

CARUSO

COMPANY PROFILE



LIGHTEARTEDNESS IS A SERIOUS THING.

DON'T CHOOSE CARUSO.

OUR VALUE PROPOSITION

DON'T CHOOSE CARUSO,
if you're not interested
in a high quality product
with an incredible value for money.

DON'T CHOOSE CARUSO,
if you're not looking for the highest
expression of tailoring, paired
with modern productive technologies.

DON'T CHOOSE CARUSO,
if the words Fully Canvassed
don't mean anything to you.

DON'T CHOOSE CARUSO,
if you don't like being a talent scout,
and you'd rather make your choices
based on what was sold in the past.

DON'T CHOOSE CARUSO,
if you don't believe in the competence
of a Research and Development center chosen
by the most praised brands in the world.

DON'T CHOOSE CARUSO,
if you're not in the mood to break the fashion
system's patterns a little: but only after having
mastered them completely.

DON'T CHOOSE CARUSO,
if you don't want to astonish your clients
by telling a story that's new, fresh and true,
one you'll never find in a flagship store.

To conclude:
DON'T CHOOSE CARUSO,
if you settle for the usual uniforms.



PLAYFUL ELEGANCE.
DON'T EXPLAIN IT, LIVE IT.

OUR POSITIONING



On one hand you've got the classic formal suit. An important uniform (often blue), always like itself, but surely not like you.

On the other hand, you've got the maisons' habits: they're forced to say something new every season, through revolutions that often are a bit puzzling.

And then there's Caruso. It views elegance not as a show, but as a way of living, through joy and lightheartedness.

It's for a man who indeed wants to express his personality, his refined choices and his point of view, but with nonchalance.

A soft and wrapping jacket philosophy, that interprets the Italian's know how, in the most contemporary way.

Where quality meets true life, welcomes and comforts it. And invites you to discover hidden details.

Caruso is right there: between heritage and creativity, between refinement and joyfulness, inside traditions but outside the clichés.

BECAUSE MEN WERE NOT BORN
TO WEAR ARMORS.

OUR HISTORY / RAFFAELE CARUSO

BREAKING CLICHÉS
IS A SEWN-ON QUALITY.



In 1958, tailor Raffaele Caruso left Naples for love. And brought the great Neapolitan school to Soragna (PR), a place where sartorial districts and traditions were not a thing.

With the help of his wife, he built his own atelier, in which he created made to measure suits for the entrepreneurs and the people of the region.

Throughout the years, thanks to his huge talent and his sons and managers' business abilities, Caruso's atelier expanded until it became a 500 employees reality: Fabbrica Sartoriale Italiana.

During the 90's, the factory got noticed by the first Maisons (Dior, Lanvin, Francesco Smalto) who found unique quality standards and unmatched flexibility.

Thus the company became the point of reference for luxury brands' creative directors and designers, expanding via high-level word of mouth, until it became a co-creation and production hub for the world's best fashion brands.

In 2010, after Raffaele Caruso's demise, the seat was taken by Umberto Angeloni (former Brioni's CEO), who decided to invest in the company for its exceptional production care and price ratio.

With Marco Angeloni and the new management, Caruso's history develops in new hues: next to men's jackets the total look is born, with new projects to assert once and for all the brand's identity, and to continue in gracefully breaking clichés.

A SARTORIAL FACTORY: THE BEAUTIFUL CONTRADICTION.

OUR HISTORY / FSI

Are sartorial quality and industrial technology in contrast with each other? They're not, if you're from Soragna.

If machinery is guided by the knowledgeable hands of someone who draws and makes the most beautiful garments in the world, you achieve amazing results, while keeping the customer's best interests.

A 100% handmade item of clothing can't compete when it comes to time and costs. That's why we put technology at the service of work specialization.

That way, we can dedicate our time to Curating and hand-crafting all the details that make the difference: the ones that improve comfort, customization and durability.

We believe in contamination as a development model: in the creative atelier, Caruso designers and the big brands' stylists imagine, test, discuss with designers and model makers, counting on a kind of experience that relies on 60.000 jacket models made throughout the years.

That's how Fabbrica Sartoriale Italiana was chosen by the most important luxury firms: because it combines, in a single integrated production hub, the aspects of artisanal laboratory, a creative atelier and a modern factory.



