

# 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*

Nino Cerruti

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From Biella, Italy to Paris, world capital of fashion and liberty, the CERRUTI 1881 style spreads from fabrics, ready-to-wear, made-to-measure, to jewelry, watches, leathersgoods, shoes and bags, perfumes, ... all such territories that allow men and women to adopt a casual chic lifestyle and magnify their intimate elegance.

- 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*. \***
- 1951 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.
- 1967 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, inventing the undisputed casual chic, halfway between classic ready to wear and sportswear.  
Fifty five years later, this revolutionary vision of the social codes and their expression remains still as modern in the world of menswear.  
**At Cerruti, we do not dress men, we reveal them.**
- From the '70s Cerrutism, this new vision of the masculine style is born, and rapidly expands from men to women, from clothes to fragrances, from Paris to Hollywood, from ready-to-wear to sports...
- 1990 Creation of the iconic fragrance 1881 Pour Homme
- 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.

\* To understand the personality of the man behind the brand, go watch < NINO CERRUTI IN 6 CHAPTERS > a 17-minute documentary on youtube  
[https://youtu.be/ky\\_LNdHe1HA](https://youtu.be/ky_LNdHe1HA)

# **1- CERRUTI 1881, 55 YEARS OF MODERNITY**

2- THE CONTEMPORANEITY OF CERRUTISM

3- COMMUNICATION & EVENTS

## CERRUTI 1881, A CLOTHING PHILOSOPHER TO REFLECT THE MOVEMENTS OF OUR WORLD

*«Fashion is above all a way of describing the world in which we live. A silent language. Some people write the world with words, I write it with clothes.»*

A philosopher and a journalist, a mountain dweller always eager to experience thrilling moments, Nino Cerruti was an accomplished sportman: alpine skiing, water skiing, motor racing, ... all those multiple expressions of the freedom that underlay all his creations.

With his intelligence of the fabrics –combining technique and innovation together with ancestral know-how, associated to boundless creativity, Nino Cerruti, the only Italian stylist with an industrialist background, breaks free from the dress codes, revolutionizes the world of couture, to become the Master of soft tailoring and inventing the "gentle masculinity".

- He is the first to create the deconstructed jacket for men.
- He is the first to show men and women, in the same clothes on the catwalks, in 1967. Women wearing pants, a scandal back then.
- He is the first to associate sports to luxury, creating a sports line CERRUTI 1881 SPORT right in 1980.



## THE DECONSTRUCTED JACKET

A light and fluid jacket, which does away with the traditional tailoring interlining, keeping the minimum of fabric on the shoulders. This makes the jacket supple and light like a shirt, to the point of not knowing whether you have it on or not!





FW13



FW15

Right from the first show in 1967,  
women parade along men,  
dressed with the same outfits;  
a manifesto of that same philosophy that  
underlies all Cerruti's creations :  
the right to comfort and freedom of movement.





A specific women's line will be developed starting 1980 based on sober lines, a certain elegance that favors above all comfort and well-being, to accompany active days as much as days of relaxation. It is a question of denying the myth of the "decorative woman" without denying her femininity.



FW19



*«We are working on what is the closest to humans, what touches their skin ».*

- Nino Cerruti

1881 Pour Homme is the olfactory transcription of Nino Cerruti's forward thinking creation of the "casual chic" concept. The fragrance remains among the top 5 sellers for men 30 years after its creation.





Just like Nino dresses women  
with men's pieces,  
1881 Pour Homme fragrance  
includes ingredients traditionally reserved  
to the women perfumery industry.



Jimmy Connors



Mats Wilander

Luxury and Sport are made for each other.

Luxury is not ostentuous consumerism, but rather personal well-being, a daily art of living,

Sport is not competition but rather pleasure, relaxation and time for oneself.



