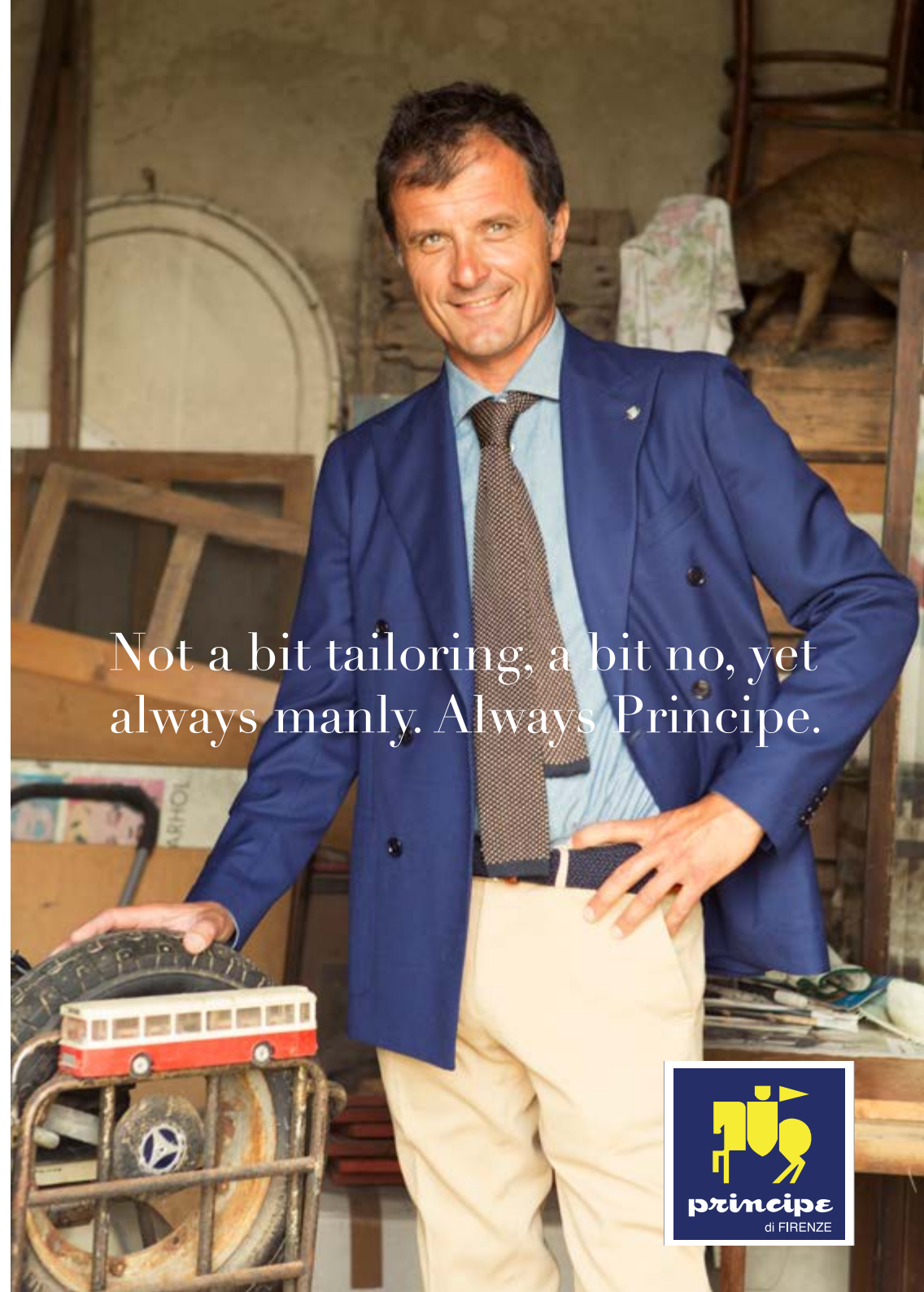




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Not a bit tailoring, a bit no, yet
always manly. Always Principe.





Curious, dynamic and passionate. This is the Principe man.

He never degrades his duties with the thought that they are the duties of everyone. Aphorism of Nietzsche – this is the first thought that comes to mind when we meet Lorenzo Doni at his beautiful estate on the hillside a short distance from the heart of Florence.

