . We observe earthy colors and generous use of the tartan fabric, along with traditional british embroidery.

Land oh!



BLACKICE_BI

SAFEGROUND_SG

PLATINUMNIGHT_PN

TANBROWN_TB

Campbell, Victor

Saturday, November 26
Bagpack

We mark the start of our British - Antarctic expedition . We observe earthy colors and generous use of the tartan fabric, along with traditional british embroidery.



Scott, Robert Falcon

Monday, November 28

Formal , Leather outsole

On arrival we find warm tones of browns and embroidered details of the logo. The Classic evening shoe in Suede and Spazzalato is simple yet demands attention.





Bruce, Wilfred M

Thursday, December 1
Derby Rubber outsole

At the start of the expedition, we find warm tones of browns mixed with tartan fabric and embroidered details of the logo. The classic derby is elegant while the heavy rubber outsole gives a hint about the journey ahead.

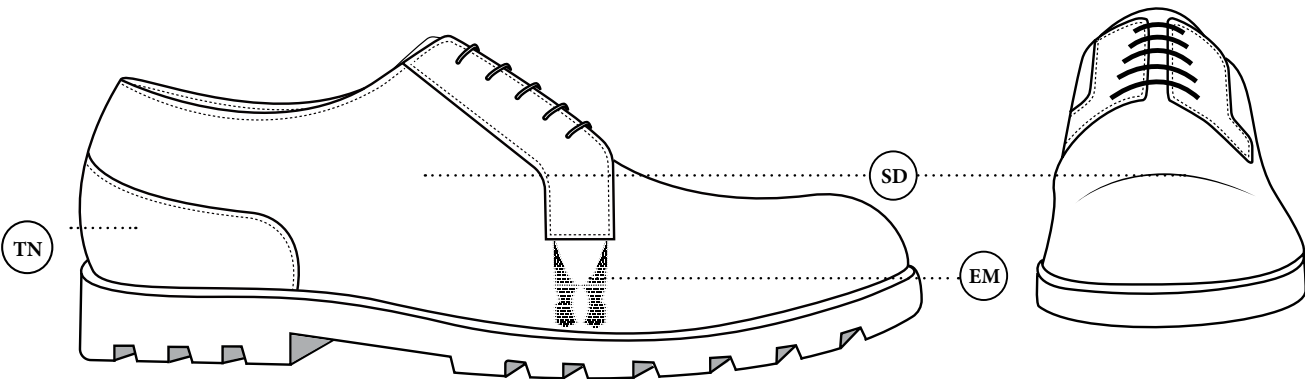


CHAPTER 1 \ LAND

Features

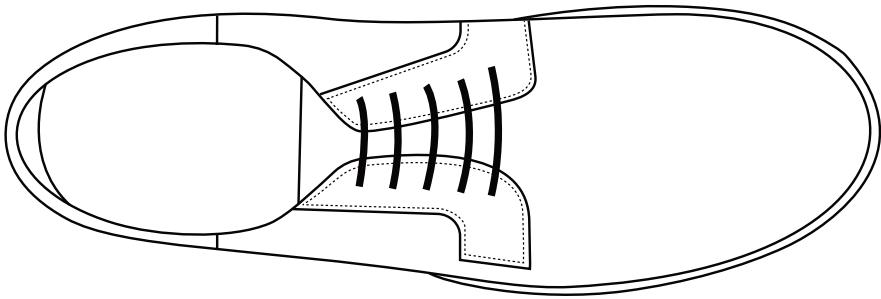
- Classic Derby in suede
- Embroidered Moreschi logo
- Tartan fabric on back
- Rubber outsole

