The women’s collections speak to the urban, sophisticated woman of the 25 to 45 age group. The women’s collections revolve around the idea of a personal touch and maximal quality is needed, especially in the garments’ fabric, wool, flannel, cashmere or leather that are a total must and become a surprising combination with nylon garments.

The men consolidate their style opting for grey or beige wide range of colours. Like beige, taupe, soft grey, ochre, indigo or burgundy perfectly mixed with the latest style prints like the camouflage or the gales check. And, of course, the maximum quality is needed, especially in the garment an exclusive touch. Lapels are also a part of the personal tailoring service giving the garment an exclusive touch.

The stores exude a sense of exclusivity and they are specially designed thinking of the customer experience. The new store image is based on a progressive evolution of the boutique concept that identifies the chain’s stores. The change is based primarily on finishes and shapes that aim for warmer, more contemporary spaces and environments. Walnut wood, brass, leather and dark marble are the dominant materials in more contemporary spaces and environments. Walnut wood, brass, leather and dark marble are the dominant materials in the new architectural design that blends modern lines and classic details, the signature of the firm. The stores are designed to ease movement and feature strategically placed lighting and furniture, all developed and designed in house by the interior design team. The store layout together with carefully displayed of ever-changing, allows the customer to experience an inviting and effortless product selection.

The stores are a total must and become a surprising combination with nylon garments.