WHERE STYLE MEETS LIFESTYLE.

OUR TERRITORY



Nothing happens by chance: Soragna and its human fabric are important ingredients in Caruso's success.

"Bassa Emiliana" is another opposites' expression: a very poor zone, that still managed to express high levels of creativity in food, opera music, and the search for beauty.

Innovation is a known fact in this territory: throughout the medieval hamlets, there are specific excellences, even in very small distances. With a unique ability to revise tradition.

People: tireless workers, that still pair their strong duty ethics to an unparalleled savoir vivre, and a talent to find the fun in the small things.

A love for the beauty, the innovation and the well done things, that make Soragna and its people the perfect terroir for a reality such as Fabbrica Sartoriale Italiana and a brand such as Caruso.

MAN: HANDMADE IN SORAGNA.

OUR PRODUCT

The jacket is Caruso's key product. The most adaptable and dignifying item of clothing in the male wardrobe, which makes a man sure of himself and comfortable in every situation.

Our belief can be summarized in two words: Fully Canvassed. A totally natural way to conceive and make jackets, that gives unparalleled softness, comfort, breathability and freedom.

It's tradition (an often misused concept that is getting rarer and rarer) that puts itself at the service of the modern man.

Around the jacket, Caruso draws and sews on his own a clothing ecosystem, to turn Playful Elegance into a total look:

- _ Trousers
- _ Formal and light coats
- _ Leather clothing
- _ Unlined and unstructured jackets
- _ Knitwear
- _ Shirts, in a palette of plenty playful color shades.

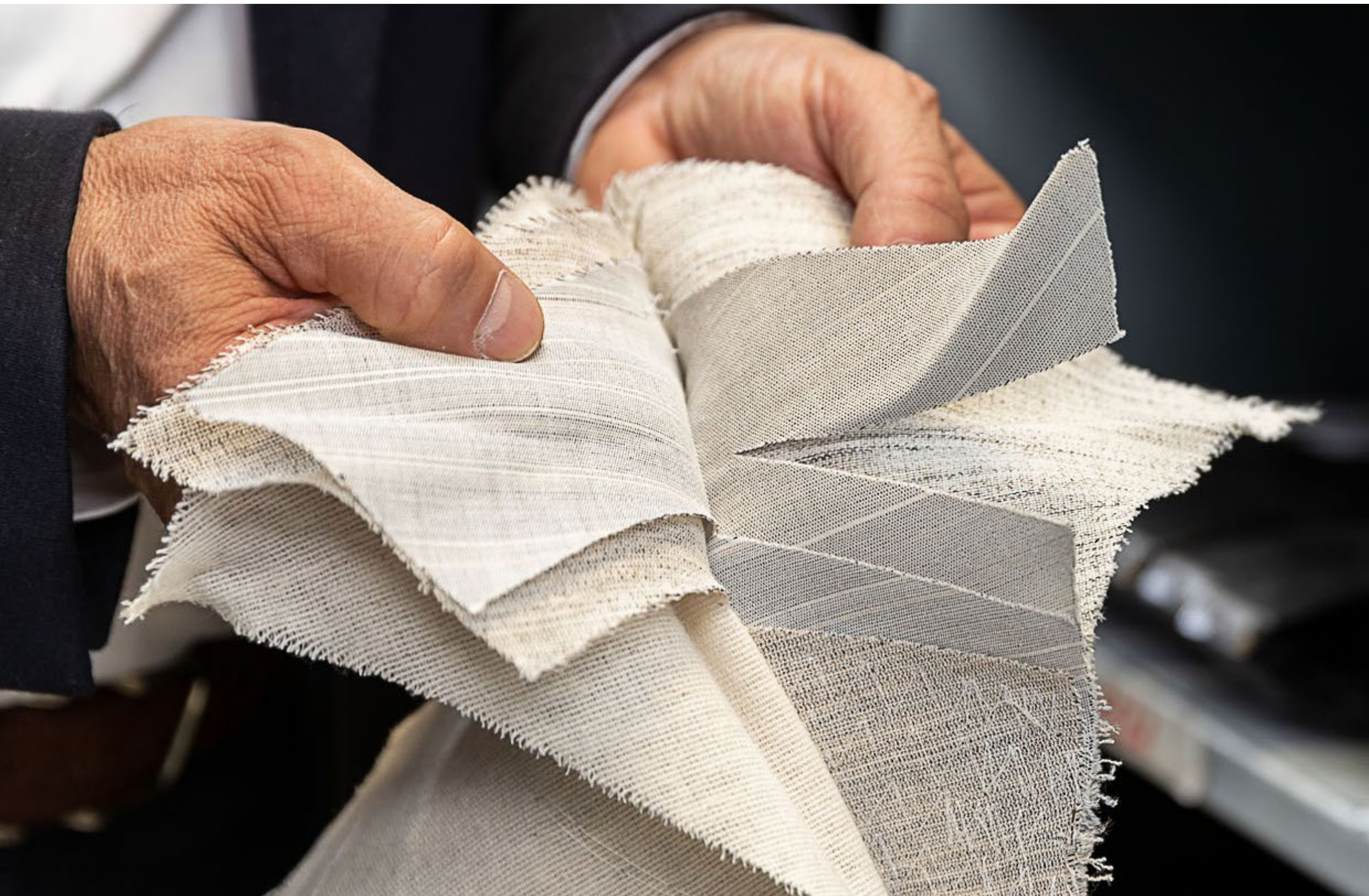
An open approach to the man, which is also an invitation to discover the production cycle: our factory is always open.