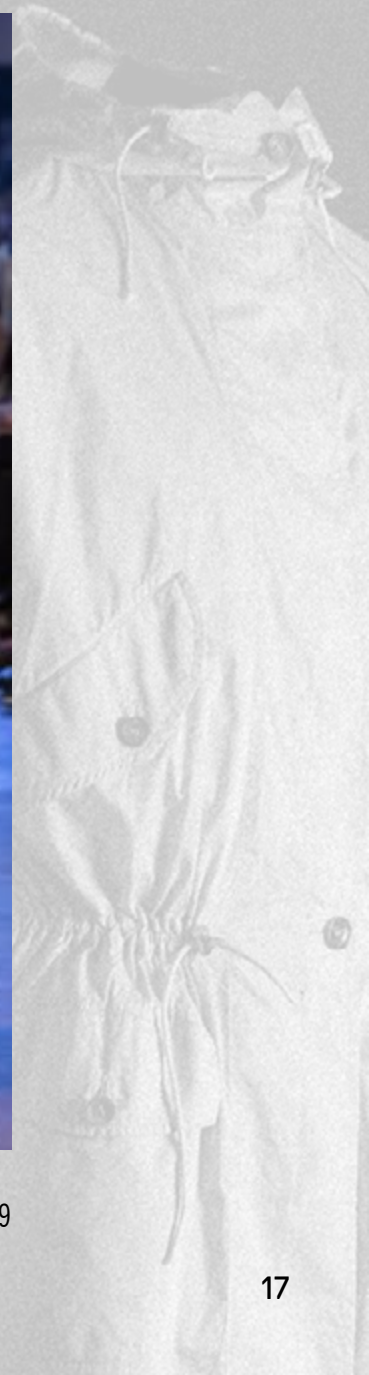
Ingemar Stenmark

*«Clothes are our second skin and must be in harmony with the body, while being beautiful and of high quality: I have never believed in artistic ugliness.»*

- Nino Cerruti







SS19



*«The outfits that are designed for the actors are a journalistic reading of the contemporary society, that adds on authenticity to the script.»*

- Nino Cerruti



Jean-Paul Belmondo in a striped three-piece suit in Borsalino (1970), Jack Nicholson in The Witches of Eastwick (1987), Richard Gere in Pretty Woman (1990), Sharon Stone and Mickael Douglas in Basic Instinct (1992)...

By constructing cinematic identities in movies representative of their times, the Cerruti collections have marked the minds as much as the film industry.

The outfits are submitted to both the actor himself and to the production. Obviously, actors want to feel comfortable in their role.

Fluid lines, unstructured cuts, comfortable materials, refined clothes.

CERRUTI 1881 is an informal style both sophisticated and relaxed. A slightly nonchalant elegance that leaves room for creation.

**More than a dressing style, it is a lifestyle.**

Breaking  
Conventions



CERRUTI 1881

Balenciaga

Gucci

Moncler

Burberry

LV

Fashion

Status

Hermès

Zegna

Giorgio Armani

Brioni

Ralph Lauren

Saint Laurent

Conventional

Cuccinelli



Freedom ≠ Format

French Spirit

Relaxed Elegance ≠ Strict Distinction

Luxury, for oneself ≠ Ostentation, for others

Heritage

Smoothness and Fluidity ≠ Severity

Complicity ≠ Masculinity

Contemporary ≠ Outmoded

Comfort sublimated by innovative fabrics

Be oneself ≠ Follow conventions

Must-Have ≠ Banal

Italian Expertise

Sensitivity ≠ Shyness

Timeless ≠ Fast Fashion

Self-Confidence ≠ Doubt

1- CERRUTI 1881, 55 YEARS OF MODERNITY

## **2- THE CONTEMPORANEITY OF CERRUTISM**

3- COMMUNICATION & EVENTS

Perhaps more than anything else, Cerrutism represents quality and knowhow – the creation of products that are first and foremost about the materials used to produce them. Today the philosophy extends to all territories that sublimate the personality of the wearer, from shoes, watches and ties, through loungewear, jewellery, bags, ... through strategic partnerships with Maisons expert in their domain.

The brand creative teams are historically nestled in the heart of the Parisian golden triangle of Luxury, between Place Vendôme, Eglise de la Madeleine and Faubourg Saint-Honoré.

It is here where the DNA of the brand is evolving, where ready-to-wear collections are designed, and the development of the licensed products lines is managed and closely controlled.

