Brunello Cucinelli Warns Against Web Chaos

The Italian entrepreneur reminded the portals of the web as he discussed growing profitability and revenue gains in the first half of the year.

By The Guardian on August 20, 2023

Brunello Cucinelli is the creator of the eponymous brand, known for its high-end, handcrafted clothing made from natural fibers. The brand is celebrated for its timeless designs and ethical practices. The fashion designer, chairman, and CEO of the monochromatic company, is known for his commitment to sustainability and craftsmanship. 

"We must protect the brand, and also the individuals who are creating value," he said. "It's important to be aware that digital platforms have their own logic, and we must adapt to it." 

He added that the company has been exploring ways to engage with its customers through social media and digital platforms, while maintaining its traditional values. "We want to reach a wider audience, but we also want to preserve our identity," he said. "It's a delicate balance." 

Cucinelli acknowledged the growing importance of digital platforms in the luxury fashion industry. "It's true that digital platforms can help us reach new customers and expand our brand's reach," he said. "But we must also be careful not to compromise our values." 

He emphasized the importance of maintaining a strong sense of identity and craftsmanship, even in the face of digital disruption. "We must continue to produce high-quality, handcrafted clothing, even as we adapt to the digital world," he said. "Because at the end of the day, it's all about the quality of the product." 

Cucinelli also addressed the issue of sustainability, which has become increasingly important in the fashion industry. "We must continue to prioritize sustainability and ethical practices," he said. "It's not just about doing the right thing, it's also about protecting our brand and our reputation." 

Overall, Cucinelli emphasized the importance of maintaining a strong sense of identity and craftsmanship, even as the fashion industry continues to evolve in the digital age. "We must continue to innovate and adapt," he said. "But we must also be careful not to lose sight of our values."