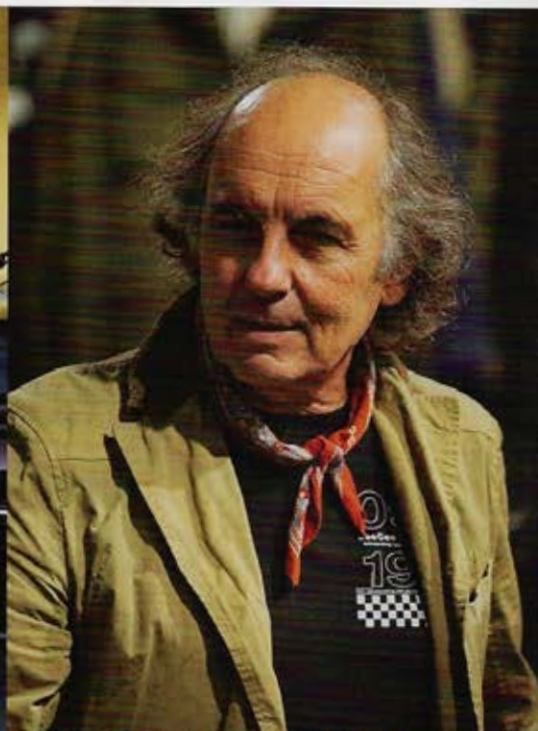
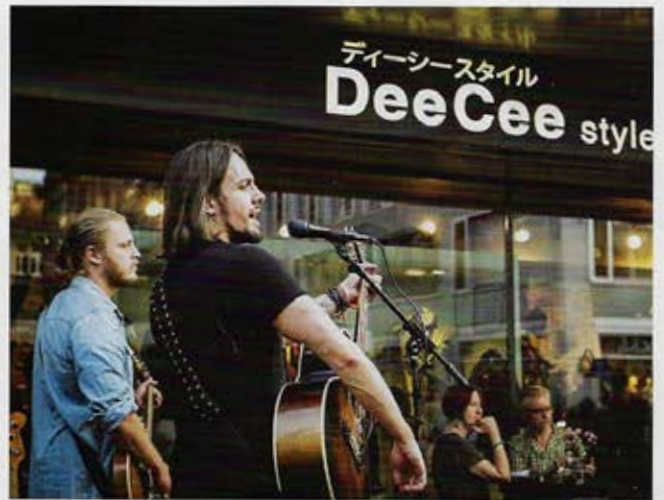


# DeeCee Style Zurich

Photography: Tibor Nad & Selina Cadruvi

The art of retailing comes in three parts, buying, presentation and human relationships and Markus Cadruvi's Zurich emporium has hit the high notes on each one consistently since its inception in 2009. Opening its doors the same year as the offices of this publication, DeeCee Style and Men's File have, in many ways, grown in parallel as the market and tastes have changed year on year. One of the many common values we share is a desire to stay ahead of the game and surprise customers and readers with the new and unexpected – as well as the old favourites. This summer many of Markus' old friends descended on this centre of taste and style by boat, plane, motorcycle and automobile – albeit sometimes in an archaic form. We salute this beacon of fashion and look forward to another 10 years!

[www.deecestyle.ch](http://www.deecestyle.ch)



## Selvedge Run (Berlin)

Men's File and partner publication CLUTCH have a few regular gigs during which we are able to assess the world of rugged fashions at least six months before they hit the stores and bring that information to our readers.

These are the trade shows that invite makers from around the globe to bring their wares to Paris, Florence, New York, London and Berlin. Each has a slightly different profile with varying goods on display and a different clientele. The Selvedge Run has its own unique vibe and is frequented by some of the most influential retailers in Northern Europe. Here we see three generations of participants and observers who bring wisdom and style to the fray.

[www.selvedgerun.com](http://www.selvedgerun.com)

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A Modern Magazine tracing the roots of Style

# men's file

Journalist Zack Stiling  
wears hat and jacket  
by Ralph Lauren  
Double RL.

**Swiss Jeans Freak**

**El Solitario  
Outlaws Ride**

**Duke of London**

**High Modernism**

**The Gentleman  
& the Thunderbird**

**WAR & PEACE**

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