In the course of its 55 years of creativity, Cerruti 1881 has gained a worldwide visibility. Today, the brand is available in close to 8,000 POS with a main focus in France, the Middle East and Greater China.





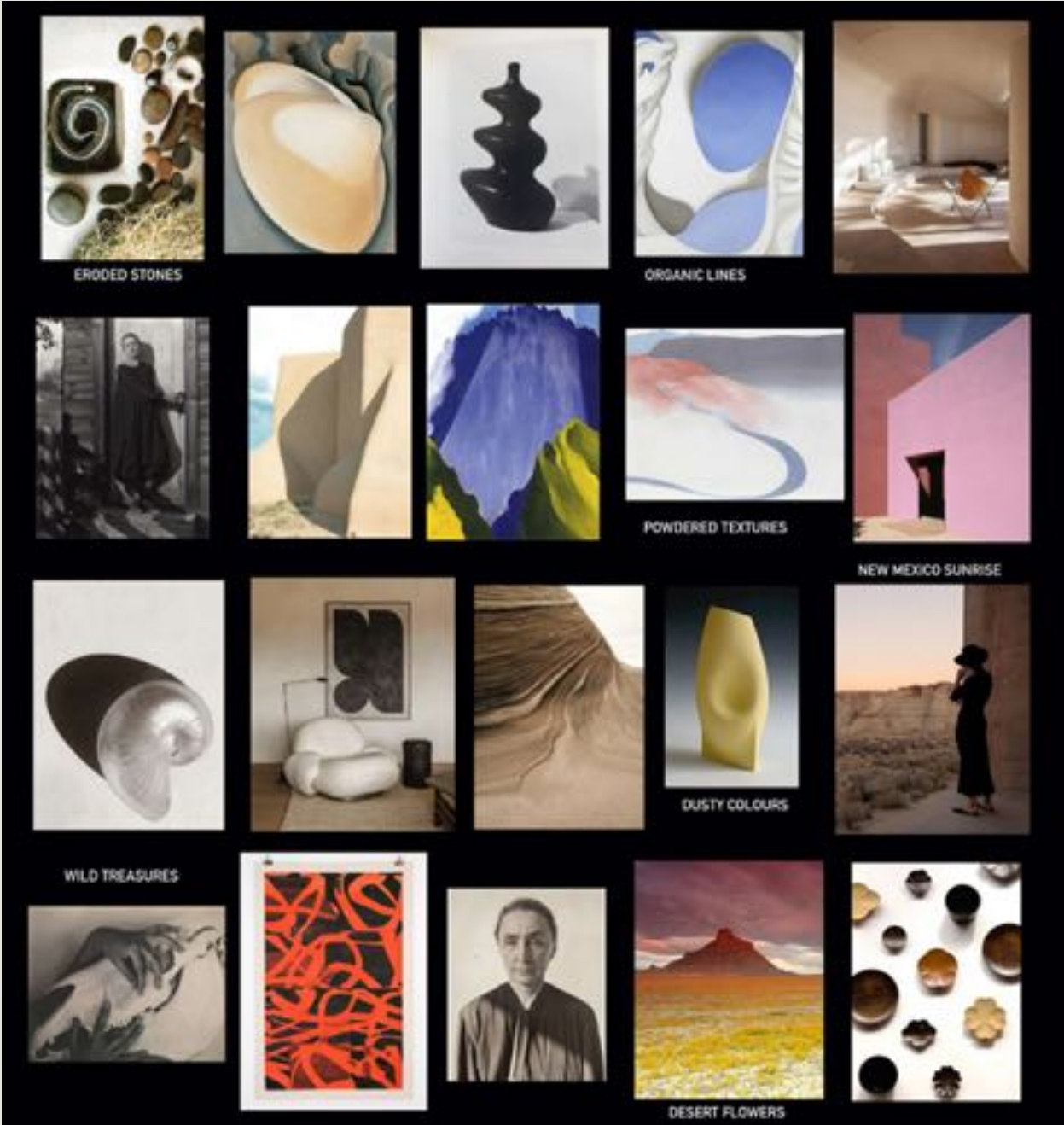
WWD 12 OCTOBER 2020



WWD WEIBO



WWD WECHAT





#CERRUTI1881  
#TheAccompliceOfYourStyle  
#RelaxedElegance  
#UrbanChic  
#SportStyle  
#ComfortChic

