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L'uomo
vogue
Italy

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Preface

For a lesson in how to do effortless chic and timeless elegance, a good place to start is a saunter around Europe's top menswear show to check out what the buyers and delegates are wearing.

Pitti Uomo is the menswear trade show that takes place twice a year in Florence. It doesn't garner the sort of newspaper coverage that the runway shows in Milan generate but it's actually where lots of the smaller Italian and Europe-wide brands founded on good tailoring and a heritage of manufacturing close to home do their real business. The thousands who throng here each season include representatives of the world's best menswear brands. Many of these men are no spring chickens – but their looks are covetable. They are people who have found what works for them and they wear it with panache. That doesn't mean they're demure – plaid, natty neckties and the occasional knee are all part of their comfortable dress code. But it does make you think that a navy blazer is a wise buy. — (M)



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- 01 Alberto Monti, owner of Como's A.Gi.Emme stores
- 02 Federico Orian, CEO of Orian, sporting a shirt by his own company
- 03 Carlos De Freitas, former head of menswear at Dunhill
- 04 Nam Hoon, former brand manager for Lansmere
- 05 Jason Park, merchandising manager for Seoul's Boon The Shop menswear
- 06 Antonio Liverano, tailor and owner of Florence's Liverano & Liverano
- 07 Eizen Tanaka, sales manager for Engineered Garments, Japan
- 08 Christopher Olberding of Gitman Bros.
- 09 Mats Klingberg, founder of Trunk Clothiers
- 10 Takahiro Osaki, retail manager at Liverano & Liverano
- 11 Til Nadler, managing director of Closed
- 12 Hun Lee
- 13 Daiki Suzuki, designer for Engineered Garments



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