

CERRUTI 1881

Confidential



**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**

# CERRUTI 1881

## BRAND PILLARS



LANIFICIO CERRUTI HERITAGE



LUXURY ITALIAN KNOW-HOW



90S PARISIAN MINIMALISM



THE SILVER SCREEN



TIMELESS ELEGANCE



UPPER CASUAL AND ACTIVEWEAR



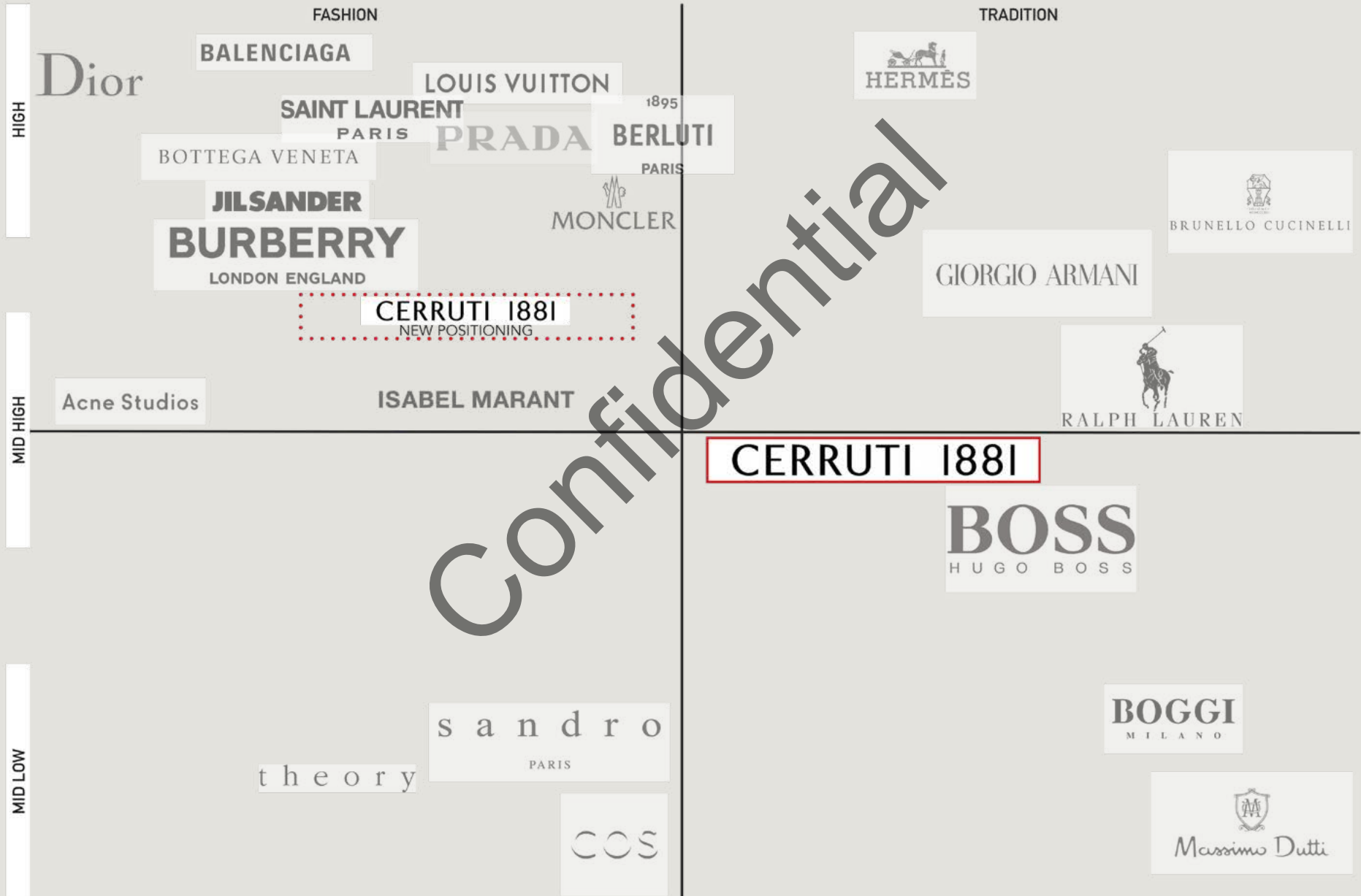
ICONIC 1881 FRAGRANCE



UNISEX TAILORING

# CERRUTI 1881

## BRAND POSITIONING



1881

LANIFICIO  
CERRUTI  
CREATED

1967

CERRUTI 1881  
PARIS FASHION  
HOUSE  
CREATED

1993

CERRUTI 1881  
HOUSE  
ESTABLISHES  
ITSELF IN  
CHINA

2010

CERRUTI 1881  
HOUSE  
BECOMES  
PART OF THE  
LI & FUNG  
GROUP

2017

CERRUTI 1881  
CELEBRATES  
THE 50TH  
ANNIVERSARY

2018

CERRUTI 1881  
HOUSE  
ACQUIRED BY  
THE SHANDONG  
RUYI GROUP

Confidential

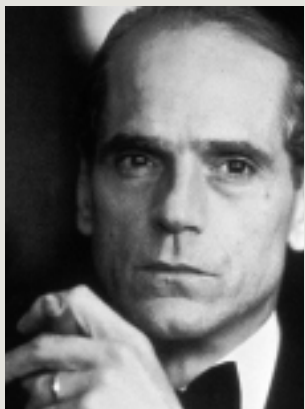




## CERRUTI 1881

**1951:** At only the age of 20, Nino Cerruti takes over the reins of the family factory following the untimely death of his father, and in doing so becomes head of the Cerruti clan (three brothers and two sisters).