TYPE \ DERBY



Side view

Front view



Top view

MATERIALS/ UPPER

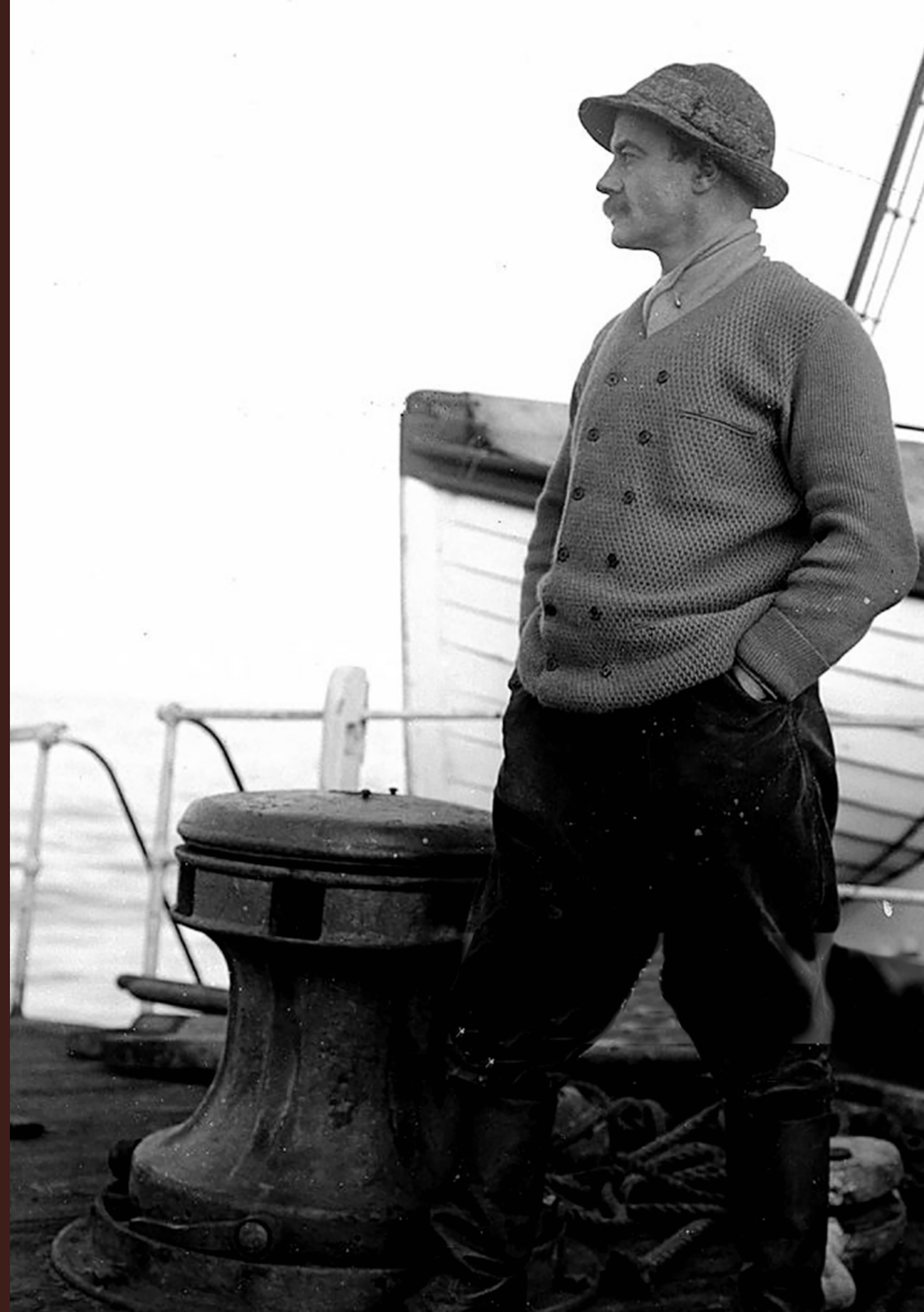


EMBROIDERY TECHNIQUE ON MORESCHI LOGO [EM]



THE EXPLORERS DIARY
CHAPTER 1 \ LAND

Technical Chart



Pennell, Harry L.L.

Monday, December 5

Boot

The boot consists of a tartan elastic which enhances the look of the boot while also giving it a functional aspect.



CHAPTER 1 \ LAND

Ponting, Herbert George

Thursday, December 8

Laptop Bag

The laptop bag with its vertical design is young and fresh. With simple detailing including the embroidered logo along with tartan fabric, gives the bag a touch of newness and the much required warmth in winter.



Balson, Albert

Friday, December 9
Combat Boot

The combat boot has an interesting detail of the tartan fabric in the front part of the shoe, while balancing the counter with the embroidered logo detail





McCarthy, Mortimer

Sunday, December 18

Sneaker

Our journey is incomplete without a pair of comfortable sneakers! The embroidered logo like an emblem sits on the padded back of our sneaker, perfect for any age.



