

## BRIONI PRESS CLIPS 2016 - 2017

- CR Men's Book - Volume 4 - Spring 2017
- GQ Style - November 2016
- GQ.com - 12.11.16
- Hollywood Reporter - February 2017
- People.com - 1.9.2017
- V Man - Spring 2017
- WSJ Magazine- March 2017
- WWD - 12.22.16
- WWD.com - 3.14.17
- WWD.com - 3.17.17



# cr men's book



**GUCCI  
MANE**

**4**



VETEMENTS

ADRIAN JOHN HURTADO WEARS  
JACKET VETEMENTS X BRIONI  
SHIRT VETEMENTS X  
COMME DES GARÇONS SHIRT





A full-body photograph of a man with a beard and short dark hair, wearing a dark grey or black suit jacket over a white dress shirt. He is holding a dark leather belt in his left hand, which is raised. He has a tattoo on his right forearm. He is wearing brown leather boots. The background is a solid, vibrant blue.

**TAKE  
RISKS WITH  
ACCESSORIES.**

**—CARINE**

BRIONI  
DAVID WEARS SUIT  
AND SHIRT BRIONI  
BELT VETEMENTS X BRIONI  
BOOTS VETEMENTS X LUCCHESI



BRIONI  
SHIRT BRIONI  
BRA DEBORAH MARQUIT





# GQStyle

HOLIDAY 2016

THE BIG  
HOLIDAY  
WISH LIST

32

Pages of Fashion,  
Watches, Scents,  
And Ceramics

SIX EPIC  
DESIGN  
ESCAPES

The Most  
Influential  
Menswear  
Shows of  
All Time

The New  
Status  
Symbols

THE LIVING  
LEGENDS  
OF JAZZ  
*Dressed to the  
Nines & Still  
Making Noise*

KING  
KENDRICK  
LAMAR

Rick Rubin  
Interviews  
Rap's  
Fearless  
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# ZAYN MALIK'S UN-PUFFY PUFFER JACKET IS YOUR NEW OUTERWEAR MUST-HAVE

By [Liza Corsillo](#)



**Brioni**

\$2972, available at [farfetch.com](#)

[READ MORE +](#)

Over the last year, Zayn Malik has become more than a man to watch, he is *the* man to watch. His fade haircut has eclipsed Brad Pitt's as the most requested among hipster barber shops. His beard scruff is a work of art. And now, he's proven himself a master of the stylish (and warm AF) puffy jacket. While out in New York's East Village yesterday Malik kept cozy in a puffer that was decidedly not-so-puffy. Barely more voluminous than a motorcycle jacket, his jacket is part of a new pack of thinner down jackets. Genius, because it means you can step out of the house without knocking over your fellow pedestrians. We dig it so much, we found 10 more perfect for any man's closet. Here's to a cozier—and better looking—winter.



# THE Hollywood REPORTER

February 10, 2017

## GONE, GIRLS

The definitive oral history of a show that began as  
'the worst pitch you've ever read' (see it yourself inside!)  
as HBO's seminal comedy starts its final season and  
**LENA DUNHAM** and Co. spill on the (very NSFW) sex scenes, those  
racism charges and what the 'voice of her generation' does next

Clockwise from left: Jemima Kirke,  
Alex Karpovsky, Allison Williams,  
Dunham, Adam Driver, Zosia Mamet  
and Andrew Rannells were  
photographed in Brooklyn.



# Style

Fashion

← **Giorgio Armani**  
Made to Measure  
navy tuxedo, cotton shirt  
and bow tie; special order,  
price upon request, at  
Giorgio Armani, Beverly Hills

← **Isaia**  
Gregorio charcoal gray tuxedo  
with black grosgrain lapels,  
\$4,550; pleated-front shirt,  
\$475; and grosgrain bow tie,  
\$150; at Isaia, Beverly Hills

→ **Brunello Cucinelli**  
Midnight blue cashmere  
tuxedo, \$8,495; cotton  
shirt, \$675; and satin bow  
tie, \$275; at Brunello  
Cucinelli, Beverly Hills

