



Rubinacci sartorial work dates back to the first half of the eighteenth century, when great grandfather of Mariano Rubinacci started trading silk with the East, from a store near Castello Angioino. Since then, the Rubinacci atelier has been an expression of the finest and most refined elements in menswear.

In the early nineteenth century, his nephew Gennaro, famous in Naples' high society as undisputed arbiter elegantiarum, opened a store in downtown Naples: London House.

His atelier became an exclusive tailor's workshop for many famous characters, from the princes of Savoy to Edoardo de Filippo and Vittorio de Sica; Gennaro Rubinacci was skilled at immediately understanding their needs and was able to transform them into custom made, unique garments of unparalleled class.

For the past thirty years, Mariano Rubinacci has been keeping his family's heritage alive and making it famous worldwide, and the Maison's creations are now known as symbols of undistilled style throughout the globe. Today, Luca Rubinacci is a torch bearer of the new language of elegance understood around the globe as a symbol of excellence.



www.marianorubinacci.net

MASTERS OF ELEGANCE BESPOKE TAILORING INSTALLATION

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MASTERS OF ELEGANCE

by

DeGorsi
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Maison Cifonelli, founded in 1880, is unanimously voted men's bespoke institution. A French - Italian House that discreetly preserves the highest level of traditional, bespoke tailoring, with no less than 40 tailors working exclusively by hand in its salon located in the very heart of Paris "Golden Triangle".

Today, the family business is run by 4th generation cousins Lorenzo and Massimo. They bring to this institution of good taste and understated elegance a slightly more contemporary touch.

A Cifonelli suit can be recognized at first glance due to its unique shape, the result of craftsmanship and technique acquired and developed over the past 120 years. The unique concept of the Cifonelli cut lies in the particular manner in which the shoulder is constructed. The "curved" shoulder line makes freedom of movement and comfort together with a sophisticated silhouette.

Each garment is uniquely personal. They choose fabrics the way painters choose canvas and a special attention is on choosing Comto buttons. Each suit assembled in their workrooms is a unique piece of handmade craftsmanship, designed to perfectly fit personality and needs of its wearer. Twenty measurements must be taken before client can decide on all the details and 70 hours of work to give form and shape to a new Cifonelli suit.



www.cifonelli.com