

# OUR COMMITMENT TO SLOW LUXURY



*Brioni*

*We design and craft in the spirit of slow luxury, taking the very best of our sartorial art combined with sensibilities for today's lifestyle. We believe true luxury is meant to last and each piece in our collections is created with an understanding of its intrinsic value, with every act considered, beginning with precious materials sourced with care from the natural world to the specialized skills our artisans have been using for generations.*

## A DEDICATION TO CRAFT

Our ateliers in Curno and in the Abruzzo region are unique and a core part of our 100% Made in Italy commitment; where every item is touched by experienced hands to stand the test of time and deliver utmost quality and excellence to our clients. This is the essence of 'slow luxury', long before the term was coined.

We carry a sense of pride in our artisans and we are equally proud of the medieval town of Penne, which has been the heart of our craftsmanship for over sixty years. As the birthplace of one of Brioni's founders, Nazareno Fonticoli, a master tailor himself, we have been co-creators with the area, establishing Penne as a centre for fine tailoring over decades. Brioni's identity today is interwoven with this rich history and, through a long-standing dedication to our artisanal legacy, we continue to preserve and grow the region's sartorial know-how. Ensuring that these precious skills continue into the future is the principle behind reopening our Scuola di Alta Sartoria Nazareno Fonticoli in Penne where we train the craftspeople of tomorrow to carry on these traditions. The school is also an important facet of our relationship with the local community, reinforcing Brioni's commitment to support the Abruzzo region with employment opportunities.

Our contribution to generations of artisans extends beyond ourselves to our clients, who support this long-revered art form by association. At the same time, we safeguard and revive unique and specialized art forms more broadly; revitalizing a historical Arazzeria atelier known for its tapestries made with distinctive horizontal weaving and preserving Italian designs through partnerships, reintroducing an appreciation of their artistic value in today's settings, as just two examples. For highly specialized skills found in our collections, like handmade jacquard fabric woven on traditional looms, we often work hand in hand with small bottegas. Their specific know-how has been built up over hundreds of years, where the thin line between art and craft is often indistinguishable.

## TIMELESS DESIGN, CREATED THROUGH HUMAN TOUCH

More than twenty-four hours for bespoke suiting; over sixteen hours for a ready-to-wear blazer; thirty-two hours for our Tuxedo Jacket. The luxury of time is woven into the very act of creation at Brioni. Every step in our method is precise, from hand-stitching to traditionally-made button holes, involving a journey that passes through twenty-two pairs of hands for specific tasks that have remained virtually unchanged for three quarters of a century. Each artisan is essential, with their own personal touch and expertise shaping our finished Bespoke and Ready-to-Wear garments, making each piece unmistakably Brioni.

Staying true to a bygone era of intimate tailor shops where Brioni was born in 1945, we translate our tailoring roots into a model of excellence for all of our collections. Our dedication to this authenticity has created a perfect storm of traditional skills and beauty passed through generations and refined to meet the needs of today's man and woman. No two physical frames are alike and our customized Bespoke pieces reflect the distinctive qualities and exact specifications of each and every client, building the garment's architecture with a unique hands-on sartorial mastery. The pleasure of wearing Brioni and our clients' resulting ease and confidence are what drive our Master Tailors to excel in their craft. What's more, we keep individual archives of our clients' chosen fabrics and, as their physiques and sizing requirements change, we offer a service to adapt suiting to these changes. Our philosophy that a suit should be made to last is our commitment in practice with our '*Suit for Life*'. Designed to evolve with the wearer, a Brioni suit has a special seam allowance that has the possibility of accommodating a lifetime of alterations. For Brioni, after-care and repair are key tenets of longevity and a promise intrinsic to *slow luxury*. Our Master Tailors continue to care for their creations long after they leave their hands; repairing or reconditioning damage to suits caused by our clients' everyday wear and tear.

The same level of detail and pursuit of quality extends to our Ready-to-Wear collections. Our style team unites a deep knowledge of personal luxury, sartorial art and absolute comfort. The result is a thoughtful balance of subtlety and sophistication, where a continuation of harmonious colour palettes, fabrics and silhouettes are reimagined, effortlessly blending between collections. Imbued with lightness and softness to emphasize the wearer's personality and style, our design codes purposely facilitate and enable our clients to build up their wardrobe over time, combining treasured pieces season after season.

Just as our design codes are timeless so too are the pieces in our collections, with many of them carried over from season to season. We consciously design for a seamless transition, while each collection creatively evolves, to ensure our clients can make the most of their favorite Brioni pieces long into the future. This approach to longevity, where a respect for our clients' investment pieces is prioritized along with the natural resources used in their creation, is a reflection of the spirit Brioni was founded in.

Our recently launched La Donna women's collection also speaks to Brioni's evolution into the epitome of modern excellence. Traditionally, fine tailoring for women has been limited and today's woman seeks out refinement, versatility, longevity, and comfort in their wardrobes. La Donna naturally compliments our men's offering across categories and, while we have always done women's bespoke suiting using the same concepts of men's tailoring, we are now building upon Brioni's mastery for women's Ready-to-Wear.

