

TREND

CUSTOM-MADE, ROUGH-DYED: WEAR IT THIS WAY

Saverio Ferragina, press agent, dandy

- Loves: shirts in linen and in cotton. Detachable collars, which only few make. Attention to detail
- Hates: silk shirts
- Daytime: colored shirts, even striped
- Evening: only white or with thin stripes and tailor-made
- Where: ready-made from Cenci or Borrelli. Custom-made: from his tailor, Luigi Gallo.

Antonio Gavazzeni, CEO of Cit/Bagutta

- For formal attire: wear a white shirt with double wrists and collar with automatic buttons.
- For jeans: colored shirt, with French collar or button-down and with selvage on outside.
- For casual attire: rough-dyed shirts with specially-washed yarns colored in indigo, treated and "stained" in autumnal greens, reds, dark blues and grays.



1 HARRY & SONS. CLASSIC STRIPED



2 XACUS. CHECKERED WITH PATCHES



3 BAGUTTA. IN WASHED SILK



4 DELSIENA. IN OXFORD, CHECKERED



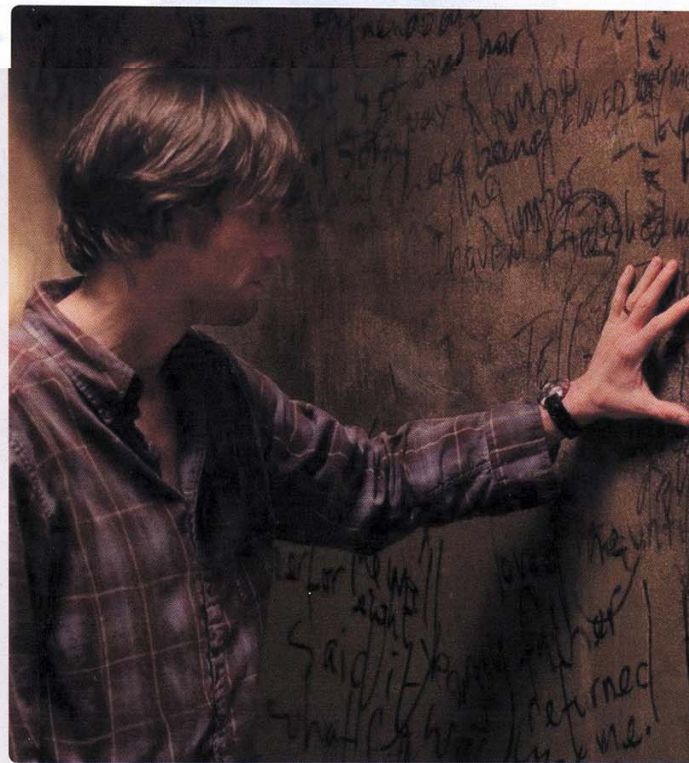
5 ETON. CHECKERED MOTIFS

LONG LIVE THE SHIRT

Versatile and loved by generation after generation, it defeated the Tee, thanks to a renewed style, rigorous, clean lines, new treatments and vintage fabrics

FLAVIA COLLI FRANZONE

Long live the dress shirt. Not even polo shirts or the new generation of ecologically correct T-shirts can cloud over the dress shirt in a man's wardrobe. Cutting across trends and generations it has even returned to make up part of the youth uniform puzzle when combined with jeans and more or less sporty blazer. And if the summer of 2010 saw it lengthening, with a wink to the caftan, on the catwalks of Versace, Neil Barrett and Carlo Pignatelli Outside, or entrusting itself to the trompe l'oeil effect to give the optical illusion of two items superimposed one on top of the other, such as Ermanno Scervino and Z Zegna, then winter 2011 will continue to regale us with new stylistic digressions. No revolution, but continual little evolutions that give a nod to a British style. "For next winter the shirt's details are updated," explains Antonio Gavazzeni, the CEO of Cit/Bagutta. "The collars get smaller. Microdesigns will be the main characters as far as prints go, while the volumes tend toward a new classic with a rigorous and clean fit. The fabrics tend to privilege stretch poplin, heavy Oxford, flannel, denim and viyella, and original finishes such as faded overdyed, washed with enzymes and denim bleach, or stone washed." The same goes for Xacus, with the quality of the fabrics in their united versions or in their English textures, the Beluga washed line rediscovers a more lived look through



JIM CARREY IN A SCENE FROM "THE NUMBER 23" DIRECTED BY JOEL SCHUMACHER

special treatments and dyes. Eton, a Swedish brand of quality shirts, which counts among its clients the Swedish Royals and soccer player David Beckham, redefines the image of the very British gentleman with multicolored 1970s stripes, checks and tartan motifs – even black and white. A consummately versatile item, the dress shirt is a chameleon, easily combined with either classically formal or casual outfits. According to Angela D'Onghia, president and creative director of Manifattura Nocese (Harry & Sons): "The new models are more comfortable and more adaptable

to the different moments of the day. The fit remains slim, while the colors are decidedly appropriated from autumnal landscapes – full, rich green-oranges, browns and burgundies – giving a sense of warmth. Flannel materials appear in different weights, while the textures appear with checks in all dimensions, from micro to maxi." Delsiena brings blue back to the limelight, largely absent last winter, with the nuances of burgundies and a range of grays from the deepest tones all the way to the lightest, as well as green in every possible shade. ●