**1967:** Nino Cerruti establishes the brand CERRUTI 1881 in Paris. The transition of a textile brand to a global fashion house.



# CERRUTI 1881

A long period of collaboration between Nino Cerruti and various celebrities of the time, called by the designer the "opinion leaders" famous faces dressed in Cerruti 1881.

These included

Richard Gere

Bruce Willis

Michael Douglas

Jack Nicholson

Lambert Wilson

Anthony Hopkins

Julia Roberts

Sharon Stone

Whoopi Goldberg

Gerard Depardieu

John Malkovich

Clint Eastwood

Harrison Ford

Robert Redford

Kathleen Turner

Demi Moore

Alain Delon

Salvador Dali

Michel Piccoli

Valentino

Hubert de Givenchy

Brigitte Bardot

Marcello Mastroianni

Catherine Deneuve

Alec Baldwin

Jeremy Irons

# CERRUTI 1881

REINFORCING THE CERRUTI TEXTILE DNA





# CERRUTI 1881

## HOUSE CODES

INNOVATIVE FABRICS



RELAXED ELEGANCE



SOPHISTICATED

INDIVIDUAL STYLE



TIMELESS STYLE



CONTEMPORARY FASHION

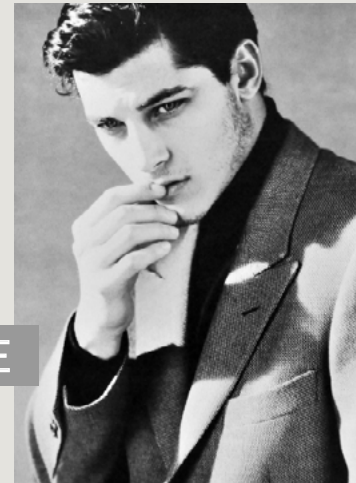
CINEMATIC ALLURE



«MADE IN ITALY» CRAFTSMANSHIP

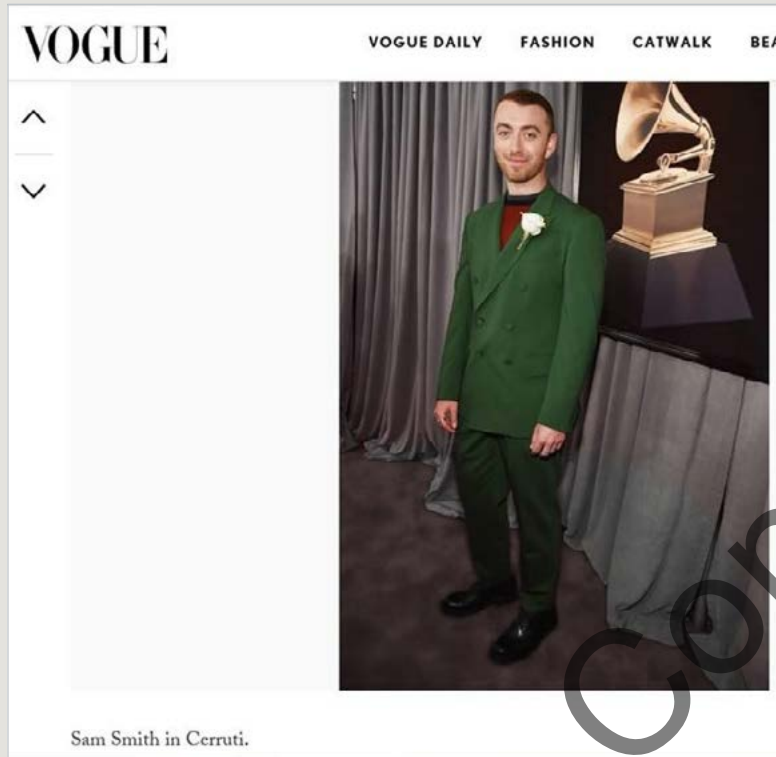


HERITAGE



# CERRUTI 1881

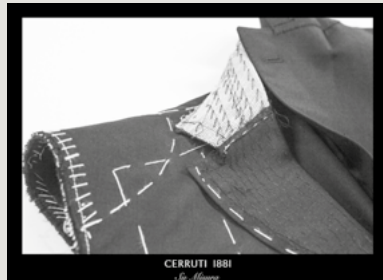
## MADE TO MEASURE PROJECT FOR SAM SMITH



Paris fashion house Cerruti launches a global made to measure program. Available through Cerruti Flagship stores and select retailers worldwide the made to measure initiative comprises suits, jackets, trousers, and overcoats. Clients may select from fabrics woven in Biella, Italy exclusively by Lanificio Cerruti. The garments will be hand tailored in Italy and comprises more than 160 steps and over 8 hours of hand work construction.



