

## Salon of Excellence by DeGorsi at the Four Seasons Firenze

For the third consecutive season **DeGorsi luxury consulting** curated Salon of Excellence- conference & exhibition, presented by **Credem Banca and Rothschild bank** on January 14, 2016 at the mesmerizingly beautiful setting of Four Seasons Hotel in Florence.

Presenting the culture of excellence through a selection of finest manufacturers, always respecting tradition but with progressive outlook towards the future, this year's edition was an absolute highlight of PITTI UOMO.

This unique happening was curated by **Cris Egger & Alex Dordevic of DeGorsi Luxury Consulting**, with support of **Camera Nazionale Buyer Moda and its President Mario dell'Oglio**.

Key note speaker of this edition was the acclaimed author and elegance aficionado **HUGO JACOMET of the Parisian Gentleman fame**. He underlined that the luxury is not necessarily related to cost, but to time needed for a fine garment to be produced, thus having much higher value of money since time can not be recuperated.

An introduction to the event's theme "Finance & Luxury - Quality is rewarding" was given by Credem Bank regional manager **Angelo Petriccione**, while a very interesting overview of the ROTHSCCHILD bank activities within the luxury industry landscape was given by its country manager, **Alessio Coppola**.

An overview of the luxury brands distribution in Italy was given by President of the Camera Italiana Buyer Moda, **Mario dell'Oglio** who reminded guests of the importance of this segment of economy.

**Alex Dordevic, chairman of the DeGorsi luxury consulting**, introduced participating masters of excellence from all parts of Italy such as SCIAMAT, bespoke tailors from Puglia, presented by its creative director Valentino Ricci; STEFANO BEMER, bespoke shoemakers from Tuscany, presented by its CEO Tommaso Melani; MANTERO, renowned silk producers from Como, presented by its president Mortiz Mantero; and ANTICA BARBIERIA COLLA, purveyors of the finest grooming products for men, from Milan, presented by its patron Gianfranco Bompieri.

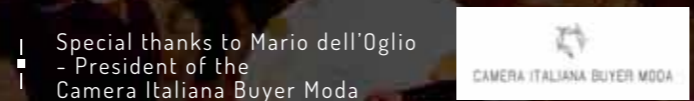
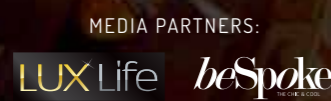
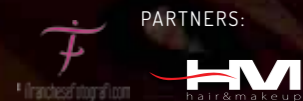
**Cris Egger, co-chair of the event**, presented the ladies fashion segment titled FASHION FRAMES with CHAVAL, fine silk accessories from Milan, ELLA lago di Como, a superb knitwear for ladies along with uniquely creative BERG jewelers and ALBERTO ADONAI shoemakers from Monte Carlo who showed their latest collection in the exhibition segment of the Salon of Excellence.

Vibrant atmosphere that followed the conference at the lavish dinner at the Fours Seasons salons, generously provided by CREDEM BANCA, was created by numerous celebrities of PITTI world in attendance, who once again agreed that Salon of Excellence is one of the key fixtures on the Pitti calendar.



**Make Up & Hair:** Luciano and Miriam Carino of HM make up Italy

**Photography:** Edoardo Tranchese



presents

# Salon of Excellence

CONFERENCE & EXHIBITION

"Finance & Luxury - Quality is rewarding!"

January 14, 2016



FOUR SEASONS HOTEL

Firenze

in partnership with



curated by Cris Egger & Alex Dordevic of

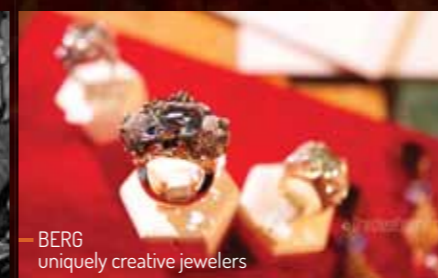




ALBERTO ADONAI  
shoemakers



ANTICA BARBIERIA COLLA  
finest grooming products



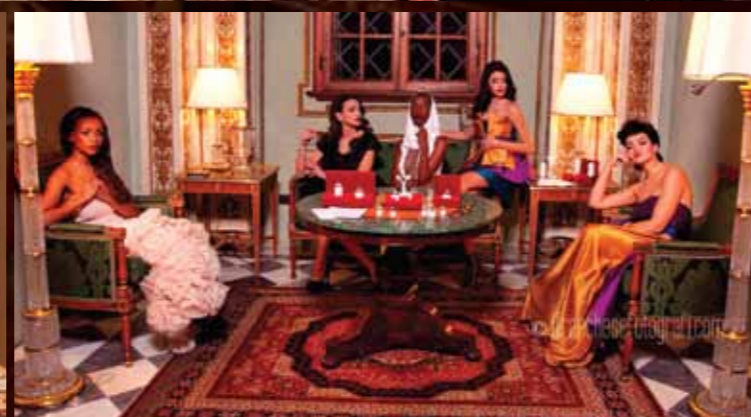
SCIAMAT  
bespoke tailors

STEFANO BEMER  
bespoke shoemakers

CHAVAL  
fine silk accessories



MANTERO  
silk producers



ELLA lago di Como  
superb knitwear for ladies

1. Alex Dordevic, Cris Egger and Angelo Petriccione, regional manager Credem Banca 2. Valentino Ricci of Sciamat (Puglia), Alex Dordevic, Gennaro Annunziata of Chiaia (Napoli) and Andrea Luparelli of Ripense (Roma) 3. Alex Dordevic and Begum Khan, designer of jewelry and Serdar Gulgun, famous interior designer from Istanbul

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4. Cris Egger and Mario dell'Oglio, president of Camera nazionale buyer moda 5. Cris Egger & Moritz Mantero, president of Mantero 6. Alessio Coppola, country manager of Rothschild bank 7. Hugo Jacomet, author of the Parisian Gentleman