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Merry Principe and happy new year!





## This year we are celebrating with true identity

The first thing that strikes one when venturing out shopping among the main streets of the fashion capitals is that standardization which annuls almost every difference between Milan and Rome, Florence or Paris. Standardization is dictated by the uniforming presence of the famous designer labels, but ends up having repercussions on taste and style, creating that which we could psychologically define as “deja vu”.

Therefor, considering the objective difficulty of originality and creativity at “zero kilometers” - borrowing the term used for excellence of wine and food production - the only true defense is recuperating one’s identity.

The noble sense of this word, made up in equal proportions of culture and tradition, thus also assumes a revolutionary meaning.

Culturally, because even in a dimension by now planetary as is shopping, we can arrive at the privilege of choosing that which profoundly reflects our way of living, our best habits and that originality which has distinguished us for centuries.

Traditionally because, to say it as that philosopher did “tradition is the custody of fire and not the adoring of ashes”, we can always count on a “live” research which comes from living the present in a city, without disconnecting from it for pretensions dictated by marketing or by a not-so-well defined “identity” of some far away company.

It is, therefor, our identity to get the upper hand, in our streets, in that warmth and perfume of stones, wisdom and inventions where year after year the better of ourselves has been formed. And, with good probability, the best of which we have always been and we will always be, wherever in the world.





## When the store window display is not just a question of marketing

It's the moment for store window displays and therefore how can one not notice - in a time in which these become an extension of advertisement - those which still claim themselves as a meeting point between these two worlds. The one of the client who loves fascination and memories and with a quick glance embraces an entire universe. The one of those stores that entrust long and diversified research of what's useful and beautiful, the summary of a dialog never interrupted with its own roots, its own passion, its own people. Maybe for this reason there are windows that light up with warmth and richness, and which hold and confirm within our emotions the sensation of something personal; a family album where memories are not this or that image, nor this or that item but our conversations, our growing together, the positive flow of the rhythm of time that is never cold, impersonal but is our own personal time.

An important space, where one can reflect oneself and, above all, recognize oneself.







## That “something” that makes the difference between a shop and a store

In order to not be overwhelmed by the dominating concept of “store”, often mono-thematic and depersonalized, one needs to remember each time the creative and propulsive passion of the classical shop. In fact among the many “non-places”, it is the only place where the auto determination of the client is still believed in, and you can see it, but even before as purchaser, as a fundamental balancing point between a constant research of what’s useful and beautiful and the purchaser’s personality in terms of necessity, opportunity and “desiderata”.

Rare emotions, suggestions almost impalpable, experience which by contrast can even be defined “laic” and which however becomes real every time you enter and feel the difference.

Only then does a shawl, an accessory or even a designer label leave its somewhat impersonal or too cumbersome personality, to adapt itself to a style which doesn’t allow any other imposition except that of oneself. Only in this way the moment of purchase is also and especially an expression of comparison, disinterested curiosity and culture.







## Man is what he wears

If style is also a message of identity, there's nothing better than to live it in harmony in the space that Principe has dedicated. Whether that space is in the historical internal tailor shop (where rare tailor made clothing is produced) or in the most refined choice of accessories, in the vast collection of shirts or in the smallest details Principe man lives the unique experience of dressing oneself (and not covering oneself) from head to foot.

A space, dedicated to men, where it's easy to let free the fantasy and inventiveness. Whether it is in the choice of a fragrant shaving cream, or that pair of shoes with which you could go around the world, that pair of cuff links incomparable for their attractiveness and simplicity, or that tie which as we well know makes up the second backbone of a man in society.

At the same time the man, as in the game of mirrors, arrives at the fullness of his confidence in a space of contemporaneity in which classical elegance, sporty look and the casual blazer live together as good friends.







## You aren't born women, you become a woman

We have robbed Simone de Beauvoir of one of her most famous phrases, to become — we don't know how involuntary — a foundation of feminine elegance in all time. Personality, class, beauty, character are key words of decisions always perfectly calibrated between practical everyday living and the imaginativeness of great and extremely grand occasions. A meeting space which in the privacy of the dressing room can reveal a world of things. It's enough to look with knowing eyes to understand who rarely visits a shop by chance but looks for the nobility in every minor detail.....and we know how much those details, that only women see, count.





That which I would like to paint is the light of the sun on the wall of a house

The painter, Hopper, well knew that there are unattainable details. Sensations like the light, the warmth, and that extraordinary corner so dear to us for the everyday life, can often only be imagined. It is often instinct itself to guide us and for this reason the encounter, between an object for the house and the life time emotions instilled in us through the years, is a magic moment.

At Principe we really understand that therefor the mix to be proposed must be perfect, because that fine line between the home and its objects need to be savored with curiosity, calmness and fullness. So that even the simplest things can become pleasurable discoveries. A perfumed candle, a dish towel with design stamped by hand, very fine glassware, objects in wood as in porcelain, all become a question of encountering. Only then the flavor, the charm and all of the awareness of quality, tradition, elegance and usefulness can be transformed in that exclamation in which reason encounters the heart, saying: This I really like!!!



## Password... reconditioning!

There is pleasure in something new, but there is something that can be even greater – it has to do with reconditioning. We are naturally talking about important pieces of clothing: those with an impeccable seam, and with precious fabric that nowadays is no longer made, and yet – at the same time – a lining that yields or that variation in size which, however, shouldn't make us worry. Allied with this double and renewed pleasure is the tailor, who patiently takes care to creatively resolve the question. The tailor's keen eye focuses on: necessary sewing here and there, new buttons, a new measurement of the shoulders or that of the internal pocket so to hold even a half Tuscan cigar. On this ground ethics and aristocracy meet and – often – spy each other. One can arrive at sincere envy for a heavy cloak from the last century which has been reconditioned and enriched with new details and comfort. In this way the piece of clothing also becomes its story and to wear both can make you look, with consumed smugness, at who has not felt for clothing made by a tailor that sincere affection which can never be felt for a new mass-produced product.







## Not always does making purchases mean also spending

(In the frenzy of our time it is nice to think of those moments in which going regularly to a shop is not just for spending. The pleasure of meeting, perhaps in front of a small, improvised tea ceremony, the enjoyment of an interesting conversation which relieves the stress of the day and at the same time gives enriching advice or a curiosity, thus transforming an afternoon that would otherwise be spent on mobile phone consulting and rushing around shopping.

In the Principe atmosphere there are customs and good habits to which no affectionate client would want to renounce. Maybe actually because as clearly said from the first page it's not just a question of habit but that of identity.

We are the first ones, after each of these usual and pleasurable moments, to remain humanly enriched regard less of what these people (and not these clients) decide to carry off in their shopping bag.