SAM SMITH



CERRUTI 1881  
*to Measure*



CERRUTI 1881  
*to Measure*

# CERRUTI 1881

AN ESSENTIAL PLAYER IN THE SILVER SCREEN IN THE EAST



WATCH <https://www.youtube.com/watch?v=nLbNOg2TIGw>

**Cerruti 1881 pursues this intimate relationship with the Asian movie & video industry, by creating and collaborating with the rising Mainland China cinema scene, with the famous Golden Horse Festival, with the Taipei Film Awards, ..**



Guan-Ting Liu (劉冠廷)  
Golden Horse Awards 2019



Wedding of Zhang RuoYun  
& Tang YiXin



# CERRUTI 1881

## SPORTS CLOTHING



Jean-Pierre Papin\*

\*Jean-Pierre Papin is one of the biggest French football player in football history (same generation with Platini, he played in the '80s-'90s).



1983 ROLAND-GARROS TENNIS TOURNAMENT - FINAL

Mats Wilander & Yannick Noah



Jimmy Connors



Joakim Nystrom



Jean Alesi



Ingemar Stenmark



# CERRUTI 1881

## CERRUTI IN 2020

ADVERTORIAL

### The Evolution of Cerrutism

The legacy of Nino Cerruti as the creator of casual elegance turns 90

**B**y his own admission, the barely used suit is the physical Nino Cerruti inherited from his father in 1970 — an already finished.

"The suit was already tailor to the production techniques and quality culture of the house," he told *"The Magazine"* in 1994. "The advanced operator had been mechanical with technical adjustments — to reproduce was self-evident."

And yet, in 1970, he could have returned back then just for work or to take the business — still the operation of contemporary and would take 170 years after the suit's creation — except how much of it did the world's most successful menswear designers would eventually owe to him.

**Natural Born Elegance**  
From Giorgio Armani's experimental tailoring and Brunello Cucinelli's minimalist minimalism to the dark tones of Thom Browne's "Vintage Nicholson" and Ermenegildo Zegna's "The Suit" — in all industries began with "The Signor Nino."

"For us, Cerruti who actually demonstrated dress codes, brought a new level of relaxed elegance in the 1960s, and changed women who combined his suit with a strong aesthetic in the 1970s. It was his return to sturdy heavy sport that without tailoring frills, and led to the more thoughtless 'old money' (though still fully labeled as such by *"The Daily News Magazine"* in 1970).

And it was Cerruti whose regular presentation on the pages of *"Vogue"* brought quality of life and the concept of "natural born elegance" paved the way for changing to his own designer, more philosophical, and altogether more humane.

"Dressing is both serious and light," he has explained previously. "When we wear is an expression of our intelligence and civility. Empowerment and aggression as a way to be different makes no sense when everybody is doing the same different. It's important to keep a certain balance to oneself."

Perhaps more than anything else, however, Cerrutism represents quality and knowhow."

... (text continues) ...



WWD 12 OCTOBER 2020

WWD WECHAT

WWD 国际时尚特讯

Amélie Cordier 超现实主义浮屠的创作灵感也来源于您的品牌 CERRUTI 1881 的创立原则。

我们衷心祝愿您 90 岁生日快, 感谢您以真远见卓识的创造力和开创精神引领我们走向一个全新的世界。  
#NinoCerruti#CERRUTI1881#自然优雅##都市风##现代精神##当代##乐观主义##时尚哲学##自由##新社会##CerrutiDNA#

摄影 Credit: Simone Falchetta

WWD WEIBO

WWD 国际时尚特讯

### Nino Cerruti 优雅休闲风格经典的创造者 90 寿

Original: Sarah Keentyside  
WWD 国际时尚特讯 5 days ago

**WWD SOCIAL FOLLOW THESE HASHTAGS:**  
#Cerruti1881 #Cerruti #CerrutiDNA #CerrutiStyle #CerrutiFashion #CerrutiInspiration #CerrutiHeritage #CerrutiTradition #CerrutiCraftsmanship #CerrutiQuality

Nino Cerruti 优雅休闲风格经典的创造者 90 寿

根据根本的说法, 1950 年 19 岁时的 Nino Cerruti 继承的家族就已经蒸蒸日上。从乔治阿玛尼的建构剪裁到布鲁诺内利的错配裤和夹克; 爱仕维罗尼克尼查尼安令质疑的奢华, 再到 Etro 的花型装饰, 这一切无疑都是从 "Il Signor Nino" (尼诺先) 开始的。

