



## DeeCee: 5 Years of Style in Zurich

For those of us that have been observing the ups and downs of men's apparel for the past 35 years it's obvious who will last and who won't. In this current phase we see a rejection of mass production and superficial high fashion and the desire to buy less but with a greater attention to workmanship. DeeCee Style in Zurich exemplifies all of these qualities and supplies the needs of

the discerning European customer. The magic ingredient added by proprietor Markus Cadruvi, in the humble opinion of Men's File, is that the products in his store not only reflect a trend towards artisan values but that they are at the cutting edge of men's style. Here's to another 5 years – and more!