↑ **Brioni**  
Classic black mohair  
tuxedo, \$5,750; cotton  
shirt, \$1,250; and silk  
bow tie, \$230; at Brioni  
stores and [brioni.com](http://brioni.com)

## Double the Drama

As worn by awards season's  
dashing gents from Tom Hiddleston  
to Tom Ford, two sets of buttons  
are back on tuxedos **By Carol McColgin**

Photographed by **Joseph Shin**

# People

## GOLDEN GLOBE/AWARDS 2017

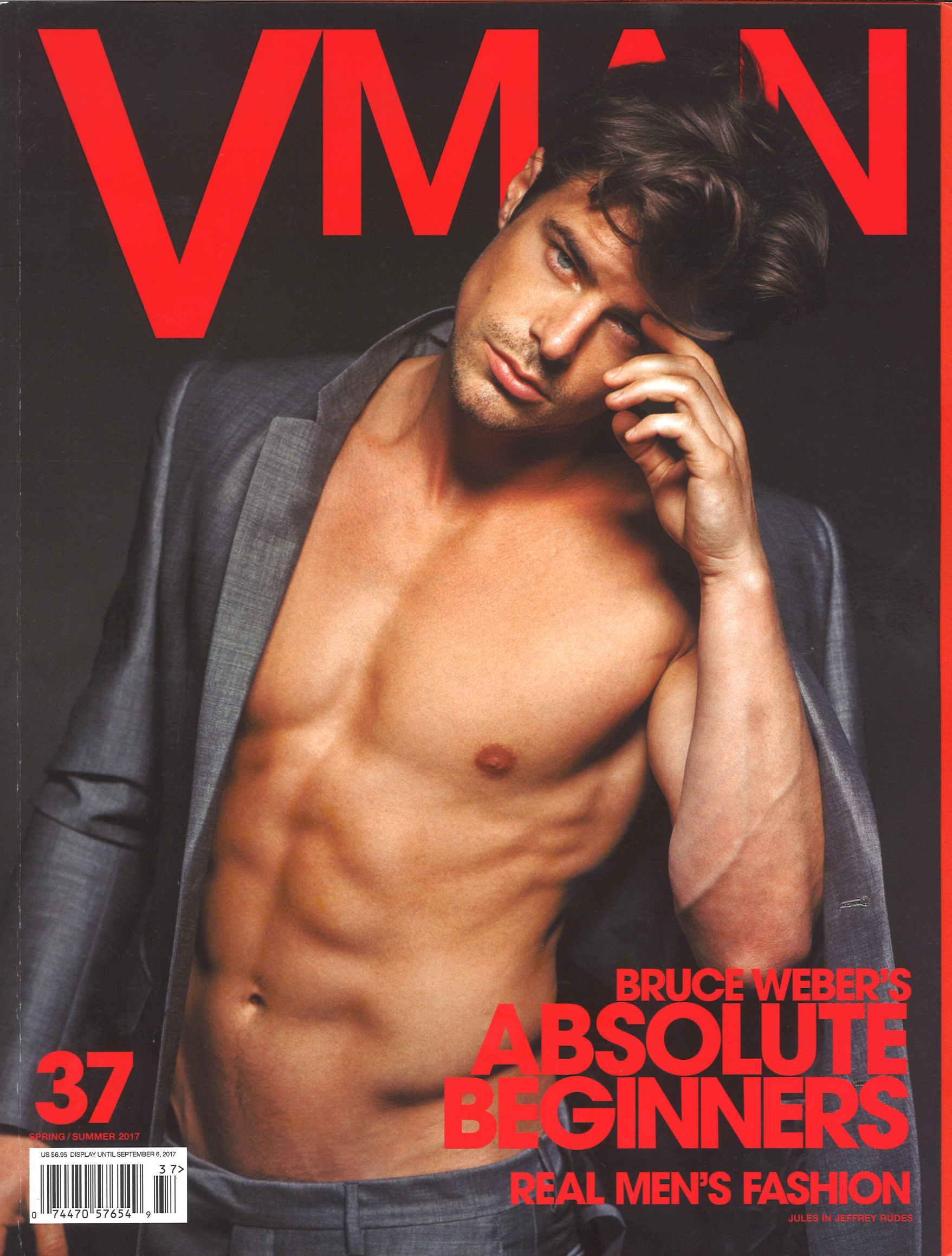
**Emma! Reese! Tom! All the Glam Stars at the Golden Globes**