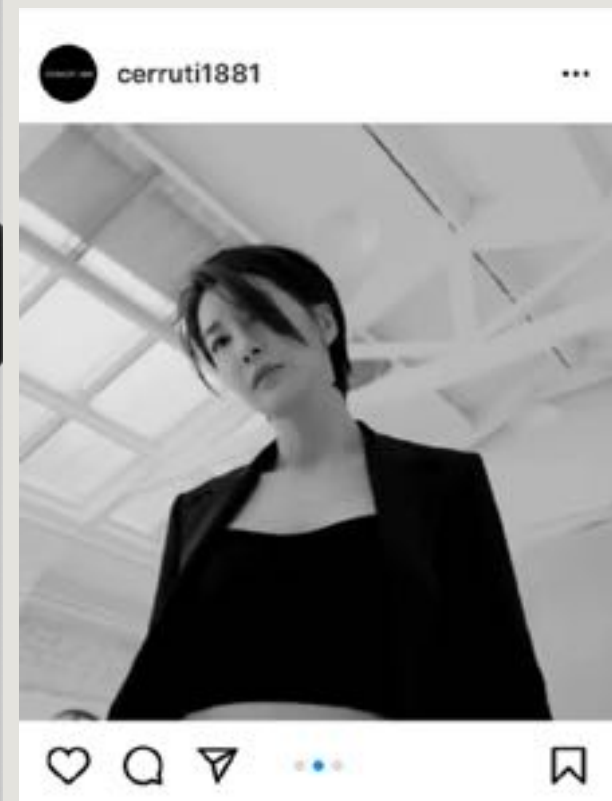




#CERRUTI1881  
#TheAccompliceOfYourStyle  
#RelaxedElegance  
#UrbanChic  
#SportStyle  
#ComfortChic



Launch of a new partnership with Korean leader of new retail CJ O shopping (tv homeshopping; shoppertainment; videocommerce, ...) to introduce women's suits to a demanding Korean public.



WATCH <https://www.facebook.com/67931507863/videos/806019753488133>

1- CERRUTI 1881, 50+ YEARS OF MODERNITY

2- THE CONTEMPORANEITY OF CERRUTISM

**3- COMMUNICATION & EVENTS**

Each season, combining creative concepts, innovative approaches, upcoming visual talents, the Paris based global marketing and communication department conceives such communication tools: advertising campaigns, videos, collaterals, ... to magnify the modernity of the brand throughout the various categories of CERRUTI 1881 products.

In the light of the experience of social distancing and stay at home orders, stylists, event creators, and the world of communication, now consider the digital dimension definitely as a pivot in their arsenal of creation, resulting in a kind of “augmented reality”.

FASHION SHOW @ PARIS PALAIS DE TOKYO livestreamed in the Greater China region  
WATCH <https://www.youtube.com/watch?v=xMD310p0t40&t=7s>

INSTALLATION AT THE ITALIAN EMBASSY IN PARIS  
«IL SIGNOR NINO'S LEGACY»

#NinoCerruti #naturalelegance #trueluxury #Cerrutifabrics #legacy #festadellarepubblicaitaliana



WATCH <https://youtu.be/xf74cyn-vjY>



LAUNCH OF THE PERFUME  
1881 RIVIERA  
#perfume



CERRUTI 1881 & PARSONS PARIS PROGRAMME  
COACHING A GROUP OF PARSONS PARIS STUDENTS,  
TO CREATE A CAPSULE COLLECTION AND IMAGINE ITS MARKETING PLAN  
#creativity #innovation #fabric



DONATION FOR A CHARITY DINNER  
for the benefit of the Children of Rwanda association  
AEM, chaired by Babeth Djian, founder of *NUMERO*  
#fashion #celebrities #charity #rwanda

