

*Shady it.*

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## THE GOOD ITALIAN BY CARUSO



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Italian luxury suit makers Caruso has chosen to just that with its playful and whimsical, but beautifully shot film. A five-minute movie is titled "The Good Italian" and is meant to promote the Italian lifestyle, which is Caruso's inspiring concept.

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*.

"Caruso is demonstrating the power and fantasy of a well-dressed man, specifically as it pertains to their suits," said Sebastian Jespersen, CEO and President of Vertc, New York. "The inability to leave, the desire evident in his partner's delight once he changes, and the correlating images to the finest prosciutto, the finest wine and of course the finest menswear one can be offered".