**MICHAEL KEATON**



# WMAN



**37**

SPRING / SUMMER 2017

US \$6.95 DISPLAY UNTIL SEPTEMBER 6, 2017



## BRUCE WEBER'S **ABSOLUTE BEGINNERS**

**REAL MEN'S FASHION**

JULES IN JEFFREY RÜDES



MARK



JACKET MODEL'S OWN  
SUIT **BRIONI**  
SHOES **TOMMY HILFIGER**  
HELMET VINTAGE FROM  
**ALLAN AND SUZI**





MARCH 2017 MEN'S STYLE

# WSJ.

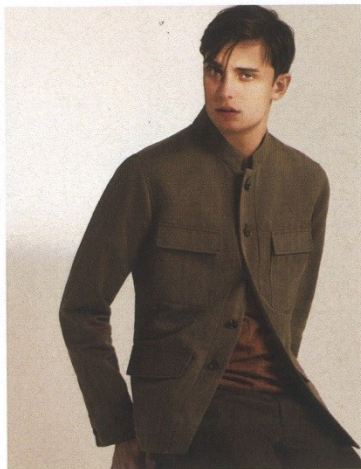
THE WALL STREET JOURNAL MAGAZINE

## MAKING MAGIC

THE GOLDEN TOUCH OF  
BRUNO MARS





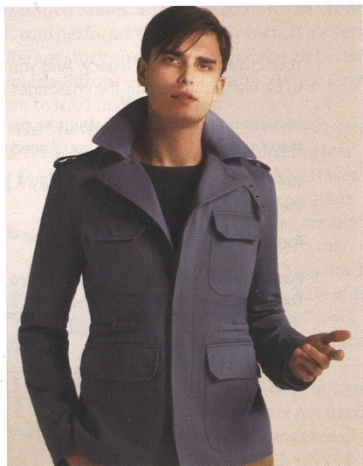
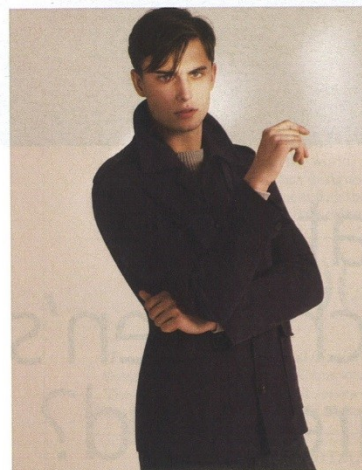
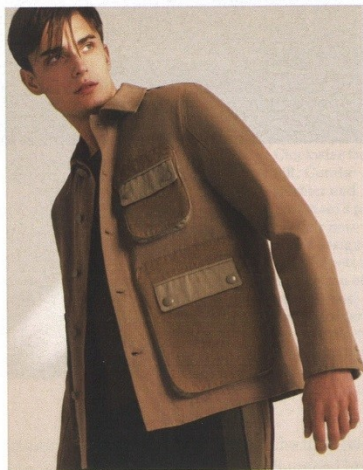


**BASIC TRAINING**  
 Top, from left: R.M. Williams jacket, Vince sweater and Boglioli pants. Caruso jacket, Simon Miller T-shirt and Ddugoff pants. Middle, from left: Givenchy by Riccardo Tisci jacket and pants and Vince sweater; Brioni jacket, Brunello Cucinelli sweater and Ddugoff pants.

TREND REPORT

# PRACTICAL MATTERS

Originally a military staple, the field jacket ups its cool factor this season with sharp cuts and fresh hues.



**STANDARD ISSUE**  
 Left: Boglioli jacket, sweater and pants. Right: Etro jacket, Peuterey sweater and Ddugoff pants. Model, Kyle Mobus at Re:Quest Model Management; grooming, David Colvin. For details see Sources, page 124.

