

## Advance Information

### Vicuña The Fibre of the Gods

Loro Piana

Photographs by Bruna Rotunno

After *Baby Cashmere* and *The Lotus Flower*, Loro Piana tells us the story of the vicuña and its coveted fibre.

The vicuña is a small camelid that lives in the high alpine areas of the Andes. Prized since the time of the Incas for its extraordinarily soft and fine wool, and deeply venerated by the ancients, the vicuña was long threatened with extinction, being hunted indiscriminately for its coveted fibres.

Only in recent times, thanks partially to the efforts of Loro Piana, the small camelid has returned from the brink of extinction and now lives protected in strictly regulated reserves in the high Andes.

This book tells the story of the vicuña, portraying the graceful animal in its natural habitat, underscoring its aura of legend and its role in the life and economy of the local communities, and focusing on the complexities of its existence and the efforts to save it.

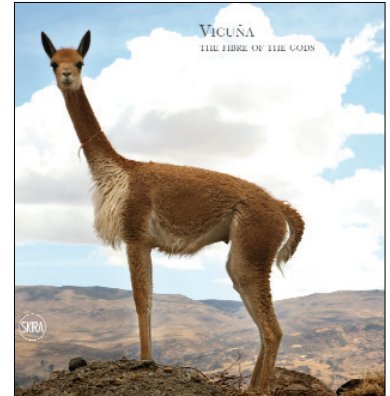
#### Key Selling Points

- Previously unpublished photographs.
- A detailed description of the animal and its habitat.
- A valuable anthropological work that honestly represents the life and economy of the peoples of the Andes.

#### Authors

**Bruna Rotunno** is a multitalented Italian photographer. She already published with Skira *Baby Cashmere* (2010) and *The Lotus Flower* (2011).

**Loro Piana** operates in the luxury goods industry. Two centuries ago members of the family established a foothold in the textile industry of Northern Italy. Today that business has grown into a global fashion and interior-design powerhouse synonymous with luxurious cashmere goods, exquisite fabrics, and more.



**Provisional Publication**  
October 2012

#### Extent

144 pages

#### Size

11 x 12" (24 x 30 cm)

#### Illustrations

100 colour

#### Binding

Hardcover

#### Price

£ 60.00

ISBN 978-88-572-1386-6