**CERRUTI 1881 POP-UP STORE**  
Paris- Bd Haussmann  
#Paris #fashion #store



**SUITWALK IN COOPERATION WITH GQ**  
Chinese model Vivian Dawson wearing Cerruti & British model David Gandy  
#Taipei #fashion #elegance #tailoring #stylish #freedom

**CELEBRATION OF THE 50TH ANNIVERSARY  
OF THE CREATION OF THE HOUSE BY NINIO CERRUTI**  
Pop-up store at Shanghai Plaza 66  
#Shanghai #anniversary #50

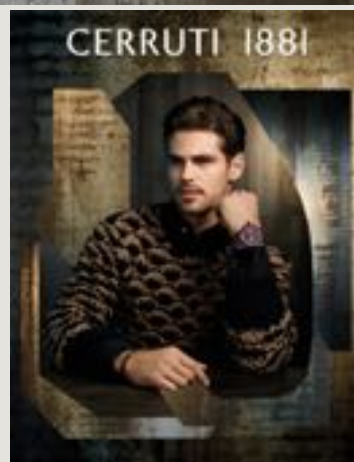


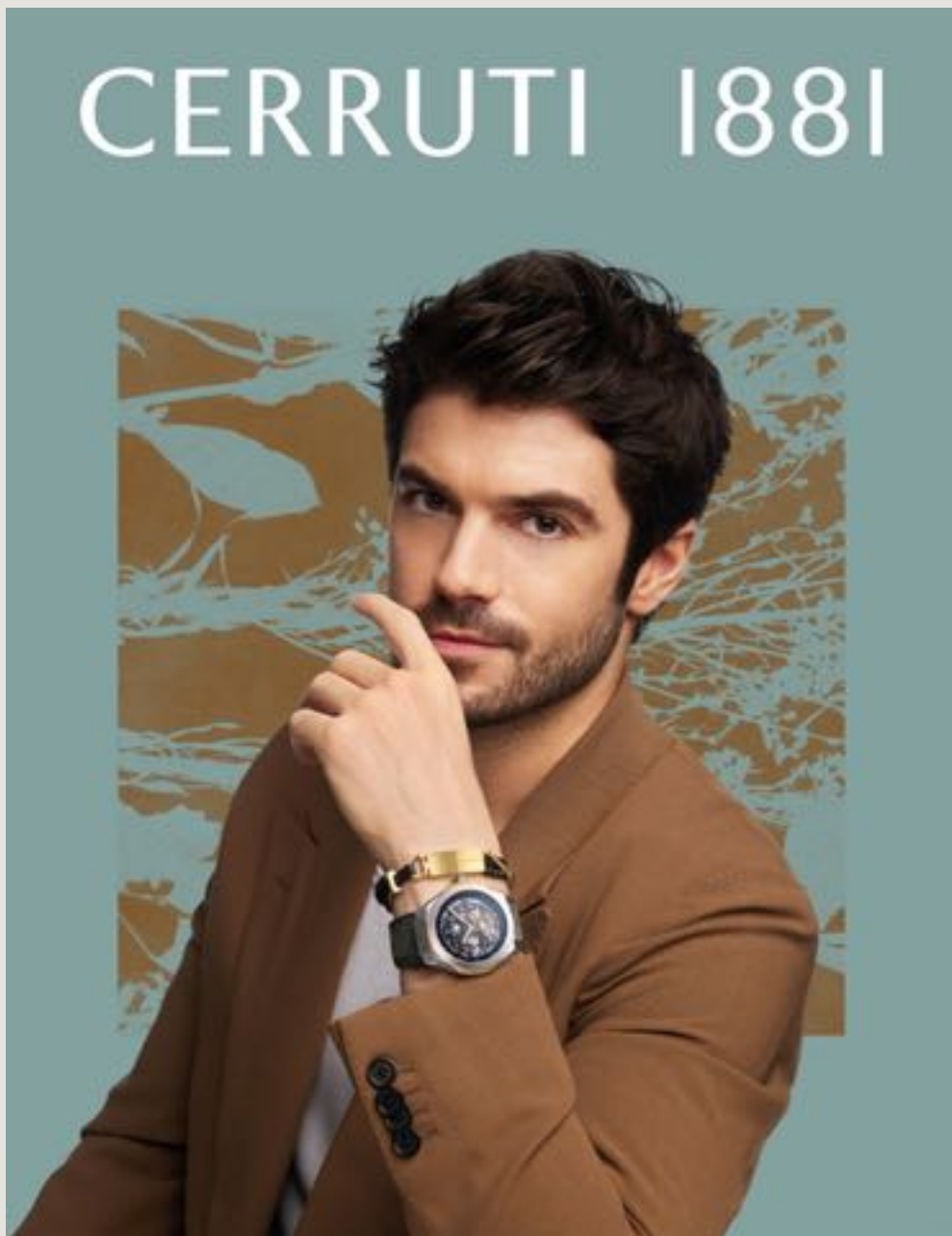
**LAUNCH OF THE CERRUTI 1881 FEMALE COLLECTION**  
Cerruti 1881 exhibition at 101 mall15  
#Taipei #101