WWD 国际时尚特讯

根据根本的说法, 1950 年 19 岁时的 Nino Cerruti 从他家那继承的家族就已经蒸蒸日上。员工们都熟悉产技术和我们的家族质量化。"他在 1994 年对班的 *"Man Magazine"* 说, "通过技术的进步实现的产业结构现代化... 我们当时已经建了很好的声誉。"

然而, 那时候并没有能想到他把家族企业发展到什么规模, 在家族坊建 139 年以后仍然是现代和休闲时尚的缩影, 还是作为世界上最成功的男装设计师最终背负多少债务。

WWD 国际时尚特讯

从乔治阿玛尼的建构剪裁到布鲁诺内利的错配裤和夹克; 爱仕维罗尼克尼查尼安令质疑的奢华, 再到 Etro 的花型装饰, 这一切无疑都是从 "Il Signor Nino" (尼诺先) 开始的。

因为 Cerruti 巧妙地解构了着装规范和束缚, 采用冷静的轻松优雅, 使 60 年代的男人们沉迷于种新的轻松优雅。他的愿景是通过美化的剪裁将奢华和运动结合, 创造出标志性的 "休闲场景" (早在 1970 年便被 "每新闻记录" 贴上了这样的标签)。

# CERRUTI 1881

## KOREAN WOMEN'S SPECIAL COLLECTION LAUNCHED IN 2020

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>

# CERRUTI 1881

GLOBAL RETAIL CONCEPT





# CERRUTI 1881

## FLAGSHIP EVENTS



PLAZA 66 SHANGHAI



# CERRUTI 1881

## FLAGSHIP EVENTS



HARBOUR CITY HONG KONG WITH VIPS, HONG JONG HYUN, JACKY HEUNG, SHINE

# CERRUTI 1881

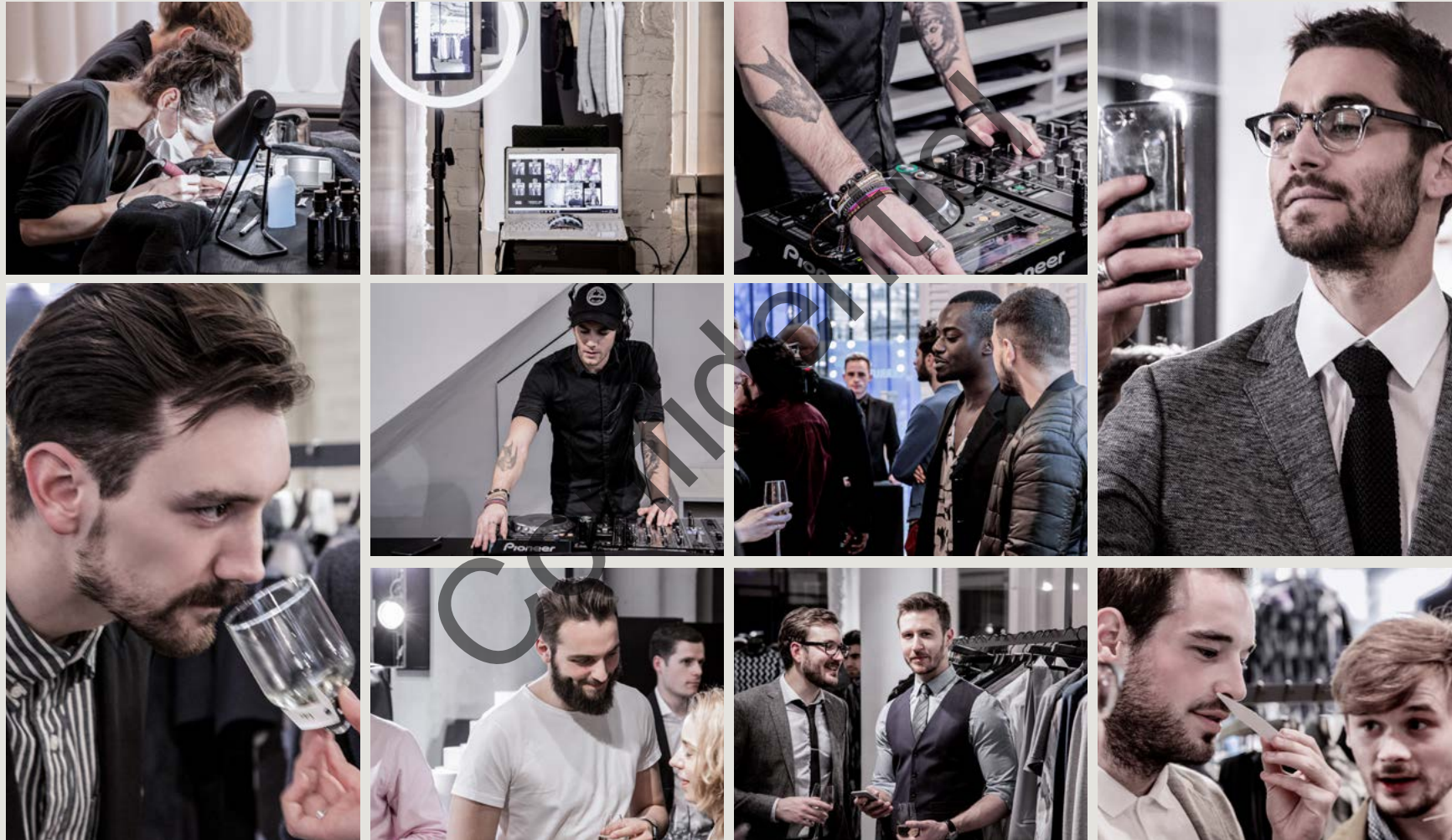
## PARIS POP-UP STORE INTERIOR





# CERRUTI 1881

COLLABORATION WITH LICENCE PARTNER - FRAGRANCE



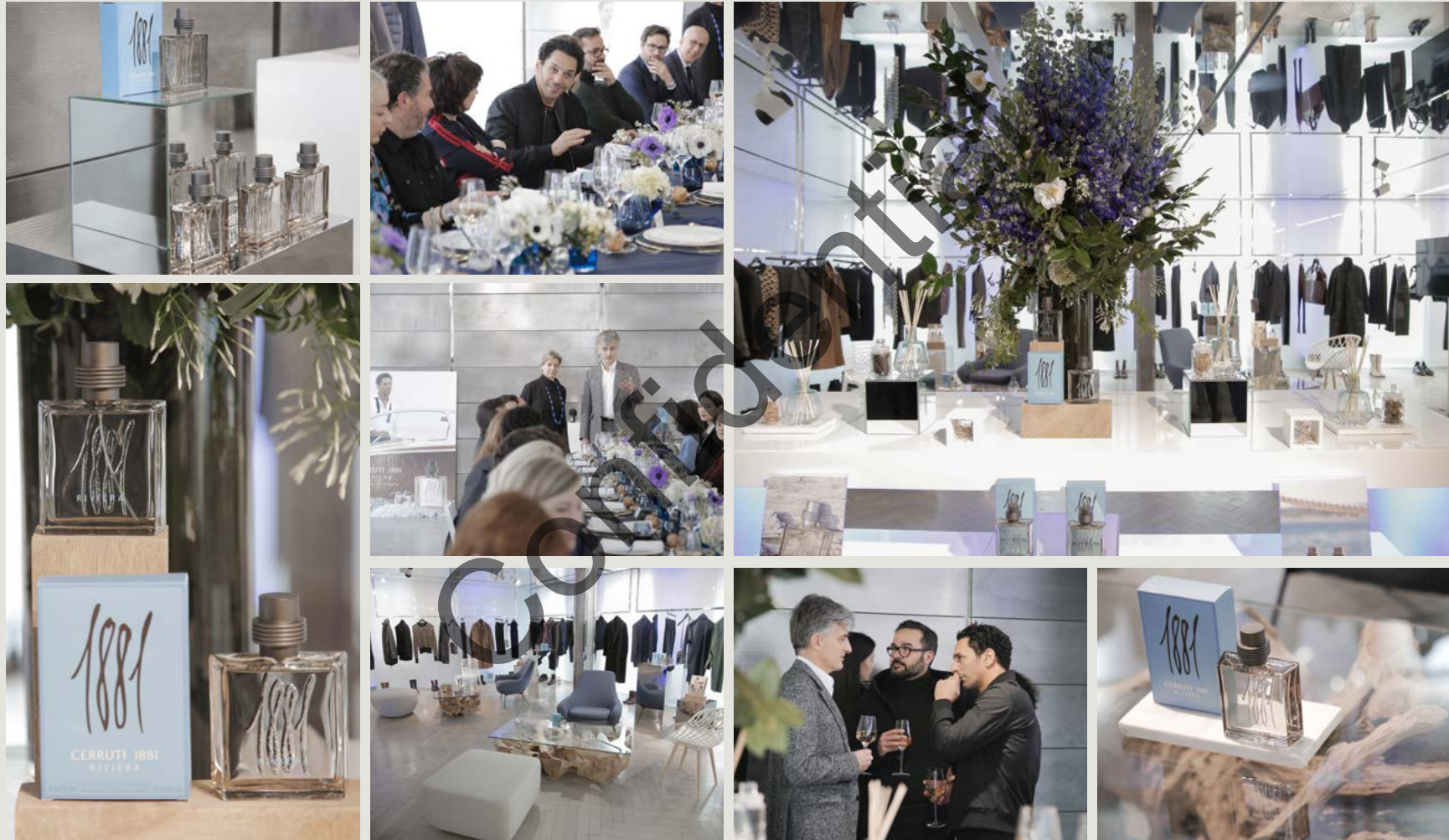
FRAGRANCE LAUNCH PARTY COLLABORATED WITH GQ





