

# VIOLA MILANO



LIFESTYLE BRAND FOR MEN OF GREAT TASTE!

www.violamilano.com





#### 24 hours of Elegance - a decade of Excellence 2011-2021 Part ONE - dedicated to the finest artisans in the world

Foreword on elegance by *NINO CERRUTI, fashion legend*, p.10, p.11 **2011 - edition with Sciamat, George Cleverley, Arbiter**, p.14, p.15, p.16, p.17, p.18, p.19 partners of the event were: Chivas, Infinity launch

Introduction to Naples edition - *Nick Foulkes*, author of *Rubinacci and the Story of Neapolitan Tailoring*, p.22, p.23 **2012 - edition with Rubinacci, Bocache Salvucci, Passaggio cravatte**, p.24, p.25, p.26, p.27, p.28, p.29 partners of the event were: Chivas, Audi launch, Tag Heuer

Introduction to London Edition - James Sherwood, author of The Perfect Gentleman, p.34, p.35

2013 - edition with Kilgour, Saint Crispin's, Vitale Barberis Canonico, Penhaligon's, Futuroremoto, p.36, p.37, p.38, p.39, p.40, p.41, p.42, p.43, p.44, p.45 partners of the event were: Chivas, Rolls Royce, Tag Heuer

Introduction to Paris Edition - *Hugo Jacomet*, author of *The Parisian Gentleman*, p.50, p.51

2014 - edition with Cifonelli, Corthay, Scabal, Artimino, Stefan Hafner, René Caovilla, p.52, p.53, p.54, p.55, p.56, p.57, p.60, p.61 partners of the event were: Chivas, Range Rover, Tag Heuer

Introduction to Florence Edition - Fabio Attanasio, The Bespoke Dudes influencer, p.64, p.65

2015 - edition with Liverano, Stefano Bemer, Antica Barbieria Colla, Pasquale Bruni, Duccio Venturi, p.66, p.67, p.68, p.69, p.72, p.73, p.74, p.75, p.76, p.77 partners of the event were: Chivas, Range Rover Evoque launch, Zenith

Introduction to Milano Edition - *Franz Botre, Arbiter magazine editor*, p.80, p.81

**2016 - edition with A.Caraceni, Rivolta, Lanificio Cerruti, Siniscalchi**, p.82, p.83, p.84, p.85, p.86, p.87, p.88, p.89 partners of the event were: Chivas, Zenith, Belgrade Waterfront, UNESCO

Introduction to all French Edition - *Wei Koh, The Rake magazine editor*, p.94, p.95

**2017 - edition with Camps de Luca, Aubercy, Dormeuil, Melina**, p.96, p.97, p.98, p.99, p.100, p.101, p.102 partners of the event were: Chivas, Martell, Belgrade Waterfront

Introduction to all Italian Edition - Bernhard Roetzel, author of Gentleman. A Timeless Guide to Fashion., p.108, p.109

2018 - edition with Sartoria Panico, Calzaturifico Ducal, Marol, Drago, The Bespoke Dudes, p.110, p.111, p.112, p.113, p.114, p.115, p.116, p.117, p.118 partners of the event were: Chivas, Audi Q8 launch, Belgrade Waterfront

Introduction to all British edition - Yoshimi Hasegawa, author of Bespoke Style, p.124, p.125

2019 - edition with Edward Sexton, Turnbull & Asser, Gaziano Girling, Harrisons of Edinburgh, Viola Milano, Blackbirdfield,

p.126, p.127, p.128, p.129, p.130, p.131, p.132, p.133, p.134, p.135, p.136, p.137

partners of the event were: Generali, Hendrick's gin, Jaguar F pace launch, Belgrade Waterfront

Introduction to the New decade 2020 - *Matt Hranek, WM BROWN magazine editor*, p.140, p.141

2020 - edition with Sartoria Chiaia, Roberto Ugolini, Faggioli Atelier, p.142, p.143, p.144, p.145, p.146, p.147

in partnership with





www.violamilano.com

www.mnswr.com





## SUMMIT OF EXCELLENCE A DECADE OF ELEGANCE

2011 - 202







### FOREWORD BY ALEX DORDEVIC, FOUNDER AND CHAIRMAN OF THE 24 HOURS OF ELEGANCE

he 24 Hours of Elegance, held in Belgrade since 2011, is the most unusual of events, at the most unexpected of cities. Yet it has proved itself to be a perfect blend of good taste, artisanal excellence, sublime cars and the amazing spirit of Belgrade, a European capital too often associated with tragedy and destruction. But this is the very impetus, it seems, which gives such energy to the city and its people.