THE EXPLORERS DIARY

CHAPTER 2 \ THROUGH STORMY SEAS

Lat. 56° 40’

The barometer has been almost steady since Saturday, the wind rising and falling slightly, but steady in direction from the west. We pass the land and begin our expedition with a storm in the sea! The rigging system in ship is the inspiration behind the collection . The color palette takes to tones of Blue along with black and ice grey .The collection is sporty and tough yet has a sophistication.

We use laces and strings to make our mark (logo)

So far so good.



BLACKICE_BI

MIDNIGHTBLUE_MB

ICECOLD_IC

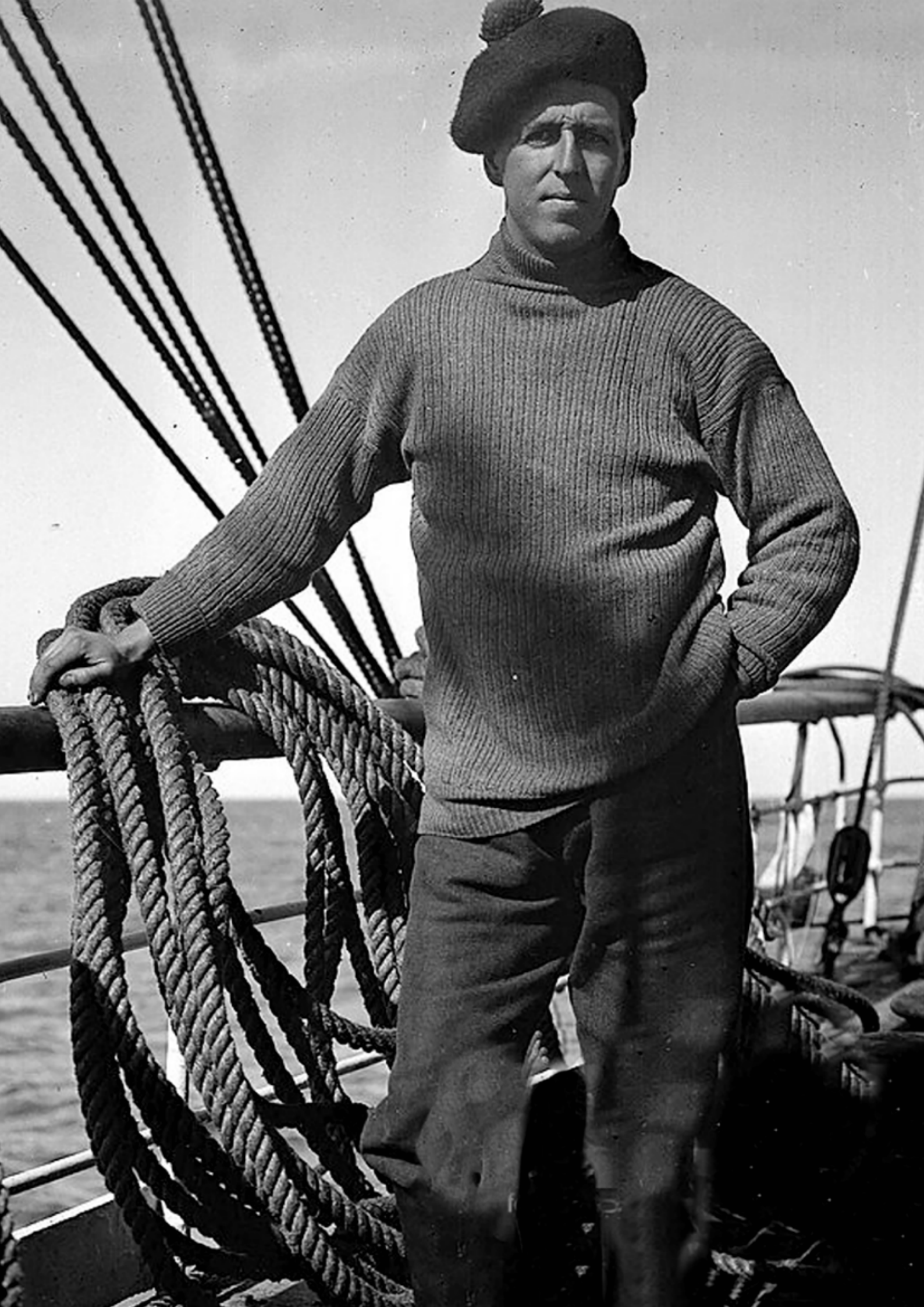


Rennick, Henry

Wednesday, December 21
Sneaker , Rubber outsole

The high top sneaker in suede, is tough and sporty along with sophistication. The beauty of the shoe lies in the strong lines and the letter “M” formed by the crisscrossing of elastic strings.