PHOTOGRAPHY BY  
 HANS NEUMANN  
 FASHION EDITOR  
 ISAIAH FREEMAN-SCHUB





# WWD



### Take Two

Brioni opens multifloor flagship at Madison Avenue and 62nd Street in New York.

Page 6



### Betting Big on Beauty

CVS is getting behind emerging cosmetics and skin-care brands.

Page 11



### Retailers Blink First

Markdowns rise as holiday shopping shifts later and later.

Page 12

Fashion. Beauty. Business.



# That Seventies Show

The chic geek is the leading character in spring outerwear. That infamous shade of brown that screams Seventies, with distinctive panel detailing, was one of the season's most defining statements, as seen in this Neil Barrett jacket.

*For more on the cropped jacket trend, see pages 4 and 5.*

PHOTOGRAPH BY ANDREW JACOBS

Model: William Porter at MSA; Accessories: J.W. Anderson; All Jewelry: Byrhel

## BUSINESS

# Carolina Herrera Sues Oscar De la Renta

● The designer is seeking to stop Laura Kim from joining the rival fashion house as co-creative director until April.

BY WWD STAFF

### Carolina versus Oscar.

In a battle pitting two grand names in American fashion – Carolina Herrera and Oscar de la Renta – Herrera has sued de la Renta in the Supreme Court of the State of New York over a young designer who has helped each brand inject a more youthful air into their collections: Laura Kim, who founded the Monse brand with Fernando Garcia.

Herrera on Wednesday filed a lawsuit seeking to block Kim from joining de la Renta as co-creative director with Garcia. The duo was named creative directors in

CONTINUED ON PAGE 12

## BUSINESS

# Berkshire Takes Kendra Scott Stake

● The founder of the Austin-based accessories brand retains majority control of the business.

BY EVAN CLARK

### Kendra Scott found her new partner.

Private equity firm Berkshire Partners acquired a minority stake in Scott's hot Austin-based accessories brand, bringing to close one of the more closely watched auctions in fashion.

WWD reported Dec. 8 that Scott was drawing the interest of big-name investors in a Jefferies-run auction that could potentially value the company near \$1 billion. The final sale price was not disclosed and sources close to the process could not immediately be reached.

The brand, which mixes accessible accessories with social-media savvy and a philanthropic bent, is something that's become a rare commodity on the fashion dealmaking scene – a growth story. Investors are always keen on companies that

CONTINUED ON PAGE 3



MEN'S

# Brioni Opens Flagship on Madison Ave.

- The 5,974-square-foot store is located on the corner of 62nd Street and Madison Avenue.

BY JEAN E. PALMIERI

**NEW YORK** – Brioni is taking its luxury Italian aesthetic to Madison Avenue here with the opening of a two-level, 5,974-square-foot flagship on 62nd Street.

The store is the second iteration of a David Chipperfield Architects Milan design that launched in Paris in July on Rue Saint-Honoré. But Gianluca Flore, chief executive officer of the Ker- ing-owned Brioni, said the layout of the New York store allows for a fuller expression of the design.

"It's even nicer than Paris," he said. "That fact that it is two full floors allows for the concept to express itself in a better way." The Paris store is also on two levels, but one is below ground.

The New York store, which opens Thursday, replaces a smaller unit on 57th Street that closed on Sunday. The flagship was intended to open in late October, but construction delays, due in part to the fact that the location is a residential building, pushed back the opening date.

The opening of the store comes as Brioni is in the midst of another reboot after a tumultuous 10 months. It parted ways with its then-creative director Brendan Mullane, tapped Justin O'Shea as his successor, and then pushed O'Shea out after six months following pushback from retailers and customers over O'Shea's attempts to make the storied brand "edgier."

Flore said the store may offer a few O'Shea designs, but the bulk of the offering will be the more-sedate high-end tailored clothing, sportswear and accessories that have become a hallmark of the label since its founding in Rome in 1945. "We will have the entire lifestyle," he said.