# CERRUTI 1881

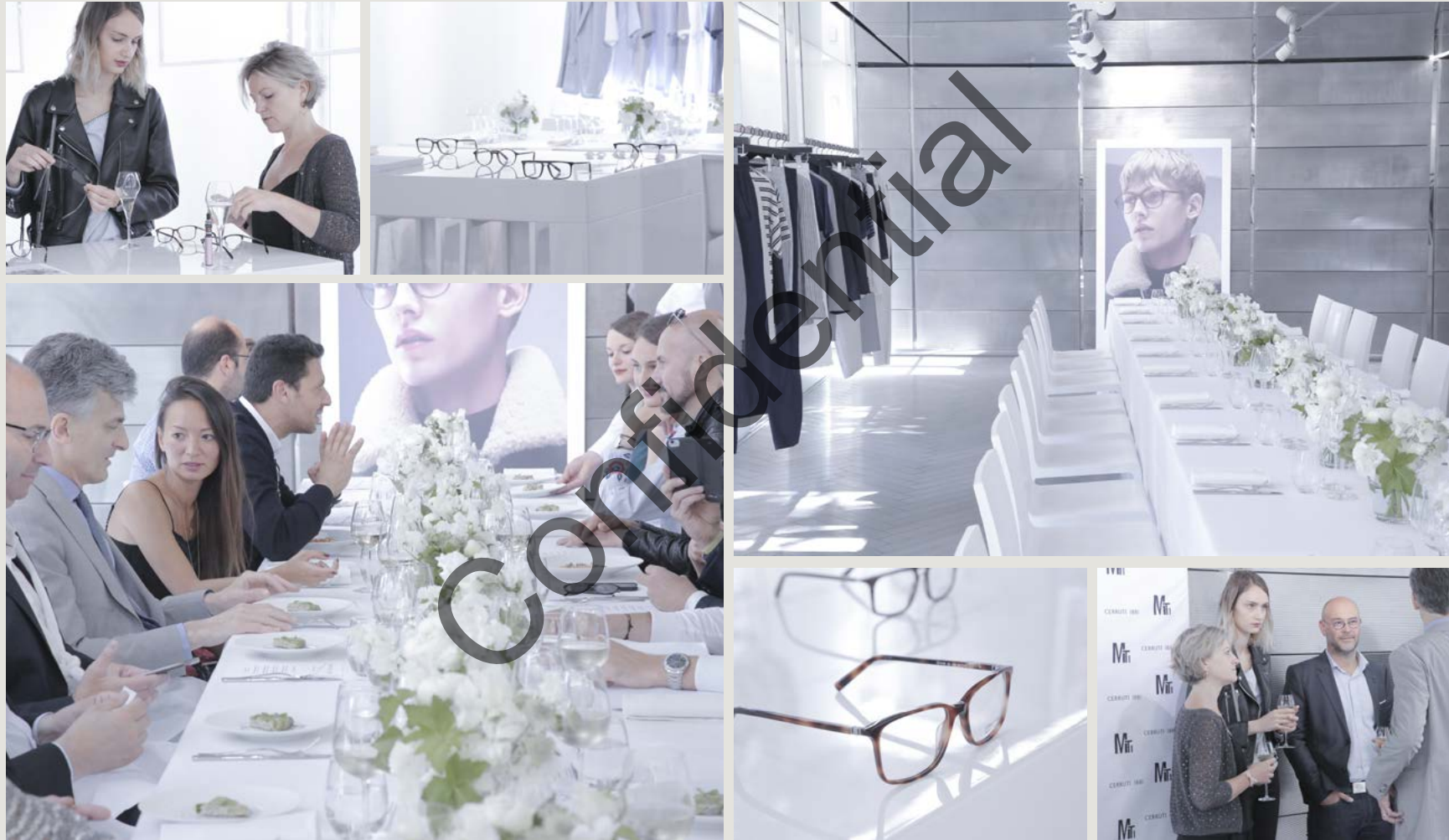
COLLABORATION WITH LICENCE PARTNER - FRAGRANCE



