CERRUTI 1881

The accomplice of your style

PERSONAL LUXURY, A CUTTING EDGE DNA FOR A NEW ERA

«In a world where fashion is absolutely everywhere,
where brands are omnipresent,
where the external signs have never been so glaring ...
CERRUTI 1881 carries the most modern values that inspire the new generations of consumers.
By encouraging 'personal luxury', it allows to Be Well and Be Oneself.»

Nino Cerruti

in Cornels

1881 Birth of a world-renowned expertise.

A family of mountaineers who understand the strength of mother nature exploits the exceptionally mild waters of the valleys around Biella, and creates the mills Cerruti, Lanificio Cerruti. It is here that flannels, tweeds and stamens are spun and woven to be distributed worldwide.

- 1930 Birth of a free spirit, Nino Cerruti.
- Nino Cerruti, appointed heir following the death of his father, injects creativity and innovation into the family business, the starting point of a revolutionary vision of masculine elegance.
- Nino Cerruti, at the dawn of a journalist career, leaves Italy for Paris, the world capital of liberty, where he creates his House and will shake our traditional relationship to clothing.

At Cerruti, we do not dress men, we reveal them.

Fifty years later, this revolutionary vision of the social codes and their expression, the casual chic, remains still as modern in the world of menswear.

- From the '70s Cerrutism, this new vision of the masculine style is born, and rapidly expands from men to women, from Paris to Hollywood, from ready-to-wear to sports...
 - **Today** In addition to ready-to-wear, Cerruti 1881 products range from perfumes to watches, jewelry, eyewear, underwear, writing instruments, ties and scarves, leather goods and shoes.

The Cerruti 1881 accessories gear to men and women who are sensitive to the natural elegance that defines the House, and are sensible to design and refined details.

FW22 MOOD BOARD - MEDITERRANEAN WINTER

FLUIDITY OF WIND AND WATER EROSION











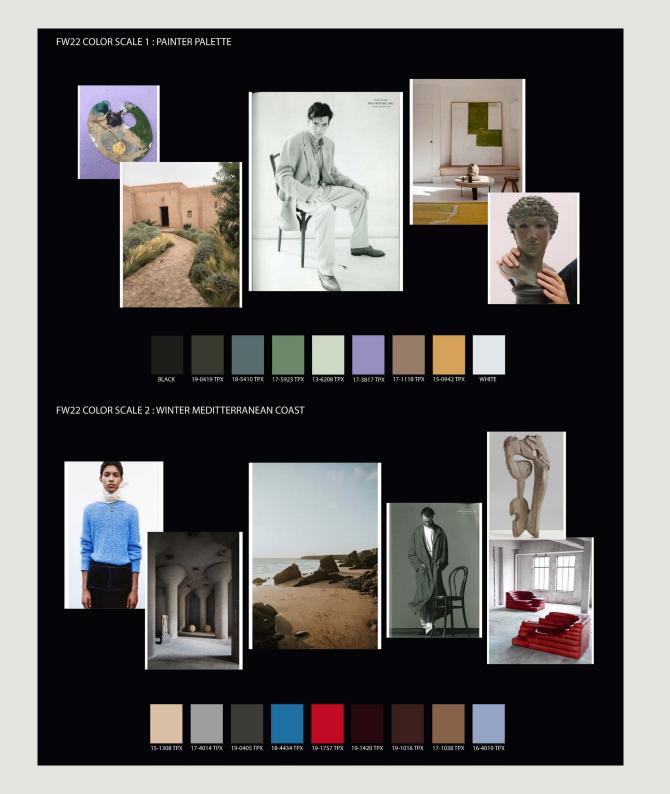


BEAUTY OF THE IMPERFECTION OF NATURE

CERRUTI 1881

INSPIRATION FROM MEDITERRANEAN ARTISTS COCTEAU, PICASSO, DALI

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PRODUCTS



[\$\$22]

URBAN STYLE

#CERRUTI1881 #TheAccompliceOfYourStyle
#RelaxedElegance
#UrbanChic



[\$\$22]



[FW21]



PRODUCTS







SPORT STYLE





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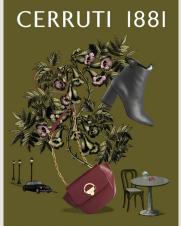


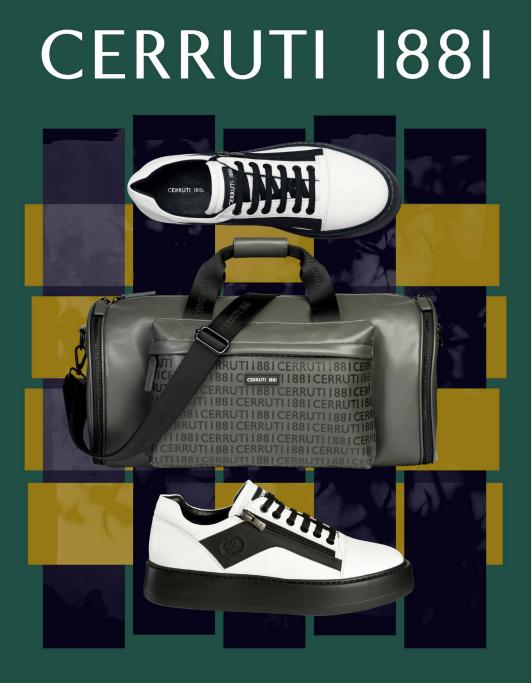












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