

LUIGI BORRELLI NAPOLI

the real neapolitan sartorial elegance is expressed in a splendid collection of fragrances



INTERVIEW WITH FABIO BORRELLI, CEO

When you enter the Luigi Borrelli showroom in Milan, just a few steps from Piazza San Babila, the air you breathe is special. The suits of the spring summer 2019 collection are on display, with classic and brighter colours alternating, but above all it is the impalpable perfume that comes from the fine fabrics that is perceived. It is no coincidence that the Royal Collection of fragrances bears the name of three of the noblest fabrics used by the well-known Neapolitan tailoring house.

EXPORT MAGAZINE: **Can you tell us about your brand, we know that it dates back many years...**
FABIO BORRELLI: *Luigi Borrelli Napoli is now in its fourth*

generation. Luigi, my father, represents the third, I am the second and my son, who has just joined the company, is the fourth. It was my grandmother, a shirtmaker by profession, who laid the foundations for our business. In those days, at the end of the 19th century, the fabric used was cotton, there were few colours - white, beige and blue. This didn't matter much to my grandmother though as she was colour-blind. She had the habit of finishing off her work with a white 'mouche' (as she didn't recognize the colours) which in Neapolitan means 'fly'. Well, by adding the initials LB, this became and still is our trademark.

This seal represents our family traditions, our imprinting, and we are proud of this. When my father founded Luigi Borelli on 10 April 1957, driven by a strong passion and the desire to offer exquisitely made pieces using high quality fabrics, it was the start of that story which is still interpreted in the same spirit of sartorial attention. I like to recall that Luigi Borrelli is the official supplier of the Royal Savoy Family. My father supplied made-to-measure shirts to King Vittorio Emanuele when he lived in Switzerland; in 1998 he was conferred with the official certificate of Exclusive Dealer to the Royal House of Savoy. We attach this certificate in a booklet to all our shirts and pieces. This is why we have added a crown to our brand, naturally with the agreement of the Savoy family, who are still amongst our clients. The clients who choose Luigi Borrelli Napoli demand definite quality and a product that is finished by hand; our shirts, in the final phase of production, are completed by hand one by one, the buttonholes and the buttons are made by hand and each piece is unique and traceable. The same goes for the outerwear, i.e. the jackets and suits.

EM: **Luigi Borrelli Napoli has recently become a brand of fragrances as well. How come?**
FB: *To tell you the truth, my father was already sensitive to the world of fragrances and had created L'Acqua da Stiro (Ironing Water) with which he scented suits to make them stand out, with a fresh and clean scent, thanks to the presence of lavender. This product still exists. On one of my trips to Russia I met Igor Denisov, CEO of an important company that works in the world of perfumery and then Viliyan Petrov, General Manager of the same company in Italy. Together we decided to create fragrances that interpret the same philosophy as our brand. We started with the Royal Collection of Fragrances by Luigi Borrelli, which corresponds to one of our capsule lines with pieces and high-end fabrics in our collection. There is a close bond between fragrance and fashion: man leaves a trace of himself with his fragrance and with the way he dresses. The three fragrances have taken their names from the noble materials that Luigi Borrelli Napoli uses: 'Cotton', 'Vicuna Wool' and 'Cashmere'.*

The expertise of the perfumers has perfectly interpreted the refined personality of the pieces through precious aromatic symbols: 'Cotton' embodies a new start, 'Vicuna Wool' refers to a brilliant celebration and 'Cashmere' brings out the idea of the respect for power. Bergamot is the essence that is present throughout the collection, as it is a reference to the traditional eau de colognes that underline the uniqueness of the Italian character.

EM: What does the term "sartorial elegance" mean to you?

FB: Sartorial elegance is synonymous with tradition. Tradition means respecting habits, the customs of a people and their way of life. Therefore sartorial elegance if, on the one hand is tradition, on the other hand becomes a marketing instrument. This means that we use tradition, culture, the history of the people and of our family, to offer our brand to clients who are sensitive to our history and the way we work. We can define our product as "niche" but not for a few.

We have industrialized sartorial elegance but adding new passages by hand. This allows us to be able to offer a personalized piece with an excellent quality/price ratio. Another example is the industrial interfaced jacket, constructed with twelve manual passages. Today it is important to combine the need for a mark-up by our clients, in the respect of our tradition which requires us to put only high-end products on the market.

EM: On which markets are you growing the most?

FB: I would summarize by saying: the markets where the economy works best: Japan, despite inflation, the USA, the Netherlands, Germany, Switzerland. We could do more in Italy if there were not a certain socio-economic situation. The doubt arises, but not only for our brand, that it is international consumers who appreciate more the culture of the product that is finished by hand, the search and use of fine fabrics, the coherence in interpreting the personality of a brand.



The Royal Collection Fragrances

EM: Can sartorial elegance and fashion go hand in hand?

FB: Fashion does not combine well with sartorial elegance. Our collections are modern, fresh, young; we can set a trend and be innovative by playing on the volumes, certain colours and materials, but being careful that our proposals are not exaggerated. Excess is not for us.

EM: Going back to the fragrances, are you satisfied so far with this experience; what do you appreciate the most?

FB: Totally satisfied; I am aware that the fragrance amplifies and completes the spread of the brand, satisfied with the feedback from consumers and the collaboration with the company that deals with marketing the fragrances. I like the three fragrances, which are

each different from one another and each one is particularly suited to the various international markets. They are also suitable for our times: our frantic lives need fragrances to be persistent, and last from the morning to the evening. The packaging is important and totally reflects our image. The box has been conceived recalling the outer container of our ties. New references will soon be added to the range. Our perfumed path is advancing, hand in hand with our sartorial creations.

C.S.



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