

MAURO GRIFONI

Italian high-end contemporary brand Mauro Grifoni is hosting an event Sunday at its boutique on Via Santo Spirito.

During the cocktails, Grifoni won't only present the company's spring collection, but will also unveil a new store concept. Starting this month, the label, founded in 1992 by Mauro Grifoni, Iaria Sesso and Andrea Breda, will open the doors of its flagship to a selection of up-and-coming Italian brands, whose collections will be sold next to Grifoni's offering. Among the labels available at the store will be Andrea Pompilio, Francesco Balestracci, Gianni Bordini, Vitozzi, Greta Bordini, Di Morabito, Fabio Costi, Sylvio Giardina, Roberto Fragata, Valentina Fragnatelli, Gianluca Söldi, Mauro Grifoni, Malibù 1992 and Vincent Billet.

"It will be a sort of creative factory, where arts will penetrate in the store even more, to reinforce the experience of Corridor & Stairs, the art gallery next to our flagship," said Sesso, Grifoni's head designer. At Corridor & Stairs, the label will also present the visual projects of Venice-based Tankkloys design studio, as well as the pictures of Japanese photographer Keizo Kitajima.

Earlier this month, Mauro Grifoni relaunched its Web site. The new www.grifoni.com, which also sells the brand's products, has been designed to resemble a digital magazine, updated weekly with all the news regarding the labels, from events to new collections.

On the product side, for spring Grifoni will present a collection "for a sophisticated and elegant man," Sesso said. "The whole look is kind of minimal, but the pieces disclose particular details."

A subtle marine theme runs through the collection: anchors decorate jacquard sweaters and deep tones of blue give a fresh, summery feel to the wardrobe, which includes oversized outerwear pieces, military-inspired cotton gabardine pants and oxford shirts.

Sesso also revisited traditional sweaters offered in new variations mixing cotton with textured fabrics showing tie-inspired micro patterns. Retail prices range between 200 and 1,200 euros, or \$271 and \$1,625 at current exchange.

Grifoni, which introduced a men's line in 1998, sells its collections in about 700 stores and operates five flagships—three in Italy in Milan, Verona and Padua, as well as Berlin and Amsterdam.

According to Sesso, by the end of the year, the label will inaugurate new stores in Barcelona, Rome, Tokyo and Monte Carlo.



BERTONI

The leather accessories company Bertoni is making its debut at Milan Fashion Week with a presentation Sunday at the Erastudio Apartment Gallery in the arty Brera district.

Founded in 1949 by Riccardo Bertoni, the Varese, Italy-based company—which has made a name for itself by producing special leather pieces for a number of luxury companies, such as Prada, Fendi and Ralph Lauren—is launching a namesake label.

The minds behind the launch of the Bertoni label are Pietro and Gaia Bertoni, members of the family's third generation. Their father, Alberto Bertoni, is chairman and chief executive officer of the company. The brand specializes in the production of luxury bags and suitcases.

For spring, Bertoni will present a collection inspired by the chic, elegant travelers of the past, but revisited with contemporary elements. The line includes a unisex Heritage Collection, consisting of trunks and suitcases covered with white parchment with contrasting dark blue linings and dark

brown alligator details, along with a men's-specific collection. This features two product ranges—Structured includes travel pieces in alligator and French calf with thick borders, and Foldable is made up of deconstructed soft calf maxi bags which, as the name implies, can be easily folded.

Bertoni will also unveil Nomad Trunk, a made-to-measure hyper-luxury piece designed by Hangar Design Group. Completely covered with parchment, Nomad Trunk discloses a writing desk with a seat and compartments in painted oak tree with black alligator details.

Retail prices range from 500 euros, or \$678 at current exchange, for an iPad case in French calf, to 20,000 euros, or \$27,124, for an alligator travel bag.

"When your passion and your job coincide, you feel forced to look for perfection, and that's what's happening to my children Pietro and Gaia," Alberto Bertoni said. "Our goal is to grow and become a company able to greatly combine creativity and craftsmanship. We aim to satisfy customers' need for new things with fascinating, unique products."

Trussardi Revamps Tru Label

MILAN—Trussardi is set to relaunch the Tru Trussardi label during a "MashTru" party Monday at the iconic Magazzini Generali club here.

During the event, where the label will unveil its men's and women's spring 2015 collection, French singer Cécile Cassel, aka HollySix, will perform live.

"In the past, Tru Trussardi has always been a diffusion line, very commercial, but we recently felt the necessity to create a specific identity for the label, considering its great potential in international markets," said Gaia Trussardi, creative director of the Trussardi Group brands.

