



Caruso's latest film will school you in how to be a real gentleman

By Nick Carvell 18 June 15

Fashion films are still the Wild West of the style scene - what truly differentiates a film made by a brand from a mere advertisement for the brand making it? [Caruso](#) might have just solved this conundrum. In its new fashion film, *The Good Italian*, the Milanese tailoring house aims to showcase what it means to be an Italian gentleman: nature, art, opera, architecture, and gastronomy, all encapsulated by its lead actor, Giancarlo Giannini (who you might recognise as René Mathis from *Casino Royale* and *Quantum of Solace*). Shot on location in Soragna, a small town in the lower Po river valley where Caruso's tailoring laboratory is based), the only real nod to the brand comes when Giannini's unwitting visitor needs to get dressed for dinner. Watch the film [here](#) - then execute the life lessons from the leading man at every opportunity.