Lorenzo, in fact, is one of those people in which formal labels remain tight and disappear after a few minutes of conversation. His agenda is marked by various interests, passions that go from those professional to those for fun, even different aspects of his job: the sea, sailing, playing golf, traveling, working in the countryside, discovering and restoring old and fascinating objects which testify an epoch and so on along this line. It's actually for these characteristics of his that we considered him the person more appropriate to testify for the store's male clientele and the Principe of Florence tailoring. We convinced him, despite his ironic and at the same time meticulous and reserved personality, to pose for our photographic trip inside the masculine style and elegance. His curiosity - so different from the "9 to 5" man imported from over the ocean, who is standardized and disoriented if not in a certain uniform/dress (even when precious and exemplary) - guided us in considering the masculine wardrobe as a well-organized army, ready to affront every situation and not simply as to how to have a closet full of clothes.

Double-breasted unlined wool jacket, solid hopsack fabric with speared reverse 595 Euro; slim fit chambrey shirt, also possible custom made 98 Euro; crocheted silk tie 65 Euro; chino cotton pants with American pockets 169 Euro.



Express your own style in every situation

One of the most interesting methods to create an impeccable wardrobe, without wasting time and money, is the three variable system: context, commitment, and the season.

This strategy, apart from obviously including summer, winter and the in-between seasons, is based on the consideration of formal, informal and sportive context in which one may be involved in and on the ceremony variables, evening and daytime that make up the structure.

The balancing of such will depend on the amount of occasions, related to one's nature and social role.

Then a certain amount of time will be needed to search for and select the best and most appropriate items and to continuously update first yourself before that contemporaneity one's image. Of course there are some "must" which hold up in time, through the changing of fashion and even one's character, such as: a smart blue blazer, a gray grisaille, a great number of white and light blue shirts (not to be excluded those with stripes and special weave) and classical black or brown shoes – preferably those to be tied.

Tell me what neck-tie knot you use...

The tie, torment and delight, is jokingly considered the second back bone of a man. It is so important to have inspired a series of knots, a bit inferior to those used in the navy when conquering new continents, and also curious psychological studies. The most popular among spin doctors - those who manage the image of famous men - claims that small loose knots give a more creative and spiritual profile, while matching big, tight and structured knots to a more materialistic and authoritarian profile. A soft knot, whether small or big, is also considered a symbol of sensitivity and openness towards others.

For the rest, the complexity to tie a knot gives life to the simple canons: four in hand, nicki, half Windsor, Saint Andrew, cavendish, and the monumental Windsor with its 9 passages, which immediately indicate from its name the personality of who preferred it. All is fine as long as they are not used to "correct" a tie which is too long or of slippery fabric which doesn't hold a knot.

One last thing to note is the length of the tie after having tied the knot, leaving it up to the comedians and provincial types as to whether the tie ends above or below the belt.



Crocheted striped silk tie with squared-off tip 65 Euro; Silk jacquard tie with navy design 69 Euro.



Wool and silk jacquard lined jacket, speckled fabric single-breast 498 Euro; short-sleeved cotton polo, available in various colors 159 Euro; Levi jeans 85 Euro; pure cotton pocket handkerchief hand-hemmed 29 Euro; Florsheim suede moccasins rubber soles 169 Euro.

Whether handkerchiefs or pocket handkerchiefs - I am

Pocket handkerchiefs and handkerchiefs have an in-born elegance, to which has, at times, been unjustly attributed an antic sense of uselessness. In this very materialistic time the breast pocket is ever more so a place for glasses, pens, cigar cases and even for cellular ear phones. Re-discovering this accessory is, however, more than just an act of vanity, it is a message of liberty. As long as one acknowledges the basic rules.

The rules for the handkerchief are more difficult depending on the form when ironed, the color and the way in which it is put so to be seen in the pocket. A “no” for those with double tips showing and also a definite “no” for reducing the handkerchief to a line giving it a military look. When attempting the difficult task of combining it with a tie, it is always better a neutral color, such as white.

Something else is the pocket handkerchief, with several small folds and easily slipped into the pocket. The rule regarding the tie is - never a formal matching but just a dash of color which isn't out of harmony with the rest..

In both cases the fabric must be in balance with the suit, not simply making a contrast of color. Last of all, being an indication of extrovert attention, showing too much of the handkerchief means getting close to exhibitionism.



Wide selection of handkerchiefs in cambric cotton with hand-hemmed border.



Stay with the jacket buttoned? It's a question of method.