"According to international studies, the premium segment, which includes brands like Tru Trussardi, Emporio Armani and Red Valentino, is growing and is supposed to continue growing in both the ready-to-wear and accessories categories," added Tomaso Trussardi, chief executive officer of TIS Evolution, a Trussardi Group company that produces and distributes apparel and accessory lines.

The group currently produces three labels: Trussardi, Tru Trussardi and Trussardi Jeans. "They all participate in communicating a specific vision and a clear taste," said Gaia Trussardi, who explained the main differences between the Trussardi and the Tru Trussardi brands. "While the main line includes the most iconic elements of Trussardi's world, representing the label's craftsmanship and heritage, Tru Trussardi has a younger, free and more individualistic spirit, reflecting the lifestyle of contemporary young adults who travel around the globe, are informed about trends and want to express their own style. While in the past people wanted to embody the identity of a brand, nowadays customers want to express themselves through what they buy."

In addition, Gaia Trussardi noted that, compared with the main line, Tru Trussardi offers a wider merchandise mix

and the collections are less elaborate, more playful and colorful.

In particular, for spring 2015, the designer said she was inspired by Johnny Depp in the Nineties. "It's quite eccentric and eclectic," she said. The lineup, which features a subtle funky vibe, includes outerwear pieces in treated leather, a lightweight Windbreaker showing a fresh banana pattern, along with jogger pants and oversized pleated trousers. The house's signature greyhound, wearing mirrored sunglasses, comes printed on a T-shirt worn with a chambray suit in a Hawaiian motif. In addition, Gaia Trussardi used some of the prints from the label's tie archive to decorate classic cotton shirts, along with a high-end nylon puffer and a jacket in Flowerwater, a special waterproof leather. The collection also includes a wide offering of denim pants, embellished with prints and special treatments.

According to Tomaso Trussardi, the collection's pricing is competitive. Denim retails at between 130 and 150 euros, or \$176 to \$203 at current exchange, while 50 percent of the leather pieces are below 500 euros, or \$677.

Tru Trussardi, which accounts for 35 percent of the Trussardi company's total business and counts Russia, China and southern Europe as its main markets, is sold in the label's 80 flagships and 70 multi-brand stores in the world. The firm's collections are not sold in the U.S., but American customers can purchase them at the company's online store. Tomaso Trussardi said that, in the next two years, the company hopes to increase the penetration of the Tru Trussardi label, reaching 200 stores. In order to reach that goal, the company is in talks with a new distributor in Russia and is revising its strategies in Asia to enter the Asia-Pacific market.

In 2013, Trussardi posted revenues of 153 million euros, or \$209.6 million at average exchange. —A.T.

Tod's Evolution Continues

MILAN—True to his promise in January to expand and enhance Tod's men's wear line with a comprehensive collection spanning outerwear, polos, shirts and pants, chairman and chief executive officer Diego Della Valle has secured a show slot on the official calendar, planning a special performance on Sunday at 3:30 p.m.

This is the first such show for Tod's men's wear line, designed by an in-house team. The brand's women's collection, designed by

recently seen a spike in men's wear, Della Valle said that for Tod's, this division "has always fared well." That said, he underscored that he still sees growth potential. "Tod's in ready-to-wear, in accessories and other categories still has much to express and to do to achieve the objectives that we have already accomplished with our success in footwear and leather goods," he said.

According to the entrepreneur, men are increasingly becoming more attentive to quality and style, seeking elegant products that are practical and reliable at the same time. He believes that Tod's ideal customer is now seeking a total-look collection from the brand and Della Valle has been investing in growing beyond the label's core footwear business.

The Tod's Group, which also comprises the Hogan, Fay and Roger Vivier labels, has been weathering currency headwinds, a weakness in its largest market, Italy, and a rationalization of its wholesale accounts—a strategy that has been denting its bottom line. In the first three months of the year, the company registered a 13.3 percent drop in operating profits to 46.3 million euros, or \$63.4 million, on sales that inched up 0.1 percent to 253.8 million euros, or \$347.7 million. Commenting on these results, Della Valle said last month that he was "sure to collect further positive results in the midterm," pointing to "positive feedback" to the group's winter collections.

Tod's best-selling items for fall are the City gemino, an evolution of the brand's staple pebble sole moccasins; the double stripe bag, and the Passport travel jacket, according to the company.



Shoes remain a mainstay of the line.

Alessandra Farchinetti, made its debut on the runway in September. In a parallel shift, the men's wear collection is decamping from the traditional Villa Necchi Campiglio location to the DAC contemporary art museum—also the location of the women's show.

"By now, the Tod's ready-to-wear and accessories collections are so extensive that this is the right way to show them, even if our concept of a 'show' will be different from the usual and, we think, very innovative," Della Valle told WWD.

Although several brands have most re-

—LUBA ZARGANI