The store design also speaks to the "roots of Brioni," Flore said. It features gray Travertine floors and walls and colored marble columns that are intended to be reminiscent of ancient Roman



The new Brioni flagship on Madison Avenue.

architecture. But the cursive script spelling of the brand name is gone, replaced with the controversial Gothic lettering that O'Shea championed during his short tenure at the label, but that the brand says is a reworked version of its historic logo.

Lighting is housed in the ceiling, there are rosewood cases and timber paneling to distinguish the different areas.

A stairway between the two floors is also created from the Travertine and large windows on both floors allow for natural light to complement the interior space, although frosted shades are used on the upper level.

On the second floor, a special plaster is used to provide a textured finish.

Throughout the store, there are velvet seating areas and other furniture from 20th century architects including Albin and Mies van der Rohe. For the opening, a moving tailoring machine, complete with gold spools of thread and thimbles, fill the

Madison Avenue windows.

Upon entering, a few suits are hung front and center and the rest of the floor offers clothing, sport shirts, sweaters, jeans, dress shirts, ties, shoes, small leather goods and sunglasses. The upper level focuses more on tailored clothing and includes a bespoke area at the front. The fitting rooms are large and the walls are covered in vintage leather designed to look like upholstery that would be used in Sixties cars.

Overall, the store is airy and modern with no racks full of merchandise to obscure its design. It has two entrances, on Madison Avenue and 62nd Street, and is located across the street from Hermès and near the soon-to-open Tom Ford store.

Flore said Brioni's store "enhances the brand's Roman roots with a contemporary undercurrent." And the design offers the "same quality and details as we put in our garments. We created an environment

linked to the DNA of the brand but with a fresh environment."

He said the large size of the store allowed Brioni to create a special VIP area for its bespoke service – perfect for long-time bespoke client President-elect Donald Trump – oversize fitting rooms and an airy environment that is appropriate for a brand whose off-the-rack suits can retail for less than \$5,000. Bespoke suits start at around \$7,000 and go up from there.

The store is also intended to plant a stake in the ground in the U.S., which accounts for about one-third of the brand's global business.

Flore said after a tough 2015, sales have improved here and in fact, Brioni experienced "a strong recovery" starting in the June/July period. "We've seen a better trend," he said. "Our loyal customers are coming back and buying with more confidence."

Business improved even more after the U.S. presidential election, he said, which is "a very good sign."

Brioni has also been successful in attracting a different customer and is appealing to men from their mid-30s to 50 in addition to its older core shopper, he said.

Flore said the plan is not to add to the store count in the U.S., which includes 10 stores in Bal Harbour and Palm Beach, Fla.; Las Vegas; Beverly Hill; Chicago and Washington, D.C. (There are also 49 stores around the world in Europe, Asia, the Middle East and other countries.)

Instead, the goal is to increase comparable-store sales in its own stores as well as with its wholesale partners, which in the U.S. include Neiman Marcus, Saks Fifth Avenue, Barneys New York and others.

But while the store count may not change, Flore said Brioni is still expecting to bring on a creative director to succeed O'Shea and design the brand. "We're considering and looking for the right person to fit within the strategy of the brand," he said. Although he provided no time frame, he said: "We will appoint someone."

For now, the focus is on the New York store. "Our position in America is to rene- ce the iconic elegance of the brand, that is recognized by our customer as having style, elegance and quality," he said. "And we want to make sure we give them an excellent experience too – that's why we invested in New York."





[WWD.com](http://WWD.com)