Dennistoun, James R

Sunday, December 25

Sneaker

The detail of the letter “M” takes a new form in the sneaker . Capturing the attention of the millennials this winter, the elastic crisscrossing and tongue gives it comfort and easy wearability.





Williams, William

Wednesday, December 28

Sneaker

Yet another sneaker in the collection, the rigging system forms the letter “M” this time in the front of the shoe in suede.



Davies, WW

Sunday, January 1

Bagpack

Bagpacks for our explorer!

The sporty bag in suede and spazzolato has a simple design with the detail of the letter "M".



THE EXPLORERS DIARY

CHAPTER 3 \ ADVENTURE AND PERIL

Lat. 46° 40'

Adventure is our next stop.
The exploration is hard and full of surprises, but we
packed well! This collection focuses on heavy rubber
soles along with embossed silicon.

The palette shifts to a palette of warm and cold
colors for this collection.

BLACKICE_BI	
DARKGREY_IG	
PETROLBLUE_PB	
DARKBROWN_DB	
PRIMUSBROWN_PB	



Stone, Bernard

Wednesday, January 4

Sneaker, Rubber Outsole

The shoe has a lot of texture and levels created by padding and use of various types of leather. The logo is embossed on silicon rubber.





Debenham, Frank

Monday, January 9

Boot

The boot is a mix of suede and spazzolato. The hint of petrol blue binds the collection together and forms an extremely important part of the collection.



Oates, Lawrence

Saturday, January 14

Laptop bag

The vertical laptop bag is made in suede along with a silicon rubber embossed with the logo.



Lashly, WW

Tuesday, January 17
Derby, Rubber outsole

The rubber outsole derby is tough and ready for adventures! Following the collection staples, a mix of material marks the uniqueness for the shoe.



THE EXPLORERS DIARY
CHAPTER 4 \ IN WINTER QUARTERS

S. 28 W. 570'

We observe a formal gathering in the winter hut.

Simple classic designs take a new twist, while the Moreschi logo in platinum metal forms the detail in the collection.



BLACKICE_BI

PLATINUMNIGHT_PN

Meares, Cecil

Saturday, January 21

Evening / Formal, Leather outsole

A twist on the classic evening shoe, the monk strap with the detail of the logo which also doubles up as a closure in the shoe.



Crean, Tom

Thursday, February 2
Sneaker

The formal shoe , gets a transformation for the millennials ! Adding a sporty detail, the sneaker is perfect for a casual business dinner.



Edgar, Evans

Sunday, February 5

Boot

Yet another formal boot, with the surprise of a monk strap detail.





Campbell, Victor

Friday, January 27
Evening / Formal, Leather Outsole

In the winter quarters, we gather.

A classic evening shoe with a spike up in details and emphasis on the logo , used both as a design element as well as a closure. The design is inspired from the cuffs of a shirt and the sophisticated details formed by the cuff-links.

