



# Caruso Launches Short Film: “The Good Italian”

By Italia Living

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*Film encompasses all of the fine aspects of Italian culture, while featuring latest menswear collection*



Parma-based Menswear label Caruso, released a short film to feature their latest collection. ‘*The Good Italian*’ stars Giancarlo Giannini (who you might recognise as René Mathis from *Casino Royale* and *Quantum of Solace*) as the master of a small estate in the Italian countryside 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.

Shot on location in Soragna, a small town in the lower Po river valley where Caruso’s tailoring laboratory is based. This story enables Caruso to showcase its products in a natural and engaging way, and the relatable characters featured make the brand’s attire appear more accessible.

Actor Giancarlo 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.”

On the [microsite](#) the video is housed on, consumers can also shop the video. A link takes consumers to The Corner, an ecommerce site newly founded by Yoox, where they can purchase select items featured in the film, representing the first time its apparel is available via ecommerce.