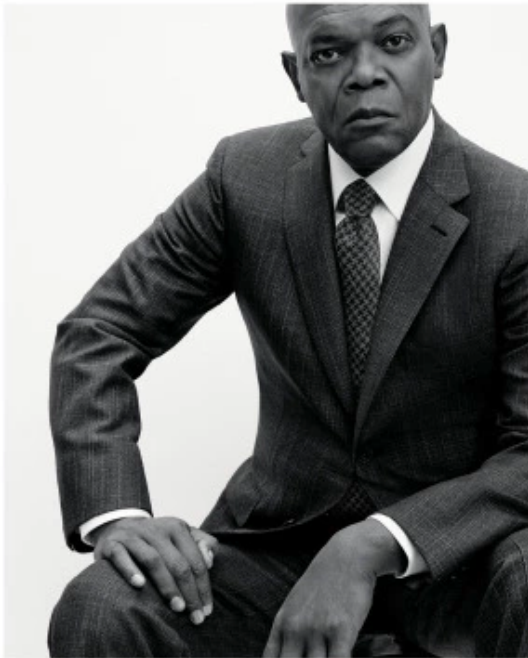
3.14.2017

Exclusive: Brioni Taps Samuel L. Jackson for Spring Ads

By Luisa Zargani

# WWD

## Exclusive: Brioni Taps Samuel L. Jackson for Spring Ads



TAILORING LEGENDS SINCE 1945



*Brioni*  
ROMA

**MILAN** — **Brioni** is going back to its tailoring roots by tapping legendary actor **Samuel L. Jackson** to front its sophisticated spring ads in a strong move away from the recent campaign portraying members of Metallica.

In the polished and sleek black-and-white images, Jackson strikes a pose by mostly looking straight into the camera.

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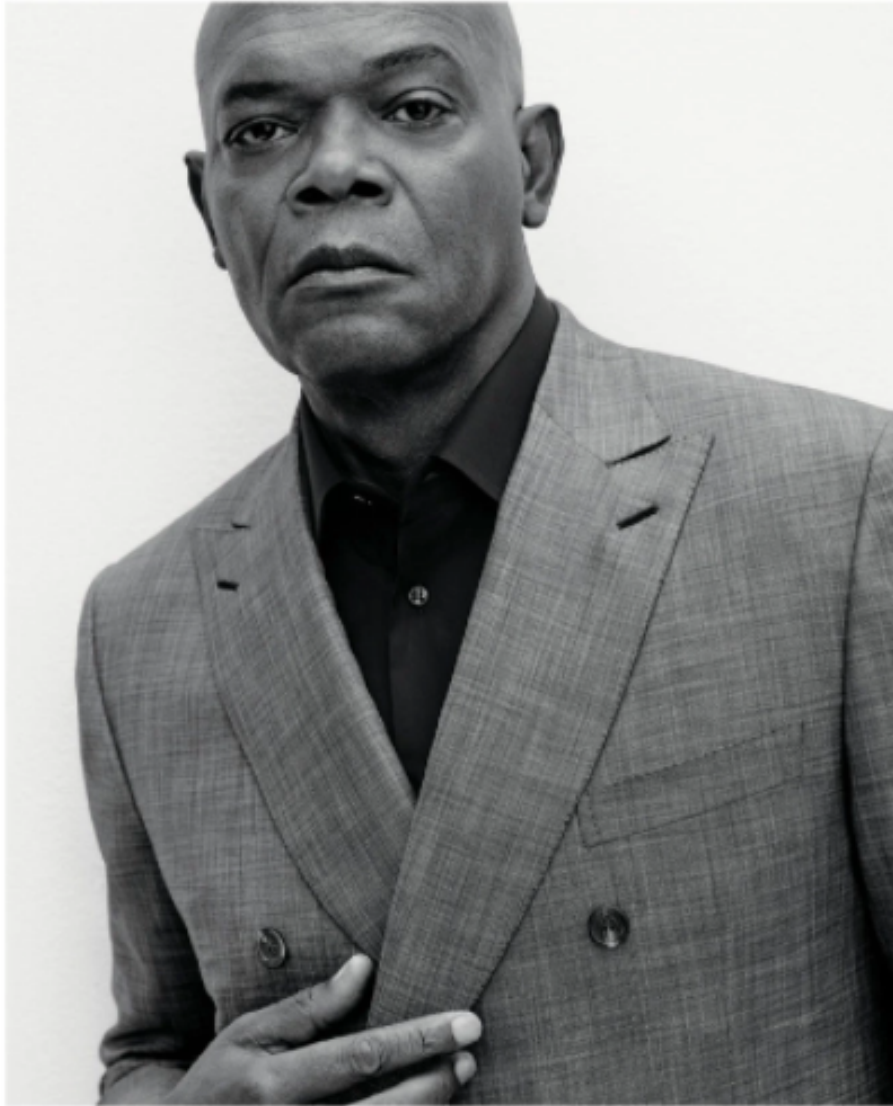
TAILORING LEGENDS SINCE 1945