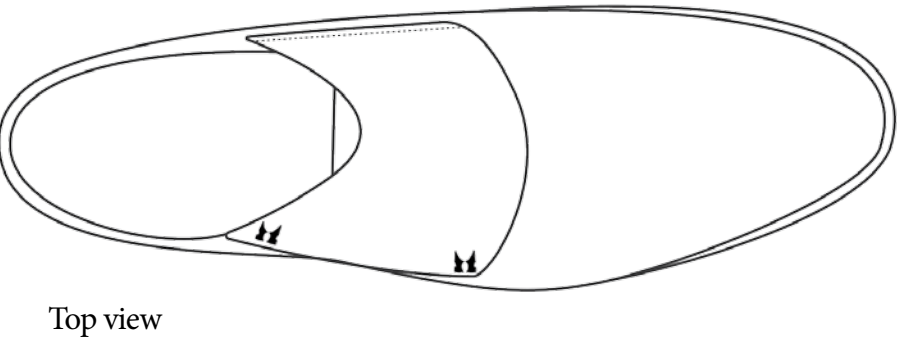
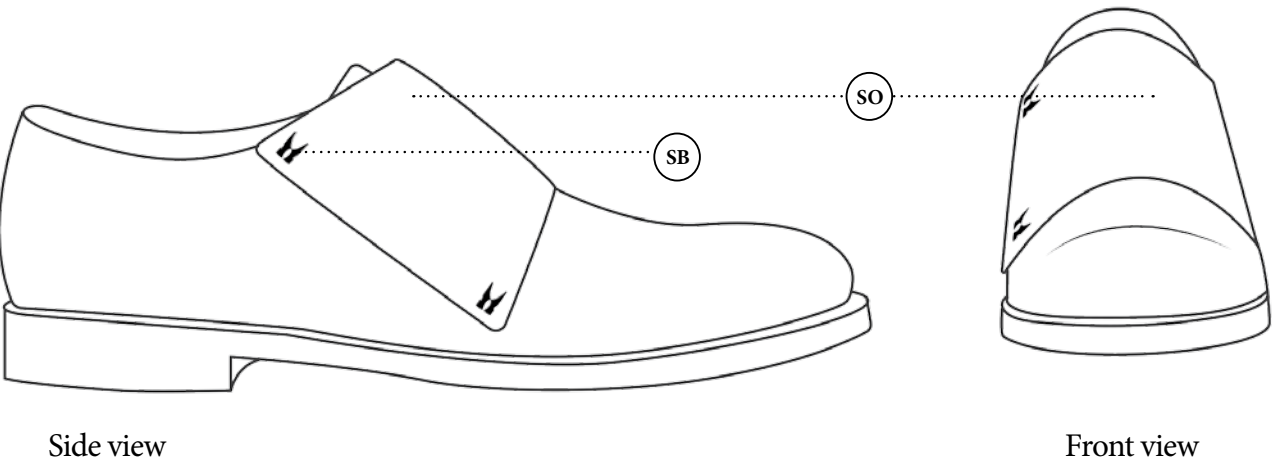


CHAPTER 4 \ IN WINTER QUARTERS

Features

- Fine Spazzolato upper
- Elastic inserts under the tongue for easy access and comfort
- Metal Logo snap buttons (Platinum)
- Black Leather sole
- 15mm heel height