OUR QUALITY / FULLY CANVASSED

FULLY CANVASSED:
TWO WORDS,
ONE UNIQUE MASTERY.

LET'S MAKE ONE POINT CLEAR:
A JACKET CAN'T BE CONSIDERED SARTORIAL
IF IT USES FUSING.



The choice to use adhesive plastic (that melts with heat, and becomes one with the fabric, giving it resistance and stiffness) is the negation of tailoring.

Sure: a jacket with fusing simplifies the production cycle. But it's unnatural, shapeless, it's not breathable, and has limited duration.

According to us, the real jacket is only Fully Canvassed: woven, completely natural, alive.

The difference is in the soul: a structure made of horsehair, masterly basted, that maintains the body form like a memory. Like no synthetic material can do.

It's an almost biologic integration process: the fabric (the living material) gets paired with the canvas (the heart) to create a new organism.

The result: a tridimensional jacket that accompanies with absolute freedom arm and shoulder movements. The more you wear it, the less you feel it.

It preserves its structure even after years of using, and it requires little maintenance. For an almost eternal value.

Fully Canvas is a production challenge, and ethical too. In order to make an exclusive expertise accessible, and to dignify its quality: what's the point of using a beautiful fabric, if you fill it with vile glue?

To conclude: if we still have to convince you that a woven jacket is better, maybe we ought to stop right here.

LET'S TURN
EVEN OUR STRONGER
RULES SOFTER.

OUR QUALITY / RESEARCH AND MATERIALS



According to Caruso, quality is a strict concept. But to make it comfortable is our challenge: through the competence of our people, the research on the materials, the care for hidden details.

Our fabrics are made from the best textile companies. We only use the most noble yarns, turning these raw materials of absolute quality in exquisite and original models.

Caruso is Nature Inside: only three animals (wild Mongolian horses' hair, Gobian camels' neck hair, Merinos sheep's wool) and a plant (hemp). No synthetic components, no glue, nothing artificial.

We constantly work with fabric producers and our customers, playing with thickness, toughness and microstructures, in order to bring little evolutions of our philosophy in each new season. We don't intend to shake up, but to evolve in the name of functionality and emotion.

Some interesting details to discover in our jackets:

THE EYELET is always presented in a milanese style: a particular form, hand trimmed with 3,2 feet of silk, that gives it a noticeable volume.

BEHIND THE LAPEL you'll find a handmade bartack stitch: it helps to sustain the stalk of the flower you'll adorn yourself with.

THE COLLAR includes extra fabric: it's then hand sewn, in order to make sure it doesn't get teared up. And the internal piping has got silk profiles, used to make the hidden parts more beautiful.

To conclude: the refusal of showing extravagance off, in a Caruso Jacket. But a lot of soul, care and comfort.

LET'S GIVE A VOICE
TO OUR BODY.

OUR BENEFITS

A person wearing a dark, textured jacket is sitting on a dark, plush sofa. In the foreground, a purple orchid with several flowers and buds is in sharp focus, its stem and leaves extending from the bottom left towards the center. The background is softly blurred, showing the person's face and the sofa's cushions.