*Brioni*  
ROMA

Most recently, the American actor wore a blue velvet Bespoke **Brioni** suit at the Academy Awards and a suede blouson and cashmere sweater by the Italian brand at the Independent Spirit Awards. By choosing Jackson, Brioni underscores its longstanding link with Hollywood, from the on-screen James Bond character to actors ranging from Denzel Washington to Michael Keaton, to name a few.

Jackson, who has been featured in movies including “Pulp Fiction,” “Star Wars,” “Django Unchained” and “The Avengers,” was photographed in Los Angeles by Gregory Harris.





TAILORING LEGENDS SINCE 1945

*Brioni*  
ROMA

The campaign is part of a wider project titled “Tailoring Legends” — portraits of international leading men from different industries each with their own interpretation of the brand.





TAILORING LEGENDS SINCE 1945



*Brioni*  
ROMA

The shift in communication comes as the men's wear company is going through a phase of change. As reported last month, **former chief executive officer Gianluca Flore exited Brioni** and market sources say Fabrizio Malverdi, ceo of Agent Provocateur, is expected to be his successor. The brand is currently without a creative director in the wake of **Justin O'Shea's departure last October**, after only six months in that role, during which he steered Brioni away from its heritage and made changes that observers believed were not in sync with the brand, such as tapping Metallica for the label's fall 2016 ads.



# WWD

## EXCLUSIVE: Brioni Confirms Fabrizio Malverdi as New CEO



**PARIS** — **Brioni** has charged **Fabrizio Malverdi**, its new chief executive officer, with accelerating the international expansion of the elite Italian tailor following a period of turmoil, WWD has learned.

**Brioni** parent **Kering** said Malverdi, most recently ceo of **Agent Provocateur**, would assume the management helm on April 18 and report to Jean-François Palus, **Kering's** group managing director.

This confirms a report in **WWD on Feb. 28** that Malverdi was in line to succeed Gianluca Flore, who exited the role last month.



Malverdi is perhaps best known for his stints as **managing director of Dior Homme** and as **ceo of Givenchy**, where he accrued expertise in the high-end men's wear market.

At Brioni, he will be tasked with repositioning the brand and bringing stability. The company has been in a state of flux after going through two creative directors in less than a year, confounding some customers and retailers. Issues linked to positioning, pricing and communication also weighed on the brand, as did a rationalization of its workforce at its headquarters in Penne, Italy.

Flore, a former Bottega Veneta executive, joined Brioni in November 2014 and handpicked Brioni's former creative director Justin O'Shea, a women's retail executive who had no design experience. O'Shea abruptly departed the company last October after only six months. During his brief tenure, he steered Brioni away from its heritage and made changes that observers believed were not in sync with the brand, such as tapping Metallica for the label's fall 2016 ads.

An Italian national, Malverdi has an international profile. He became managing director of Dior Homme in 2011, marching the brand further upscale; ramping up selections of formalwear, leather goods and shoes, and expanding the brand's store

He spent a decade at LVMH Moët Hennessy Louis Vuitton, recruited from the Mariella Burani Fashion Group to become managing director of John Galliano. Malverdi left John Galliano to become ceo of Givenchy, which logged strong sales and profitability under his leadership, before returning to Dior.

An ebullient and driven executive, Malverdi started his fashion career in Italy working with brands including Vivienne Westwood, Martin Margiela and Calvin Klein Collection at Staff International.

Last year, Malverdi joined **Agent Provocateur** and immediately started making plans to steady the business, closing underperforming stores, laying off staff and phasing down its diffusion line, L'Agent.

Earlier this month, Agent Provocateur found a new owner in Four Holdings, the London-based fashion distribution and retail company.

The ailing luxury lingerie brand was placed into administration, or bankruptcy protection, shortly before the sale, as reported.