FRAGRANCE «RIVIERA» LAUNCH LUNCH

# CERRUTI 1881

## COLLABORATION WITH LICENCE PARTNER - EYEWEAR



EYEWEAR PRESENTATION LUNCH



# CERRUTI 1881

## BEST OF GLOBAL PRESS COVERAGE





# CERRUTI 1881

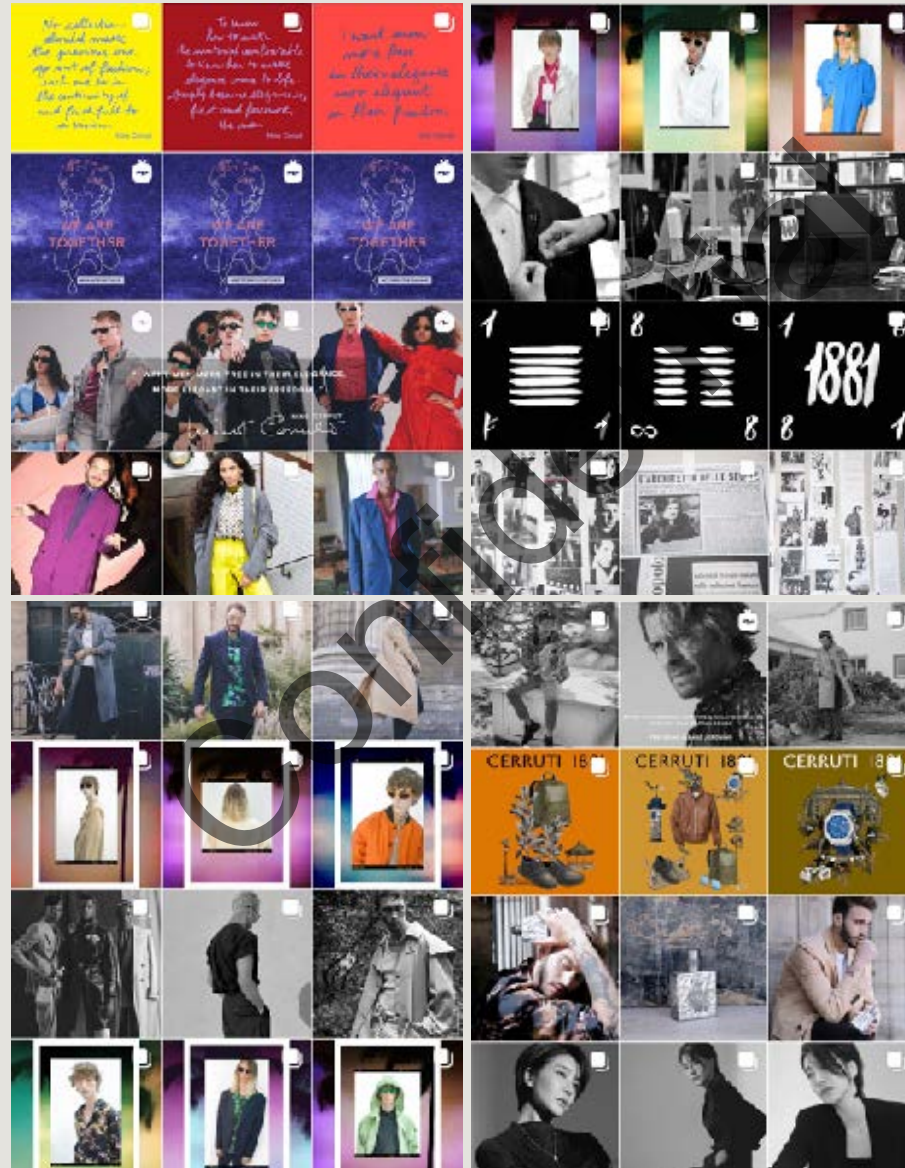
## COLLATERALS



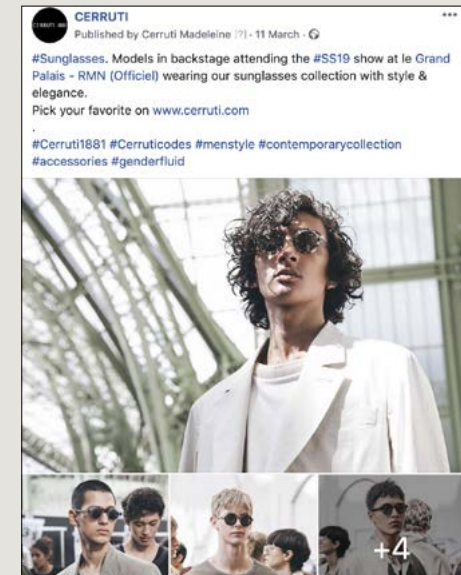
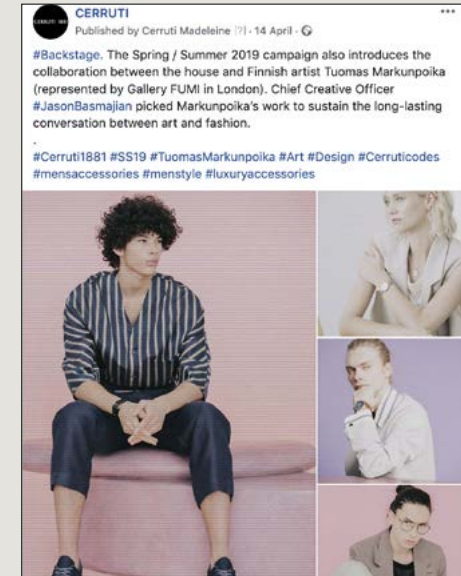
WECHAT