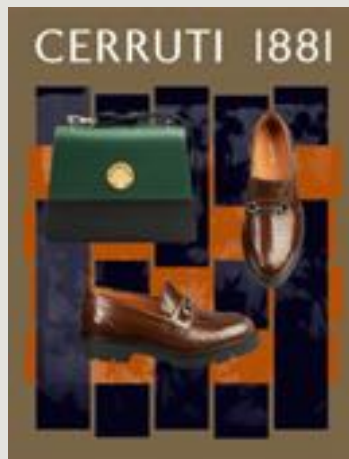
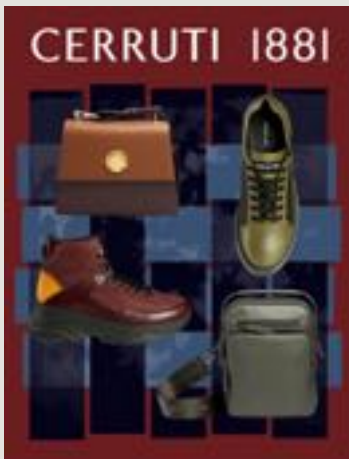
**CANNES, France TAX FREE WORLD EXHIBITION**  
Leading Tax Free fair  
#Cannes #fashion #accessories



**MILAN, Italy MICAM WORLD EXHIBITION**  
Leading Leathergood fair  
#Milan #shoes #bags #leather accessories



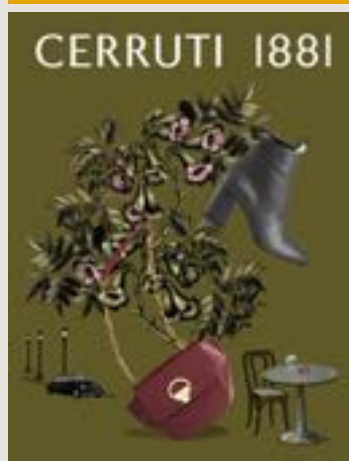
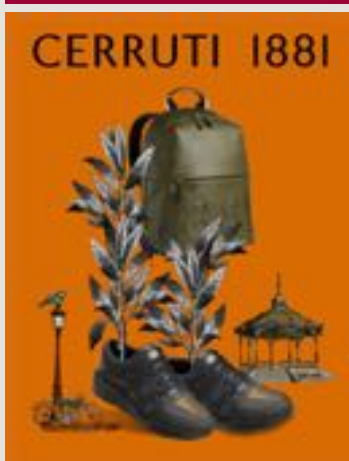




[FW21]



[SS21]



[FW20]



[FW21]