I've always believed that the stamp of one's nationality or at least, place of birth – is the one thing you cannot change about yourself. So, wishing to be the best ambassador of the city I was born in, some half a century ago, I decided to create this 3-day extravaganza, dedicated to excellence in craftsmanship across a plethora of fields – and which celebrated its 10th year of existence in 2020.

When I was younger, I would wonder what it is that defines *true* luxury and why it is created exclusively by hand. From beautiful art objects to jewelry, cars, boats, timepieces, suits, shoes, and all kinds of accessories, each must be hand-crafted to attain real excellence and each requires a substantial amount of time – time drawn from the artisan's life, to be precise. Each and every bespoke item represents the time an artisan has dedicated to a single client. Over time that could have been spent with his family, a tailor, cobbler or shirtmaker has devoted hours of his life solely for one client – maybe just for you, dear reader – in order to produce an item that will exceed your highest expectations and provide you with immense pleasure and enjoyment.

When you purchase a handcrafted object, you are drawn not only into an artisan's personal story but also into a collective cultural heritage, one that represents years of passion, dedication, and the patient transmission of knowledge. This deeper connection with our past and future through the collecting of objects is fundamental to a genuine appreciation of craftsmanship and its significance. Thus, we come to aesthetics. All such artisans are the epitome of refinement and creativity.

It seems to me now that my whole life has been spent searching for precisely these values, which have so perfectly conjoined at the 24 Hours of Elegance: Quality, Craftsmanship, and Heritage, together with Humbleness and Respect for the Artisan, with a capital A. Ten years on, I am more convinced than ever that the 24 Hours of Elegance is a true celebration of the artisanal skill and elegance that lie behind those timeless brands that are cornerstones of gentlemen's style.

Looking back, I remember my first fascination with cars, when I discovered the real beauty of classic cars at the Goodwood Festival of Speed. On the other hand, I also remember myself as a child constantly creating something to be worn and making a mess in the process, as my mother fondly remembers. For example, with shoes: early one morning, so my mother insists, when I was just 4-5 years old, everything was silent in the house apart from the swooshing sound of a shoe brush... My mother was

curious to know what was happening, and to her amazement, I had been polishing my father's shoes - no doubt adding some black polish to the wall at the same time... So, creativity must always be accompanied by some degree of excess, but this is all good practice in the relentless pursuit of perfection. I made every effort to be creative in my stewardship of each edition of the 24 Hours of Elegance. I Not only is fine craftsmanship synonymous with high quality, but it is also closely entwined with human values. These values are more important today than ever, so we must cherish and celebrate the human ability to build extraordinary pieces from natural materials. An artisan's approach to their work is a deliberate one, a soulful one each hand gesture must be careful and precise, executed at an exact moment. The wielding of tools requires great skill and practice; then the creative imagination must work in harmony with the hands and the craft be mastered to such a level that the artisan is free to innovate.

24 Hours of Elegance has been a showcase of leading style-makers for men, from hidden ateliers and little-known studios to internationally renowned maisons. My personal connection with many of the leaders of these sought-after marques contributed to the portrait I present in this book. For me, it is my *locus amoenus*, my Elysium, that I have tried to share with the world.

To return to classic cars, my other passion, it was not easy, believe me, to locate suitable automobiles for each edition of the 24 Hours of Elegance from 2011. It required a great deal of personal enthusiasm, along with friendly contacts and good-natured people willing to help, eager to visit a city not usually on the list of top Concours destinations. Nevertheless, we have been successful, and each edition had some truly fascinating classic cars – and more importantly, many sincerely passionate gentlemen and ladies, patrons of high-class collections, have joined us each year in Belgrade.

