



“THE GOOD ITALIAN”

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The objective of Caruso’s new short movie is to represent and promote, through the most universal media that exists, the brand’s inspiring concept: THE LIFESTYLE OF A GOOD ITALIAN. Caruso wants the world to know that the whole of Italy, not just the most famous tourist destinations, is imbued with that and that have made the “Italian lifestyle” so natural, yet so extraordinary to appear almost unreal. And this is why the narrative uses the language of fairy-tales and “suspension of disbelief” as artistic approach.

The movie takes place in Soragna. A tiny town of 4,000 inhabitants in the lower Po river valley, where Caruso’s tailoring laboratory is based, represents a concentrate of the great assets of a peaceful and sophisticated Italy that will never go out of fashion.

Nature, Art, Opera, Architecture, Gastronomy, Tailoring... are all expressed to the best in Soragna and its immediate surroundings, to be visited on foot, by bicycle or in a horse-pulled carriage like the noble families that were once the masters of these lands. Caruso,

which carries the best of the Italian tailoring tradition in a contemporary setting, wanted this fantastic story to evoke the emotions and pleasure that give authenticity and meaning to the brand.

The plot is all about meeting the unexpected. A couple of English tourists on bike come across by chance a small tumbledown farmhouse, which reveals, behind the creaking door, the interior of a princely mansion: the dining room of the of the Prince Meli Lupi of Soragna, featuring some of the most important baroque frescoes in northern Italy.

The prince, played by actor Giancarlo Giannini, is very hospitable and welcomes the two tourists to his table, laden with from the cellars of Italy's top producer (the "Antica Corte Pallavicina" of the Spigaroli brothers) together with the typical local wines, from the cellar of a renowned award-winning restaurant in Soragna, "La Stella D'Oro".

All the pieces worn in the short movie, which lasts 5 minutes in its full version, will be available for purchase, both at the two Caruso flagship stores in New York and Milan and by e-commerce at thecorner.com, the new style platform of YOOX.