TYPE \ STYLIZED MONK STRAP



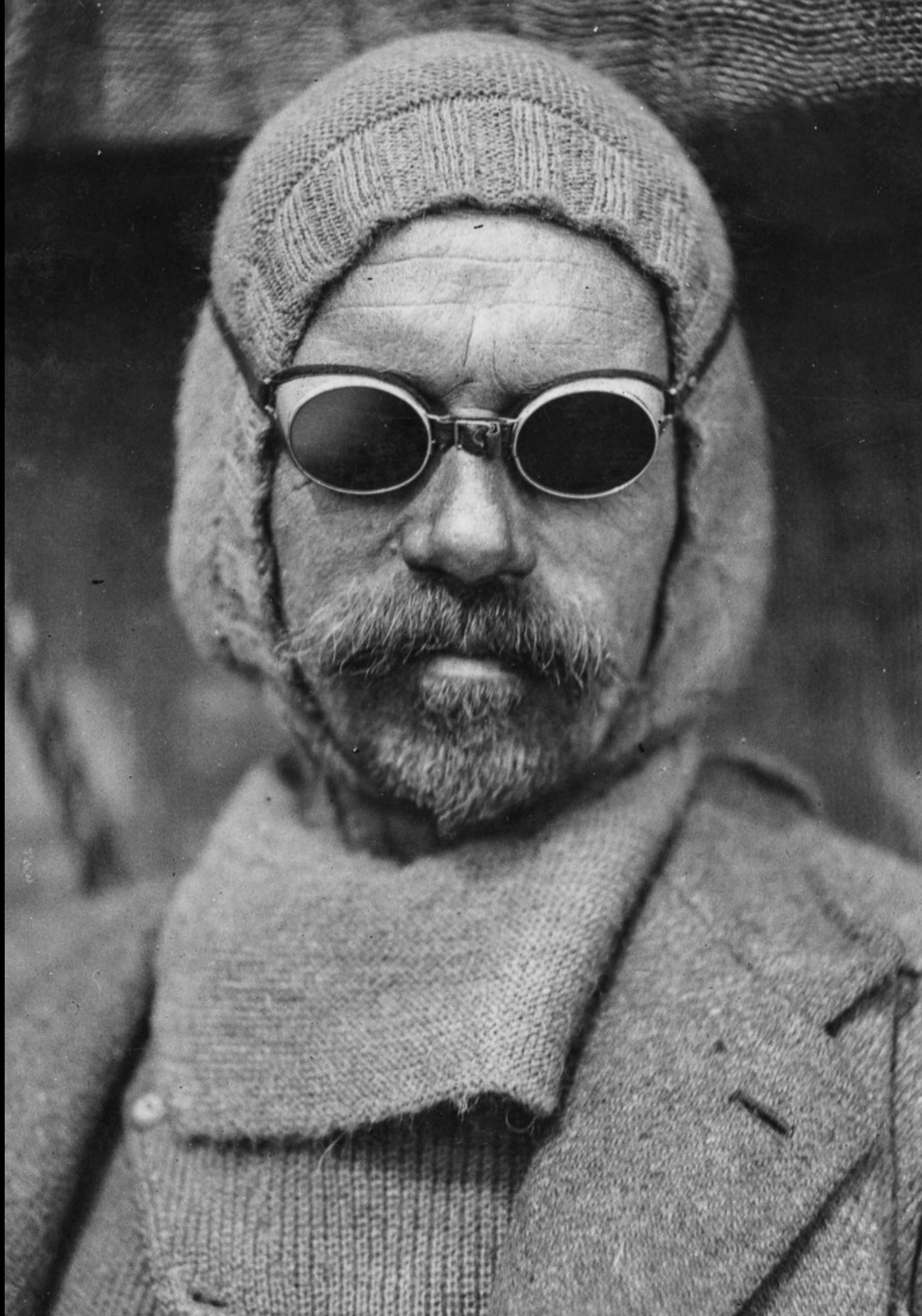
MATERIALS/ UPPER



THE EXPLORERS DIARY

CHAPTER 4 \ IN WINTER QUARTERS

Technical Chart



Greenstreet, Lionel

Thursday, February 9

Moccasin

The moccasin is perfect for a casual evening.
Inspired from the lapels, the logo forms detail
element, in this case fixed.



CHAPTER 4 \ IN WINTER QUARTERS



Clissold, Thomas Charles

Saturday, February 11

Laptop Bag

The classic laptop bag is simplified and enhanced by the use of the metal logo trimmings for closure.





McDonald, Angus

Tuesday, February 14

Bagpack

The backpack is a new way to carry and explore! The sleek sophisticated design is formal and yet trendy.



Priestley, Raymond E.

Monday, February 20

Travel, Weekender bag

The weekender is a formal travel bag perfect for a short business trip. Also enhanced by the company logo, the bag is smart and well structured.



THE EXPLORERS DIARY

CHAPTER 5 \ ON THE BEARDMORE GLACIER

S. 22 W. 230'

“Here where we are camped the snow is worse than I have ever seen!”

The glacier marks the use of pony fur with a debossed logo detail. The forms are clean and basic.

BLACKICE_BI

PLATINUMNIGHT_PN

ICECOLD_IC





Nelson, Edward

Wednesday, February 22
Combat boot

The combat boots provides all the warmth required to fight this winter. With the pony fur detail at the counter of the shoe. The lace-up boot is well balanced in terms of aesthetics and functionality





Cherry-Garrard, Apsley

Sunday, February 26

Slip-Ons

This slip-on shoe is a perfect match for the winter. With its thick outsole and pony fur detail, it is young and fresh in terms of design while also being easy and extremely comfortable to wear.





Simpson, George

Wednesday, March 1
Boot

Perfect for a sophisticated evening with family or friends, the traditional boot gets a twist of detail in the winter as we enter the Glacier. With the pony fur on the back along with the debossed logo, the design is updated for the upcoming season.

