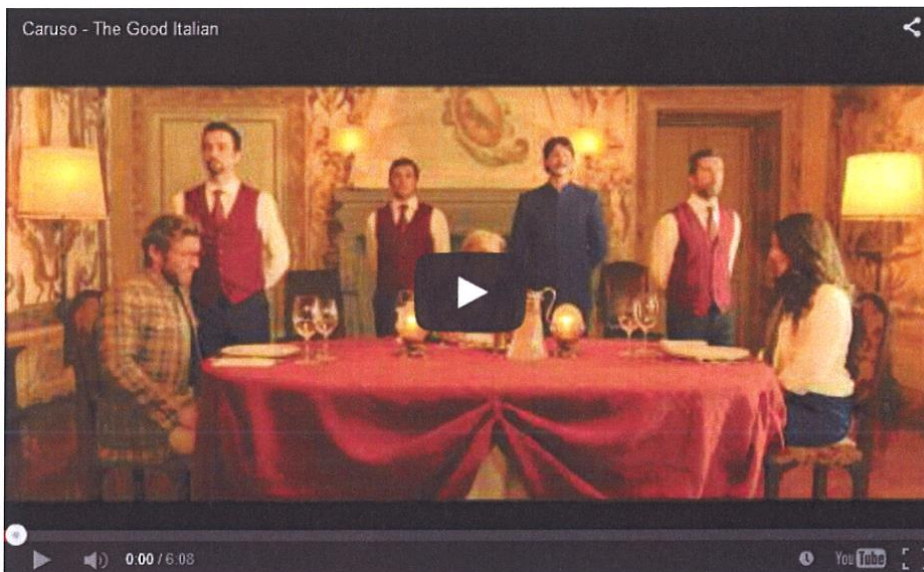


Update: In Italy, the Menswear and the Food Are Still Fantastic

With clothes and cuisine that look this luxurious, Parma-based Menswear label Caruso's 'The Good Italian' is no mere promo film.



This year, in place of a runway show at Milan Fashion Week, Parma-based menswear label [Caruso](#) put out a short film featuring their latest collection. *The Good Italian* stars [Giancarlo Giannini](#) as the master of a small estate along the Po River that miraculously attracts a couple of lost English cyclists, who find that *la dolce vita* isn't limited to Italy's big cities and tourist attractions.



Giannini has family from the area where the film was shot and explains that the project and its emphasis on the Italian good life attracted him from the start:

"The basic theme of this film immediately won me over: The innate elegance of Italians, the reference to the great positive parts of Italy, the pleasure of being surrounded by beautiful things, the cuisine. In connection with this, I remember that we worked very hard one day until late at night and to my great pleasure I discovered that the chef of the restaurant

where we used to go to eat had waited for us. In the middle of the night, a little with him in the kitchen and a little at our table, we shared an extraordinary journey through the flavors of our land."

All the clothes featured in the film will be available to purchase at [the Caruso flagship stores in Milan and New York](#), as well as online at [The Corner](#).

La dolce vita indeed.