For everyone who wears a Caruso jacket,
an exclusive range of never explored
sensations gets opened.

THE SHOULDERS:
they feel welcomed and glorified,
finding their natural space,
all soft and comfortable.

THE ARMS:
they want to move, to rise,
to roll up the sleeves.

THE TORSO:
it can stretch freely,
and it's not forced in an armor anymore.
It wants to get cozy on couches,
armchairs and chaise longues.

THE SKIN:
it finally breathes,
it's a fresh and new breath.
Open to welcome breezes
and gusts of wind,
for a sensual pleasure.

While all the other jackets
allow you for just one way of speaking,
a Caruso jacket allows you
to rediscover body language: yours.

SUSTAINABILITY
IS OUR WORLD.

OUR NATURE



Sustainability is a path. We at Caruso know that the road is still long: but we're determined, one step after the other, to become excellent in this area as well.

On an Energetic level: since 2019, the energy that powers Fabbrica Sartoriale Italiana is produced just by renewable sources.

On a Resources level: our jackets are Nature Inside, which means plastic free and biodegradable. And all of our raw materials are traced and certified.

On a Local level: the value created by Caruso and Fabbrica Sartoriale Italiana falls back on Soragna's community and territory.

On an Ethical level: a Caruso jacket lasts a lifetime. Not only for its building quality, but also because it nimbly moves through trends, avoiding excesses and classics.

As distant as possible from a world that forces fast fashion on us as a lifestyle.

OUR PUBLIC

A BRAND
FOR A BRANDLESS MAN.

FOR WHOM IS CARUSO?

For a man that wants to express his personality, freeing himself from a suit.

For a man who wants to distinguish himself, without relying on excesses or extravagances.

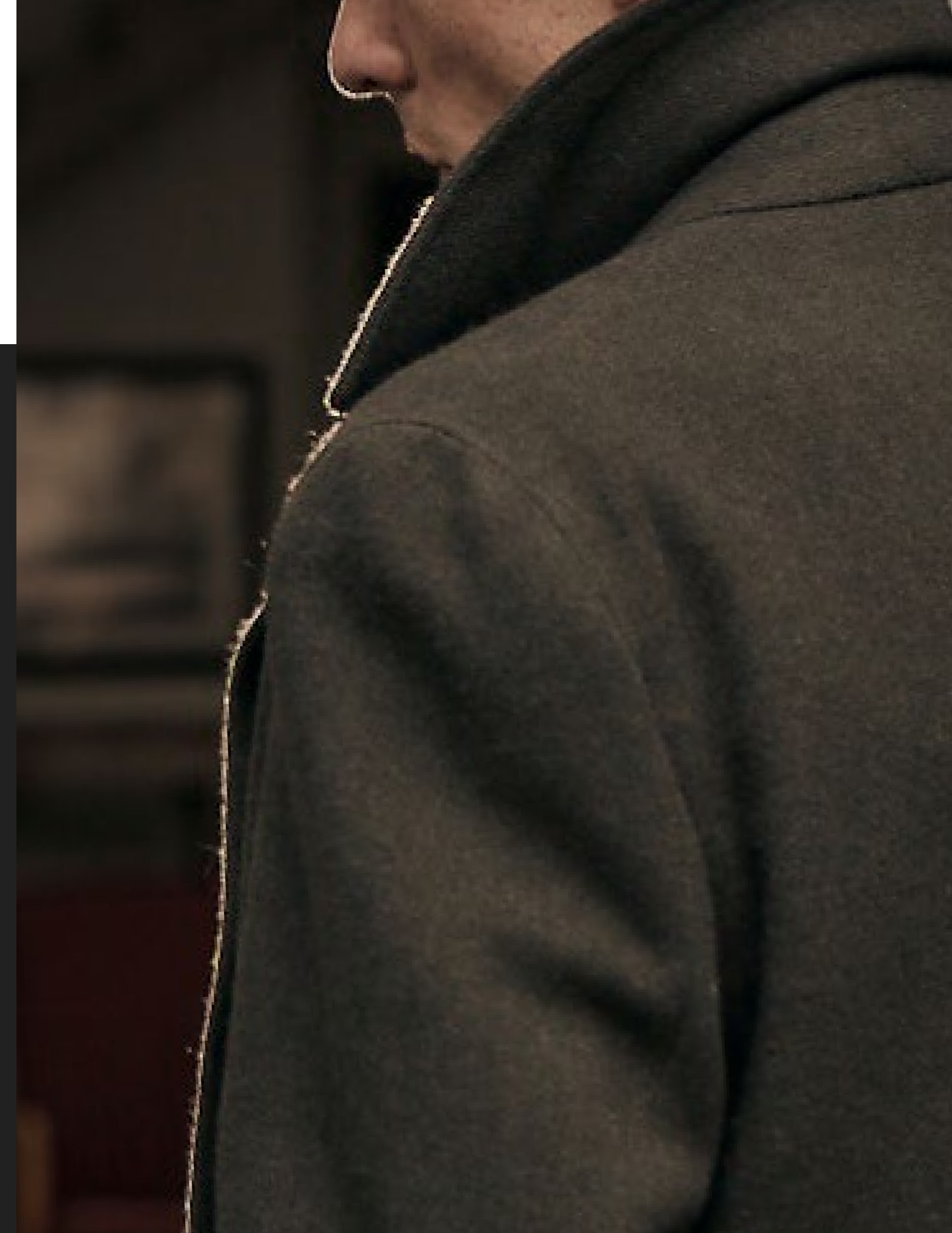
For a charismatic, well-read and refined man, who doesn't want to boast his style.