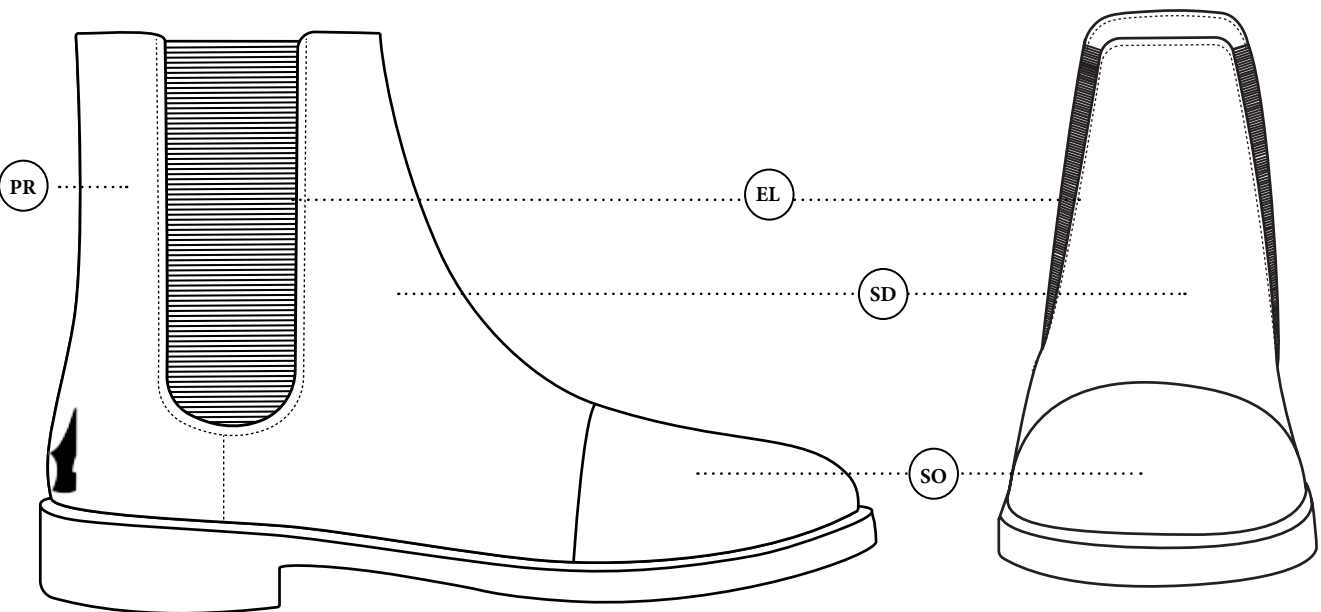


CHAPTER 5 \ ON THE BEARDMORE GLACIER

Features

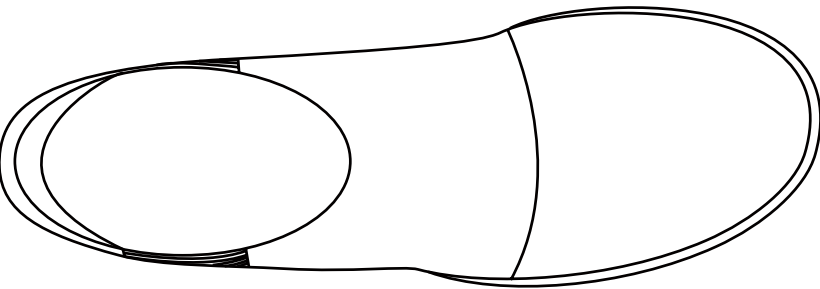
- Pony fur on the back with debossed Logo (Moreschi)
- Elastic inserts for easy access and comfort
- Black Leather sole
- Combination of Suede and Spazzolato for a formal sophisticated look.
- 30 mm heel

TYPE \ BOOT



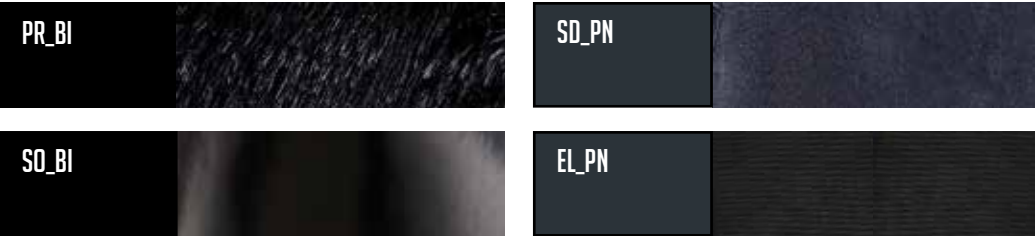
Side view

Front view



Top view

MATERIALS/ UPPER



THE EXPLORERS DIARY

CHAPTER 5 \ ON THE BEARDMORE GLACIER

Technical Chart



Forde, Robert

Tuesday, March 7

Sneaker

This sneaker is young and the pony fur detail with the debossed logo gives it a unique character.



MORESCHI



Keohane, Patrick

Friday, March 17

Laptop Bag

The Vertical laptop bag with pony fur detail is a winter companion! The sleek and elegant design captures the eye in an instant.