Unless you trust to imitate some past movie star or English royalty, it's well to know that which and how many buttons are to be buttoned depends on the fit of the suit, which must never have a pulled or deformed look. For a single-breasted jacket, it's better to use only the center button or the highest button if only two buttons. For a double-breasted jacket, remember to button first of all the internal button, always choosing the second row starting from the top.



Jersey pique cotton shirt, slim fit fantasy print, also available custom made, 225 Euro; elastic suspenders solid color with nickel clip and leather hold 79 Euro; beehive pattern cotton pants solid color standing pockets, also available custom made, available in various colors 179 Euro; cotton and nylon sport jacket with zipper and elastic tubular cuffs, Scottish Baracuta lining.



Leisure time or freed?

The English call it “leisure”, a term that derives from the Latin “liceità”, that is absence of constraint. In fact the Latin people distinguished time in otium – time for oneself and negotium – time destined for business affairs. A free time which is prerogative of freedom, clearly different from that “freed” a notion which goes back to the Industrial Age with the introduction of the right to holidays. It goes without saying that whether leisure or otium, qualified leisure time has its elegant, practical and presentable rituals. By the way it can be useful to remember the guy that, ringing the doorbell of a next door neighbor, presents himself in shorts and the latest fashion thongs, only to hear the reply: oh, an apostle!! Joking apart true leisure (free) time is rarely inactive: it serves to cultivate passionate interests, to meet people so to maintain relationships which are often more important than those that have to be noted in a business agenda. Things that can’t be done in jacket and tie but not even in whatever is at hand.

According to one’s aptitude and leisure time, with the exception of of the specialized and technical clothing used for practicing a sport (but limited only to the hours of sports) it’s when one rediscovers the without time charm of comfortable chino pants, the fantasy and comfort of suspenders (without excluding the fantastic elastic braided belts), the infinite series of practical and comfortable sporty jackets, and the colorful and fun shirts to be rigorously worn unbutton at the neck.

Therefore make room for quality fabric, details that make unique a piece of clothing, the sewing quality of stitches, the tailor-made - at times surprising in creativity and at the right price. And be careful to not confuse casual with chancy, especially for that concerning the combination of age and personality. Even if in these frenetic times due to the economic crisis, worse still identity crisis where everything seems to be accepted or ignored, the latent danger is that the sons want to dress and imitate their fathers and fathers as their sons.



Suit in mohair wool with lined jacket, also custom-made, 798 Euro; regular fit shirt in even striped poplin, also custom-made, 115 Euro; brogues calf leather shoes tied 5-holes Florsheim 189 Euro; tubular elastic braided belt with leather tip 79 Euro.



Eulogy of custom made

Principe of Florence has always been also a tailor shop. One of those shops a time ago, with that certain antic charm of stacks of prestigious fabrics, with the reassuring sound of the sewing machine and the light rustle of the chalk on the paper model or that to mark the basting of a buttonhole, up to a piece of soft Shetland fabric which must measure perfectly with the back or with the arm. To celebrate it we have been the first to give to the press a booklet, *Arbiter Elegantiarum*, that has remained a true cult....and will soon be proposed again. Nothing is equal to the enjoyment of choosing the fabric and having an impeccable suit be made. An old, meticulous tailor takes the trouble to count the stitches sewed: more than 100,000! In the meanwhile, to get used to the idea - why not visit every afternoon our store's tailor shop in Florence - here are some rules to get familiar with. First of all the proportions. Regarding a suit, the length of the jacket, starting at the collar, must be identical to the exposed part of the pants. To obtain the measurement, divide by two the height from the neck to the feet. The sleeve, with the arm stretched out, must arrive at the height of the thumb.

The shoulders of the jacket must be in proportion with the head, if too big (as can happen with standard sizes) it will have the optical effect of a smaller head.

The pants must never bind the stomach, but fall perpendicular from the waist down.

The length has to arrive at the heel, resting on the back of the shoe, but without making a crease.

Now other rules to be kept in mind.

Pants without a crease need cuffs, jackets with only one back split need three buttons, jackets with two back splits always need flaps on the pockets.

As one can easily understand, we are in a different world from that where a suit, even if very fine quality, is of standard sizing. A universe where the difference is not only due to the numerous manual details in the making of a suit, but also in an aesthetic proportion truly unique.

Useful & indispensable

A saying, quite in fashion in the super growing economy of Italy (almost always with leasing) some years ago, declared that everyone is useful, nobody is indispensable. The concept, created to limit certain ambitions in career a bit emphatic, was then extended to every type of object and consumer attitude, until changing into the philosophic version of today: a sort of new frugality “upper class” that at times learning from the exaggerations and errors of the past love to choose only the best.



