



What You Can Learn From “The Good Italian” by Caruso

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Italian designer house Caruso from Milano decided to make a short movie about a true Italian gentleman called: *The Good Italian*. Improving brand recognition and high status confirmation were only side benefits of this short movie campaign by Caruso. They truly won hearts of people who are interested in gentleman's lifestyle with this lovely story about couple who got lost in the area of Soragna close to where Caruso makes their suits in real life. They stumbled upon house of Italian gentleman from-who we could learn few things. Watch *The Good Italian* by Caruso and see what you can learn from a true gentlemen

After seeing this short movie, everyone will agree that host is a true gentleman and we will point out few characteristics which were crucial to make us see him in that light.

Cultural Awareness

Opera, expensive wine and expensive looking paintings are few things only true gentlemen possess. It is not about money but rather a good taste in life's finer things. One must first see them and know a lot about them to enjoy them. It requires education which combined with enjoying life's finer things makes one a gentleman. *The Good Italian* displays it quite well.

Charisma

Butlers, above mentioned fine things, and enormous house show one important quality that defines charisma and that is power. A true gentleman must be charismatic and we see it as being in position of power while staying humble. In no occasion has the host shown arrogant power but rather happy to please character. The thing about this short movie which catches our hearts is the fact that people come too often and find it hard to go because it is too good being his guest, and he is a true gentleman and he would never give them sign to leave

Style and Grooming

Even though the host is wearing informal and casual clothes, he is showing to be stylish and in combination with proper grooming, we can see a perfect gentleman.

Finally, overall expensive look reflects upon brand Caruso which is in my opinion completely justified taking into account how the appearance of the guest changes after he puts on the suit