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MADE IN ITALY

PROFILES IN ITALIAN STYLE

PRACTICE MAKES PERFECT. NOWHERE IS THIS MORE APPARENT THAN IN THE ITALIAN TEXTILE INDUSTRY, WHERE CENTURIES-OLD TRADITIONS OF FABRIC SOURCING, CRAFTING, AND MANUFACTURING HAVE CREATED A POWERFUL ENTERPRISE THAT SETS THE GOLD STANDARD FOR FINE MEN'S WEAR WORLDWIDE.

WORLD-RENOUNDED FOR ITS FINELY TAILORED CLOTHING, UNSURPASSED QUALITY, AND VERSATILITY, NEAPOLITAN TAILORING SETS THE UNIVERSAL BENCHMARK FOR EXCELLENCE. ITS BACKBONE IS A GROUP OF COMPANIES IN THE REGIONS OF BIELLA, PRATO, ISERNIA, VENICE, AND COMO—COMPANIES THAT HAVE MADE TEXTILES AND CLOTHING THE BASIS OF A THRIVING, UNIQUELY ITALIAN INDUSTRY.

FROM HUMBLE ARTISANAL BEGINNINGS AS FAMILY-RUN HOUSES THAT CREATED FASHION FOR ITALY'S NOBILITY, THE ITALIAN TEXTILE INDUSTRY HAS EVOLVED INTO A POWERFUL MODERN BUSINESS DEDICATED TO PRESERVING A NATION'S TRADITION, CULTURE, AND PASSIONS. DAY BY DAY, THESE COMPANIES HAVE QUIETLY WOVEN A VAST WEB OF BOTH LARGE AND SMALL FIRMS THAT TOGETHER MAKE UP A FASHION NETWORK THAT EXTENDS ACROSS THE GLOBE.

BEYOND ITS GEOGRAPHICAL BORDERS, THE "MADE IN ITALY" LABEL IS MORE THAN A MARK OF DISTINCTION. IT IS THE VERY DEFINITION OF AN ITALIAN AESTHETIC: IN WHICH EXTRAORDINARY IS THE NORM; STYLE IS CONFIDENT, RELAXED, NONCHALANT; AND PERFECTION, DOWN TO THE LAST DETAIL, IS AN OBSESSION.

THE FOLLOWING PAGES PROFILE THE INDUSTRY'S LEADERS: PEOPLE WHO, BY EMBODYING A SINGULARLY ITALIAN INTUITION, ATTITUDE, AND DEDICATION, HAVE PLACED ITALIAN FASHION IN THE FINEST STORES—AND WHO CONTINUE TO MAKE ITALY THE BEST-LOVED AND MOST-APPRECIATED SOURCE FOR FASHION WORLDWIDE.



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**Luca
Trabaldo Togni**
President and
CEO, Santandrea



TRANSLATION STYLE

A company located at the perfect point between the past and the future offers the world a Milanese style that speaks many languages.



Above:
Buttons are hand sewn with silk thread on a Prince of Wales suit in super wool and Loro Piana silk.

Left:
Suit in 100 percent cashmere Trabaldo Togni fabric. Cotton shirt and silk tie.

"I have a deep love for Milan, its particular personality; its disciplined yet highly creative style. In every step, I perceive an elegance that is typically Milanese: deep-rooted, pervasive and quiet, never loud. Santandrea is more than a project, it's an homage paid to a style that is inherently ours." That's Turin-born Luciano Trabaldo Togni's vision—and his company's spirit.

His firm has had two incarnations. In 1968, the company became known as Sartoria Santandrea Milano, its name an Italian-English hybrid. But when the Trabaldo Togni family acquired the firm a little over a year ago, the name was retranslated into Italian as Santandrea, symbolizing a transition back to classic sartorial style with a new ease. An all-Italian enterprise, located at the perfect point between the old and new aesthetic, Santandrea shows the world that Milanese style speaks many languages.