Bow tie in twill silk untied or already tied 49 Euro; cuff links in mother pearl and silver, can also be personalized, starting at 69 Euro.



White or light blue without ignoring stripes and checks here is her majesty the shirt

Light blue, considered by many to be more wearable and “creative”, has only one condition: to be a fresh and natural color, as in any of the many tones of a spring time sky. No matter what suit you wear with this shirt, the rule is never combine it with black shoes.

The white shirt, instead, is a great classic having recently returned in vogue (aided by the politicians). Wearing it evokes order, cleanness, interior disciple and a certain amount of spirituality. The condition is, of course, that the white doesn't become gray due to improper or inadequate washing. The solution is the sun. To be avoided when drying because it tends to yellow clothes that are white, but can be a precious super whitener ally if the shirt, rubbed with pure Marseille soap, is left under the sun for several hours. The vast choice of collars, fantasy, cottons and poplin easy to iron is, furthermore, a world that will surprise for offers and comfort.

They are a sign but not a zodiac sign

The tradition of wearing them always and only with a tie, caused them to be confined as memories too complicated. Today, freed from many rules, including that of the shirt with a double wristband, substituted by a simple wristband with double buttonholes, cuff links are once again absolute protagonists. A true sign of superiority. One condition: that they are not extremely valuable and can express a bit of irony.....such as mother pearl and cotton, in the form of a button.





The sky in a shoe

To begin a new walk is always scary, but after the first passes one realizes how dangerous it would be to remain still..... In this citation - is the true essence of men shoe wear. A concept of comfort and convenience hardly influenced by fashion or by the fantasy of offers. For a man shoes are - above all - stability, to remain with one's feet on the ground, firmly anchored to one's reality and status. Therefore, whether they are for a ceremony, for leisure time, for sports or formal activities, men's shoes always request that something extra. Whether it has to do with an artisan detail or a particular form of the upper shoe. To wear them, in everyday life must be, above all, a pleasure that only he who has tried it, realizes the value it can have one step ahead.



The belt it's not just a question of measurement

If you don't have to combine the belt to a suit for a ceremony or with cuff links, for which it is always advisable that in the same leather color as the shoes, the belt can then be one of those accessories easy and fun to choose for sport clothing, even that more elegant.

Important is a precious buckle, an important recall to leather (a never declining tradition for this accessory) and a design of good taste. All else is left to personal creativity, with ingenious weaving and fascinating designs, however always with a practical eye.



Don't worry, be happy

Among all the advice of ancient wisdom there is a remarkable one, it advises to free oneself of anxiety and worries, imagining to have to leave on a trip with light luggage, therefor everyday something is taken out, until finally only the essential remains.

If we consider however, as the great Mark Twain put it, a naked man in our society means little or nothing, the fullness of this liberation process is truly very difficult.

It's useless to search help from explorers of the past, including those cinematographic "Indiana Jones" or those who, in regards to traveling light, have made it a sublime art – as Bruce Chatwin's "what am I doing here?".

The only thing to do is to trust your own instinct, a dive into one's own masculine DNA. It's in that solitary place where a bathing suit, a pair of Bermudas and a freshly cleaned T-shirt can have the same pleasure for the body as that first sip of cold beer on a sunny summer day.



Bermuda cardo model in poplin cotton 139 Euro



Sea Island cotton polo shirt short-sleeved solid color, available in various colors 189 Euro



Bathing trunks with waist band and cord, brand name cotton, available in various colors 115 Euro



The gesture of beauty is nothing with respect to the awareness of one's own personality

Free from every social constriction or etiquette, there is always a particular pleasure in pursuing awareness of one's personality and uniqueness. And putting aside philosophy, it is in our privacy that the better part of us comes out every day. Whether we wear pajamas which invite us to cuddle between fresh bed sheets or a pair of boxers that embrace us like a shirt. As well as that moment dedicated to shaving amid a thousand reflections in the morning, or the perfume that has never been changed which has followed our dreams and disenchantment and this has made us the men we are today.



Cotton pajama with contrasting border, available in different fabrics and models, also possible custom-made, 159 Euro.



Cotton boxer, available in different fabrics and models, also possible custom-made, 35 Euro



Almond shaving cream soap to be used with shaving brush, 15 Euro