At Brioni, elegance has evolved for today's lifestyle. Through the joy of freedom and appreciation inherent in *slow luxury*, we are able to choose well and choose better, leading to a greater awareness of what we value, both for ourselves and for our client. The experience of *slow luxury* encourages our client to celebrate genuine craft with its long-lasting quality and style counterbalancing the speed of fashion today.

## A RESPECT FOR EXCEPTIONAL MATERIALS FROM THE START

A deep respect for nature lends itself to inspired creation, beginning with carefully selected materials. We craft primarily with fibres and fabrics from the natural world, using the finest cashmere, silk, wool, linen and cotton sourced from long-standing suppliers. To compliment the exquisite materials in our collections, we are including new regenerative textiles originating from agricultural methods that restore and renew biodiversity while creating benefits for local communities. Although we are exploring new climate and nature smart possibilities, our commitment to craft with the highest quality materials automatically means that we are safeguarding historical supply chains and sourcing partners as a priority.

## AN INTENTIONAL BUSINESS MODEL

From day one, our business model has been a reflection of our philosophy: promoting in-house artisanal methods where overproduction is avoided and precious materials are valued. Our Bespoke creations utilize only what is required, with every piece produced

upon request and worn by our clients who appreciate their personally selected fabrics too. Not only does this seriously limit leftovers and waste, it also limits the use of resources and raw materials right from the start. Our clients have the opportunity to choose from an archive of fabrics including textiles from past seasons, avoiding sourcing new materials altogether.

For Ready-to-Wear, we carefully design and produce in measured quantities each season, with continual enhancements of our forecasting methods to curb surplus inventory. Exceptional fabrics take centre-stage in Ready-to-Wear too, with touch and feel inseparable from the Brioni experience. We intentionally choose materials that retain their inherent characteristics, with each step in an item's life considered. Through adopting various production methods, like smart pattern cutting, materials are conserved. Post-production, we make the most of the opportunities to reduce and reuse any leftovers, transforming harmonious fabrics into new forms to honour their long-lasting value. In technical terms, we are closing the loop with greater ease: designing in a spirit that eschews excessive logos and avoids complex synthetic blended materials, in preference of pure fabrics and high-quality fibres, better enables textile recycling and reuse.

For material leftovers not already incorporated back into our designs, we have set up various programmes to ensure that their lives are extended too, including donations to fashion schools, NGOs and social enterprises.

## OUR CLIENT EXPERIENCE, A COMMITMENT TO CONNECTION

Inspired by the eternal city itself, our designs embody the relaxed and effortless attitude of the Roman style. Thoughtfully combining subtle elegance and comfort, we design with mindful-timelessness and versatility to complement our clients' lifestyles. We purposely create a canvas for their personalities to shine through, shaping new silhouettes and pieces for every occasion; spanning city living and black-tie events to summer holidays by the sea, and everywhere in between.

Each Brioni garment is anchored in *slow luxury* and comes with a sense of freedom where our clients can reinterpret it themselves. This individual relationship our clients have with their clothing inspires our style team to design with intimate details and an elegance that envelops the wearer with a quiet confidence and personal luxury known only to themselves. Brioni garments are made to empower rather than overpower the wearer; how they are knowingly constructed with a feeling of lightness and irresistible softness lends a relaxed style of dressing that amplifies the wearer's natural charisma.

As an extension of our design ethos, our stores have been conceived to be warm and inviting like a second home. Each Brioni store is unique; interiors are created in the distinctive touch of Roman style with additional inspiration drawn from local culture and character. Furnished with Italian designs from the 20th century, these iconic vintage pieces have been individually curated to enjoy a second life, lending refined sophistication and complimenting the interior's soft colour palettes to add to the stores' warmth. Spaces are also adorned with purposely selected tapestry and carpets from archival designs by prominent Italian artists. In turn, our stores have become destinations in themselves where our clientele are invited to experience these stunning designs in person.

Surrounded by an inviting tranquillity, our clients can discover the world of Brioni in their own time. With every store a contemporary expression of our storied history, the settings have been envisioned to provide the attentive care and personalized service synonymous with Brioni. An interpersonal dynamic between our teams and store visitors primarily focuses on creating connections to both understand and cater to our clients' preferences and to share the craftsmanship woven into our collections. Brioni's in-store experience includes a dedicated tailor trained in our sartorial know-how. They provide both guidance and precision tailoring, ensuring our clients experience the perfect fit and desired feeling while wearing Brioni. We also advise our clients on how to best take care of their pieces so that they can be enjoyed for years to come.

### ***Our Past Becomes Our Future***

*Our future will always be illuminated by a deep appreciation of our past. An ongoing pledge to combine craftsmanship and savoir-faire with the living elegance of human touch will continue to be our guiding principles as we move forward into the coming decades. In every action, from creating to wearing Brioni, our expression of slow luxury will remain.*