



BRUNELLO CUCINELLI

2014 Men's Spring-Summer Collection

TEDDY BOY

Overcoming the dualism between everyday dress and formal elegance, in a full-fledged return of stylishness, the inspiration behind the **Brunello Cucinelli SS 14** collection is the **Teddy Boy** (from "Teddy", the nickname for Queen Victoria's son Prince Edward, which appeared for the first time in a newspaper in 1953), named after the promising suburban youth movement of 1950s' London that combined a style and elegance for men inspired by the look of Edward VII, revisited by the tailors of **Savile Row**, with the social actions demanding equal class rights during the post-World War II period.

These are the atmospheres sensed in the Brunello Cucinelli collection: an everyday elegance coming from a pleasure in dressing well, combining formal elements with sporty and modern details that define a clear choice of style.

The look consists of dark shades from **red** to **burgundy** to **purple**, along with **blackberry**, **sage**, **myrtle**, and the nuances of **boxwood**, **royal** and **navy blue**, and **indigo**, with overlappings and particular sartorial details.

The jacket: the season's main garment, used both with everyday dress and on more formal occasions; it sometimes replaces the outerwear or overjacket, also for the lightness of the fabrics (from 150 g for those in a wool and silk blend to 240 g in pure wool), or else it is worn with a tie and accessories, but always with a modern flair. Also topical is the choice of patterns that recalls the typical fabrics of the English tailors: houndstooth, Prince of Wales, chevron, madras, and overcheck, all so well amalgamated that they seem to blend into solid tints even at a distance of just a few yards.

The waistcoat: the novelty of the season, but revisited in a contemporary vein, in a lean, shorter cut, is combined with sporty and cargo pants, worn over denim shirts or cotton t-shirts. It is a restatement of everyday elegance, rich with details, from the buttons to the linings, to the internal pockets, which recalls the waistcoats of the 1950s in which it was possible to keep combs, watches, and sometimes knives.

The trousers are slim and short, with cuffs; they stand out for the wide range of colours in the sportier garment-dyed versions with an aged finish, and in the more formal thread-dyed and piece-dyed versions. Denim receives full recognition in the spring-summer season, appearing in various tones of blue.

The **suits**, rendered more modern by a lean, close fit and the possibility of a dual formal-informal use through combinations with various accessories, play a fundamental role in the collection, with their various micro-patterns and wide selection of fabrics.

The **outerwear jacket** offering is also vast, characterized by lightweight, garment-washed leathers and a slightly worn look, technical materials, or extremely lightweight models of 100% silk. The Sahara and suede parkas are exquisite. And then there are the short, rocker-style, models.

The **knitwear**, which has always been a star in our collections, is characterized by a wide selection of sleeveless vests and cardigans that can sometimes replace outerwear jackets, with a precise stylistic choice. Motifs and patterns are limited, in favour of solid colours in medium-dark tones, in cashmere-silk and 100% cotton versions.

In the footwear department, a selection of **shoes** of very British, more constructed, taste: classical models made contemporary with carefully chosen leathers and super-light soles, designed to be combined, for the most varied occasions, with garments ranging from suits to outdoor wear.

Completing the collection are the **accessories** which, for men, are even more responsible for characterizing and accenting the chosen outfit: a selection of wallets, ties, belts, handbags, and small leather articles.