WEIBO



INSTAGRAM



FACEBOOK

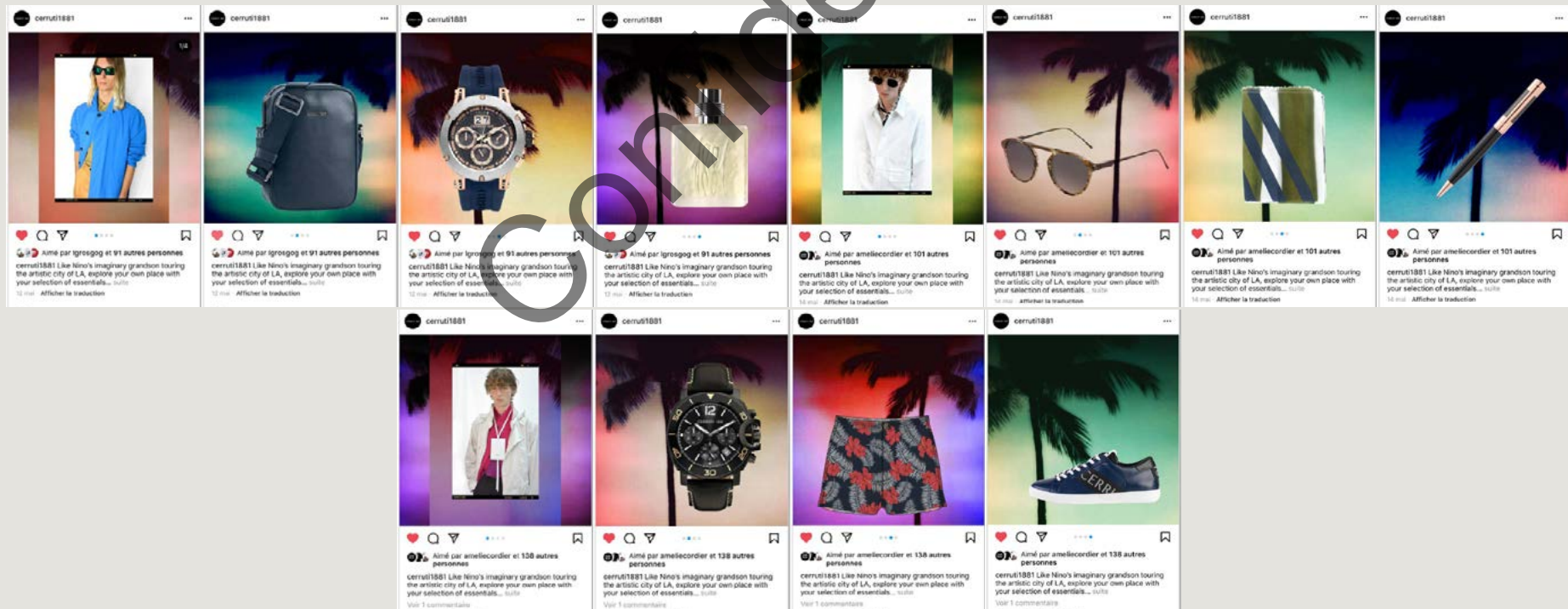
# CERRUTI 1881

## COLLATERALS

DRIVING FURTHER TRAFFIC TO THE STORES & TO E-COM



### INSTAGRAM STORIES FOR FATHER'S DAY



INSTAGRAM POSTS - « ACCESSORIZE OUR SS20 CALIFORNIA SUNSET COLLECTION »

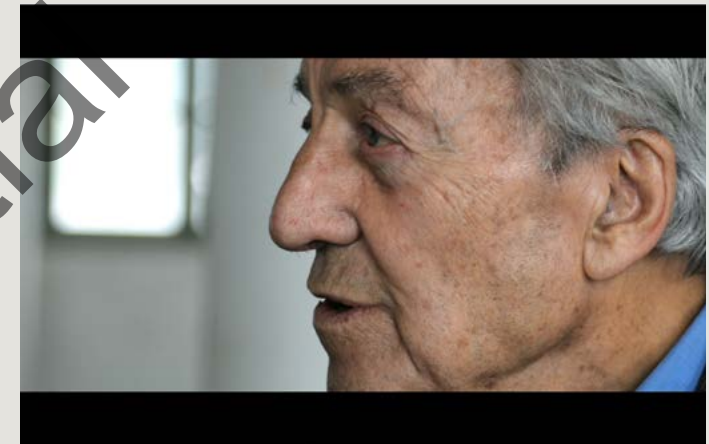


# CERRUTI 1881

## 50<sup>TH</sup> ANNIVERSARY FILM «ANIMA»



Cerruti 1881 celebrates 50 years with the making of the film «ANIMA».



LONDON PREMIÈRE 25 OCT 2017  
@SERPENTINE SACKLER GALLERY

PARIS PREMIÈRE NOVEMBER 2017  
BEIJING PREMIÈRE DECEMBER 2017  
HONG KONG PREMIÈRE DECEMBER 2017

WATCH <https://www.youtube.com/watch?v=oFtZn0QICsw&t=9s>







# CERRUTI 1881

## 50<sup>TH</sup> ANNIVERSARY DIGITAL EXHIBITION



Brand presentation of cerruti targeted in Asia. Mobile exhibition showing Cerruti archives, film, fashion show and history.

Planned cities: Shanghai, Shenzhen and Taipei

**CERRUTI 1881**

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[www.cerruti.com](http://www.cerruti.com)

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