WATCH <https://youtu.be/OqVWj-OPT7o>

INSTAGRAM



WECHAT



WEIBO

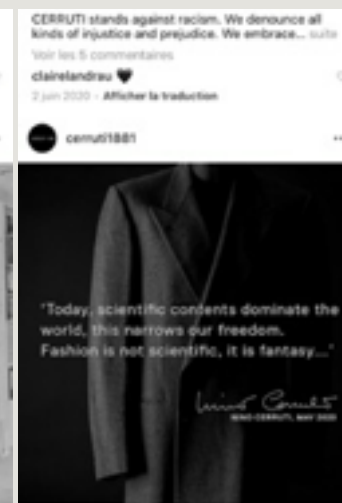


FACEBOOK





CELEBRATING THE BIRTHDAY OF THE FOUNDER



VISUALISING ONE OF THE KEY VALUES OF THE HOUSE

NINO CERRUTI'S TAKE ON THE FASHION'S MISSION DURING THE PANDEMIC IN 2020



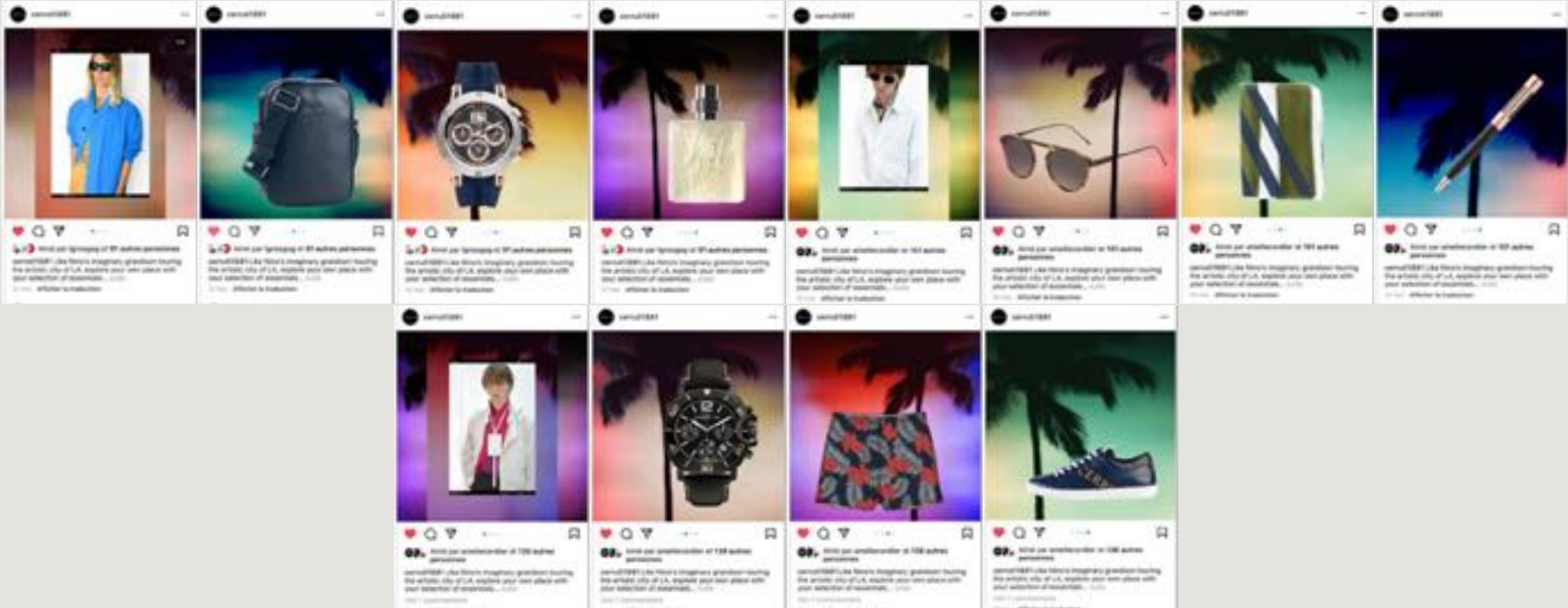
WECHAT

IGTV - SERIES OF TUTORIALS TO FOLLOW FROM HOME TO LEARN THE 2020 CERRUTI DANCE

WATCH [https://www.instagram.com/p/B-24wW\\_jdGR/](https://www.instagram.com/p/B-24wW_jdGR/)



INSTAGRAM STORIES FOR FATHER'S DAY



INSTAGRAM POSTS - « ACCESSORIZE OUR SS20 CALIFORNIA SUNSET COLLECTION »

FROM A PRESS OPEN DAY @ KARLA OTTO PARIS TO A PRESTIGIOUS GLOBAL MEDIA COVERAGE



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