In the past decade, we have witnessed a renaissance in the appreciation of real craftsmanship, which is not always about status or a logo but a true demonstration of personal style. Instagram, needless to say, has helped to spread this cherishing of excellence. So, I would like to dedicate this book to the future generations, the millennials and Gen Z, such as my son Andrej Val, who are or will be discovering the real values behind the bespoke, behind hand-crafted artisanship, through their tablets, mobiles and who knows which new apps. One thing they should never forget: the robots of the future will never be able to incite passion and give soul to an object like the creations of the human hand. What, for the robots, would be an imperfection, will for us always be the Human Perfection in that same imperfection.

DeGorsi.com

24hoursofelegance.com





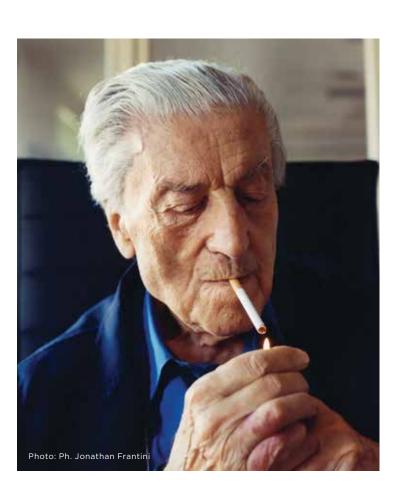
## NINO CERRUTI - THE SAGE OF THE FASHION WORLD EXCLUSIVELY SHARES HIS THOUGHTS ON ELEGANCE & CRAFTSMANSHIP

EGORSI: Elegance, as a word, symbolises a lot, but for you what is essential?

NINO CERRUTI: A premise: today the word elegance has a level of artificiality that bothers me. I am convinced that using the word "elegance" in reference to culture and art is correct, but continuing to use it in relation to clothing has a tremendously old-fashioned taste. Because the concept of elegance we are used to no longer exists. And I believe that this very word is the reflection of what is changing. Rather than elegance, I would prefer to talk about men and women who, while paying attention to clothing, also pay attention to what culture and the evolution of dressing are.

DEGORSI: Craftsmanship - and the values it encompasses - has created a country, the symbol of excellence in the world. Made in Italy, also through Lanificio Cerruti, is the symbol of the excellence of the handmade. Today we are in the world of Al and robots, but the hand and the eye always create the most beautiful things. What do you think?

NINO CERRUTI: Since human beings are both physical and spiritual, the results of their brain giving birth to



robots must be respected, but at the same time we must also continue to cultivate a deep respect for their emotional sensitivity that allows them to transfer the feeling to the inside of their products. The state of mind with which artisans create using their hands and brains today has the ability to accommodate a third element, namely the machine. Here, this is the New Craftsman-

DEGORSI: Has men's fashion changed a lot during your lifetime? For you, what matters the most when creating an item of clothing?

NINO CERRUTI: In the second half of the twentieth century, men's fashion took a different form coming out of a legacy of more than a century of dressing with the English world as a point of reference. The first transformation was to become more creative, and the second was the opening of men's clothing to different ways of dressing, which corresponded to different ways of living and to different ways of evaluating important phenomena in society. The first dramatic conflict occurred after the war, between the suit and jeans. Americans had worn jeans, Europeans had worn the suit. From that moment on we have witnessed a continuous evolution of fashion towards greater individuality and greater attention to what you wear, the latter being the result of superior preparation and a different awareness of people. To all this was added the desire to recreate for a new world the possibility to re-evaluate the way it dressed. A revolution that was comparable to times when fashion, at the end of the eighteenth century, had broken with the past of Napoleonic military uniforms and had started a new

A good item of clothing normally must not only be the result of a practical necessity, but also the product of internal emotion. An emotion that is to please oneself and at the same time thinking that, by doing so, we also please others. In a suit, we celebrate the marriage between practicality and feeling, which we could also call narcissism in some way. What a triumph of narcissism clothing is, actually! If put it in these terms it seems a negative phenomenon, but it is not at all. There are so many things behind clothing! This is demonstrated by the fact that garments were the first human artefacts and being in contact with our skin, garments have changed with our skin over the centuries. Because our skin itself has changed, too.

