

PIER

Sicilia

PRESS KIT



ABOUT US

INSPIRED BY PASSION

PIER SICILIA was born in 2019, from an intuition of Pierfrancesco Virlinzi.

Inspiration is the almost mythical figure of the grandfather. Man who lived in Sicily, with an eye to the world.

Polyglot, aesthete, tireless traveler and talented sportsman, it was he who inaugurated the first ski resorts on Etna; to then be ready, given up on technical clothing, to enjoy a day by the sea in style in your own bathing suit.

And not just any, but the one created by local artisans by carefully selecting every detail, from the cut to the color, from the fabrics to the stitching, up to the buttons. Time was not a concern, annulled by the magic of the finished product, in which to concretely find his precise idea of style. Refined, sunny, ironic.

These are the values that Pier Sicilia embraces in its lines, creating a cultured and, at the same time, seductive and vital new look.

A dive into the past, brought back into vogue and reinterpreted to translate it into a contemporary look that breathes the values and suggestions of the island.

This is how a new Sicilian lifestyle is born, which does not compromise on quality and the desire to relive - in a modern key - an era where time does not force, but gives space to that craftsmanship which is the signature of the Project, and an example of Made in Italy more authentic.

HAND MADE IN SICILY, WITH LOVE.



THE BRAND

A SICILIAN NOVEL

Pier Sicilia reinvents the concept of men's swimwear, to found the canons of a new Sicilian lifestyle, light and sophisticated, inspired by the rich heritage of this land.

Combining the landscape suggestions offered by Nature and the architectural work of Man, the tradition, the mood and the small typical rituals of the Island, the brand materializes scenes and immortal icons of the past - such as the costume worn by Sean Connery in License to Kill , passing through the tennis shorts that were so popular in the 70s and 80s - to re-read them with a contemporary and up-to-date taste.

It is the ideal outfit for an aperitif on the terrace at sunset, or to enjoy a granita under the sun in the quiet of a secluded square; for a lazy day spent on the beach, or for a trip on a gozzo, in search of a hidden cave where the sea is bluer.

The attention to detail, the fine fabrics and the space left for the play of a style to be created transform each costume into a real piece of clothing.

A local and proudly Made in Italy project, sustainable and ethical, which enhances the craftsmanship of the area as an absolute value by creating costumes designed to make the male figure sexy and attractive, with a modern and captivating touch, thanks to an accurate study of the shapes and the mid-leg length, which defines the silhouette while avoiding any excess.

Each look is designed for the man and the boy with character, who knows how to play on the balance between past and present with personality and irony, making it his own daring and subtly frivolous style.

The one capable of never letting it go unnoticed.

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COLLECTIONS

SWIMWEAR

Between innovation and tradition, every detail speaks of elegance.

Dandy soul, contemporary and timeless. Elegance of the cuts, attention to the quality of the materials.

Fit, comfort, versatility of use. These are the characters that Pier Sicilia translates into his beachwear lines, in search of timeless luxury.

Pier Sicilia reinvents the male swimwear, rewriting the rules for a new Sicilian lifestyle that is laid-back yet sophisticated, informed by the rich heritage of this land.

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COLLECTIONS

BAGS

Versatile and contemporary bags with updated proportions and construction, natural materials and featuring ingenious stitching to model its shapes.

Impeccable cuts and select, premium materials, superb fit, comfort and versatility.

These are the qualities that Pier Sicilia translates into its beachwear collections, with a focus on timeless luxury.

BESPOKE SERVICES

Our bespoke service is the ultimate example of the Pier Sicilia tailor-made approach, guided by creativity. This allows to choose the fabric and colour of your perfect garment, the material for the buttons, as well as colours, lengths and proportions, to create one-off pieces made only for you.

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DIGITAL LINK

<https://www.youtube.com/@PierSiciliaOfficial>



<https://www.facebook.com/PierSiciliaBeachwear>



<https://www.piersicilia.com/>



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