

# HYPEBEAST

## Italian Suitmaker Caruso's Fashion Film Demonstrates the Definition of a Gentleman



Fashion films are often a means by which brands solidify their identity and place within the world of fashion, but also a creative outlet in which they can experiment with the artistic medium of film, or even just have fun. Milan-based suitmakers Caruso has chosen to do just that with its playful and whimsical, but beautifully shot film *The Good Italian*. Following a couple who get lost while cycling in the Italian countryside near Soragna (where the Caruso factory is located) and happen upon the home of a true Italian gentleman, the film is a study in the finer aspects of Italy's much-heralded culture, including its cuisine, opera, wine, architecture, and of course, fashion. Starring Giancarlo Giannini, who played René Mathis in *Casino Royale* and *Quantum of Solace*, watch the video above for a luscious filmic exploration of the best representation of what it means to be a man.