

DETAILS

Brad Pitt

A PHOTO PORTFOLIO
BY MARK SELIGER

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Killing It Softly

If Massimo Alba's cashmere sweaters seem basic at first glance, that's only because you're looking and not touching. Pick one up and throw it on—then you'll understand what preposterously soft actually means. "We created a special yarn that didn't exist before," says Alba of the secret house weave. The goal was to use single-ply threads (the lightest-weight you can get, which makes it ideal for producing a non-bulky sweater) to create, as Alba puts it, "something very informal, driven by the idea of a sweat-shirt." The yarn is hand-dyed in a watercolor-based formula that's so eco-friendly, Alba says, "you can drink the water at the end of the process—it's completely pure." The result? A perfectly faded-out piece that looks like an old favorite—which it's bound to become. \$825; mrporter.com