Nino Cerruti, fashion legend







B ack in 2011, Sciamat was something of a sartorial wonder. Still, at the early years of their business(the company was founded in 2002), Valentino Rici had a vision of excellence that would create his everlasting mark in the sartorial world. Such a shoulder, such ease, and draping of an unlined jacket were not seen before.

When I've met them at Pitti Uomo in Florence a few years before, I've fallen in love immediately. The stylistic vision of Valentino Ricci and his brother Nicola, and philosophical approach to tailoring, where each suit is just an extension of your own intellect and values, is today an unsurpassable beacon of sartorial excellence.

The House of Sciamat is distinguished by its original forms and cuts derived from the authentic classic taste and present the result of the study and research of a concept of dressing that, rather than keeping pace with the times, intends to combine experience acquired over the years.

Sciaimat, as a little precious jewel, the Haute couture for men intended to be innovative and designed for true connoisseurs, promoting the new approach in style by a renewed relationship with clients. As one said, seeing a Sciamat suit is like jazz....you know the notes and slowly you catch the music. Afterward, it's pure magic.

Most recently, in 2020, Valentino Ricci received a special

recognition at the **Milano su Misura**, bespoke tailors championship hosted by Arbiter magazine, for his interpretation of Loro Piana fabric.



>ciamāt

VISIONARY ARTISANS OF INTELLEC-

TUAL, SARTORIAL ARTISTRY, STIRRING

THE WATERS OF BESPOKE ELEGANCE





eorge moved to Colcester in Essex with his parents when he was aged two and spent his childhood selling bootlaces and polish. After finishing his apprenticeship at 15, he was called up to the army for world war 1 and stationed in London before joining an army boot factory in Calais, France.

After the war he joined Tuczec, a high society London shoemaker on Clifford street, Mayfair. He remained there for 38 years. George left Tuczec in 1958 to start up his own business. G J Cleverley of Cork street, Mayfair, London.

On Cork street he furthered his reputation to include some of the most illustrious names in society and became well known for making the Cleverley shape - a graceful, chisel-toed shoe which became signature to his extraordinary craft.

George passed away in 1991 at nearly 93 years of age and was working, virtually until him died.

Today, the company is still a family run business headed by George Glasgow, who worked with Mr Cleverley for over 20 years, up holding the quality that has been synonimous for over 50 years.

Now in the Royal Arcade just off old Bond Street, you find the best of English bespoke shoemaking, and a range of Ready-to-wear shoes. We are happy to announce winning the Robb Report Best of the Best 2011 - Footwear.

gjcleverley.co.uk







































he Auburn 851 Speedster of 1935 was styled by designer Gordon Buehrig. The audacious 1935–1936 Auburn speedsters boasted curvaceous "boat-tail" bodywork on a potent supercharged eight-cylinder chassis, with a two-speed rear axle for relaxed highway cruising. A perfect storm of engineering and beauty, these cars combine elegance and modern drivability into an outstanding touring machine. The model has been referred to as the one genuine American

sports car of the Classic Era.

Any Auburn speedster is a joy to behold and a surprisingly modern-feeling pleasure to drive. Few American automobiles pack such an astonishing presence. This particular car, recreated in 1989, still holds rank among the finest models, and it is proudly displayed at the Belgrade Museum of Automobiles, owned by Mr. Bratislav Petković, probably the most important classic car collector and expert in this part of Europe.



















#### 2016

LOPRESTO COLLECTION

H.E. NUNZIO ALFREDO D'ANGIERI, AMBASSADOR OF BELIZE

STARODOBNA VOZILA SLOVENIJE

SRPSKI SAVEZ ZA ISTORIJSKA VOZILA

1960 ALFA ROMEO 2000 TOURING PRAHO

> 1957 ROLLS ROYCE SILVER WRAITH

> > 1951 BARKER DAIMLER DB18

1963 ROLLS ROYCE SILVER CLOUD III CONVERTIBLE

1963 LANCIA FLAMINIA SPECIALE PININFARINA

1986 PORSCHE 911

Belgrade Concours d'Elegance











2016



fan y



PAOLO BIANCHI collection











Belgrade Concours d'Elegance













