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[home](#)

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[perspective](#)

[shop](#)

Handle With Freedom for Ritratte Libere



“Handle With Freedom”: the future that loves the past. Youth, culture and nostalgia meet in a genderless



“Handle With Freedom”: the future that loves the past. Youth, culture and nostalgia meet in a genderless line.

HWF is a young brand born in Italy in 2019 from an idea by Giotto Calendoli, whose passion for cuts and fits comes from the legacy of his grandfather’s clothes from the 50s, that he has never met.

The grandmother gave them to Calendoli and said: “Handle them with care”. The transition from “care” to “freedom” stems from our generation’s great desire

to be free look to the past but dream of a bold future.

HWF doesn’t just make clothes: its goal is to change the way we see clothes.

Combining old school tailoring with offbeat individuality, HWF is a total look for those who like to wear their own trend.

The brand philosophy “we believe in second chances” is fully expressed with the project “Ritratte Libere”, where on the occasion of Women’s Day on March 8, a limited edition shirt made by inmates of the women’s prison of Pozzuoli (NA) was launched with the claim “Real men are feminists”.

A sunny day, one more day, to remember how strong and free women are! “Everyday is your day” is Calendoli’s idea.

HWF has already cooperated with Palingen and the women’s prison in the past of Pozzuoli in the creation of bags and bandanas, as a symbol of redemption, resocialization and rapprochement with working reality.

“United by love, separated by fear, saved by women!”, this is the concept that HWF wants to spread.

No gender difference, on the contrary, trust in human beings regardless of their identity: freedom, this is the watchword!

For more information, go on the handlewithfreedom.com and [Instagram](#) of Handle With Freedom.



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