

# Caruso - "The Good Italian"

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Caruso's ambitious short movie has been created to promote the brand's inspiring concept: The Lifestyle Of a Good Italian.

Nature, Art, Opera, Architecture, Gastronomy, Tailoring... are all expressed to the best in Soragna, a tiny town of 4,000 inhabitants in the lower Po river valley, where Caruso's tailoring laboratory is based. Caruso carries the best of the Italian tailoring tradition yet gives it a healthy dose of contemporary, and wanted this fantastic story to evoke the emotions and pleasure that give authenticity and meaning to the brand.

All of the clothes worn in the short film, will be available at the Caruso flagship stores in New York and Milan and online at [thecorner.com](http://thecorner.com).

<http://www.carusomenswear.com/>