



THE COLOURS *OF* DRAGON

MILANO DESIGN WEEK 2024

APRIL 16 - 21
PALAZZO BOCCONI *MILANO*



Where design meets sporting spirit.



In an unexpected and captivating combination, the elegance of horse-riding merges with the aesthetics of design, giving rise to a unique synergy among Kep, Sesia, and Brembo. These three realities, seemingly distant, are connected by an invisible thread: the passion and determination to create something extraordinary.

Kep, with its extensive experience in manufacturing equestrian helmets, embodies excellence in the equestrian world, where safety, style, and performance are paramount. Sesia represents the essence of aesthetic refinement through its rich palette of colours and high-quality materials. Lastly, Brembo, a global leader in high-performance braking systems, contributes with its advanced engineering and technological precision.

This partnership is not just a simple collaboration, but a true catalyst for innovation in the design world. Through their creative fusion, these groundbreaking brands transcend the boundaries of aesthetics, embracing a synergy between materials and lifestyles tied by colour. Together, they are redefining the very concept of beauty, offering a revolutionary perspective on how we inhabit and interact with objects in everyday life.

THE SIGN OF THE DRAGON

Extraordinary Strength and Good Fortune

The Year of the Dragon holds a special place in the ancient art of Chinese astrology, an occasion to celebrate the extraordinary strength and good fortune that this zodiac symbol represents. The Dragon, an iconic mythical creature of the zodiac, embodies a character of unparalleled boldness and power. Its influence inspires a fervent desire for excellence and an unwavering determination to achieve extraordinary goals. In this special collection dedicated to the Dragon, KEP Italia captures the essence of this iconic figure and translates it into a tangible experience, an assertion of personality that adds a unique touch of individuality to every horseback adventure.

This collection unmistakably represents KEP Italia's dedication to the pursuit of the perfect blend of functionality, style, and protection. It expresses the will to constantly explore new horizons in design and safety, creating a unique fusion of innovation and beauty that results in an unparalleled experience for riding enthusiasts.



TWELVE COLOURS

The New Alphabet of Design

The 12 colours of Sesia&Co. blend harmoniously thanks to a unifying tone, creating a distinctive chromatic system. This goal has guided the development of 35 materials for interior design, including fabrics, parquet flooring, wood paneling, carpets, paints, glass, and more, all available in every shade of the Sesia&Co. palette. This diversity allows for endless combinations, both monochromatic and multicolored, ensuring consistently high aesthetic refinement in any setting.

Through this exclusive colour system, Sesia&Co. transforms the way we conceive color, becoming a true hallmark in the world of design. Its uniqueness and originality not only add aesthetic value but also open new perspectives and innovative ways of experiencing spaces, forging deep connections with other materials and products through a shared language based on colour.



LATTE



LIQUIRIZIA



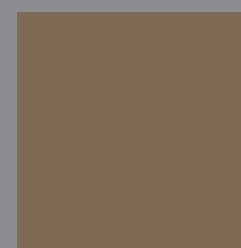
FERRO



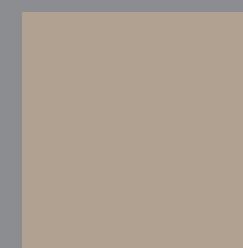
CIELO



CIOCCOLATO



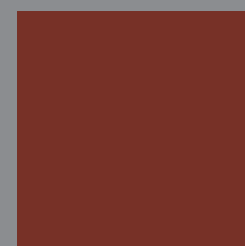
CAPPUCCINO



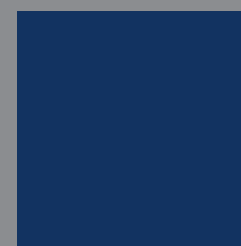
CREMA



SALVIA



ZAFFERANO



MIRTILLO



AMARENA



ORO

01



LATTE



02



LIQUIRIZIA

03



FERRO



04



CIELO

05



CIOCCOLATO



06



CAPPUCCINO



07



CREMA



08



SALVIA



09



ZAFFERANO



10



MIRTILLO



11



AMARENA



12



ORO



KEP: HELMETS



BREMBO: BRAKE CALIPERS





KAP[®] **SESIA&CO.**  **brembo**
ITALIA materials

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