For a relaxed and irreverent spirit: that wants to break clichés while having fun.

For a man who loves the beautiful, fine and valuable things, yet doesn't like to flaunt them: they're his secret.

For a free, self confident man, who's not worried about pleasing or standing out.

For a man that lives elegance in real life, and not on a runway.



OUR PLACE IN THE WORLD.

OUR DISTRIBUTION

Caruso is a presence in constant expansion all around the world.
Our partners: important retailers in strategic positions..

A selection some of our top customers:

ITALY

AL DUCA D'AOSTA / EREDI CHIARINI / DONATI / NUGNES / SUGAR

EUROPE

OGER / MERCKEN / LA MAISON DEGAND / PAUW / BONGENIE / BREUNINGER / LODENFREY

APROPOS / AMICIS / PRINTEMPS / EL CORTE INGLÉS / DANIEL APS / ASPELI / LUND & LUND

MIDDLE EAST

VAKKO / BEYMEN

AMERICA

H. STOCKTON LENOX / FORMANS MENSWEAR / STEVEN GILES

LAWRENCE COVELLI / BARCELINO / SAL LAURETTA

JAPAN

UNITED ARROWS / BEAMS / TOMORROWLAND / ISETAN MITSUKOSHI / BARNEYS

KOREA

SAN FRANCISCO MARKET / SHINSEGAE / ARTAGE

AUSTRALIA

HARROLD'S

OTHER APAC

JOYCE BOUTIQUE

ONLINE STORES

MYTHERESA / MR. PORTER / YOOX / NET-A-PORTER / MATCHESFASHION / THE RAKE

STOP
TALKING ABOUT OURSELVES:
LET'S TALK ABOUT YOU.

OUR SERVICES

CUSTOMER SATISFACTION. We're a totally service-oriented company: we're here to listen to your needs and to find answers.

COLLABORATION. We believe in a complete partnership: give us your ideas, your market needs, and together we surely can develop something relevant.

LUXURY. We're able to offer a great value for the price, thanks to a strongly integrated process: and we can reflect this value on your brand.

RESPECT. We believe in the importance of fundamental key points: delivery time, quality and fair agreements, in order to build a long term partnership.

CO-MARKETING. We want to go beyond the usual promotions and communications, to develop with you dedicated plans that optimize the budget, without the need to go through fashion shows or billboards.

TRAINING. We can develop training courses for your salespeople: we could either come to you, or invite them to Soragna for a deep dive in our quality.

TEAM. Caruso's welcome is noticeable from the showroom too: a pleasant and convivial place to talking and plan, while surrounded by an enjoyable playfulness experience.

WHAT CAN CARUSO
AND FABBRICA SARTORIALE ITALIANA
DO FOR YOU?

CARUSO

CARUSO

CARUSO HEADQUARTERS

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