

JPMAGAZINE

The world of pajamas according to Julipet



The narrator

Armando Romano, born in Turin in 1970, after having been an officer in the Alpini Corps and, in a second phase of his life, having been in charge of management software implementation projects around the world with activities in Europe, North America, Australia and Asia, today calls himself a professional sailor in summer and a ski trainer in winter. His sports background also includes swimming and cycling, in addition to sailing and skiing, his passions shared with his sons Andrea Joel, 13, and Enea, 8, a sportsman and... a model.

PJS Tales!

“As a child, pajamas, especially poplin or cotton ones, in my imaginary represented the night dress of the men of the family, a look intended only for adults, however, because we children were entitled to the jersey one, certainly more modern, but less rigorous and serious. Today things have definitely changed and being able to wear the same pjs as my children fills me with tenderness and symbolically shortens the distance between us. Also bringing us closer is our common passion for ‘The Little Prince’, which I have read in three languages. More than a short story, I consider Saint-Exupéry’s masterpiece a ‘school of learning’ thanks to sentences that prompt deep reflection and self-understanding. My favourite is the one that marks the farewell to the fox after having tamed it: “Ah! - said the fox - I will cry”, “The fault is yours,” said the Little Prince - “I didn’t want to hurt you, but you wanted me to tame you...(), but then what do you get out of it?”, “I get the colour of the grain,” replied the fox, referring to colour of his little friend’s hair.”

Pure poetry.

Armando Romano

Pajamas for two

They share the same name, profession -journalists- and passion for fashion, but have different styles in their writing and... in their choice of pjs.

An early memory in pajamas?

As a kid, on Sunday mornings, when I was waiting for dad to come back from the café with the breakfast pastries. I had a cowboy pajamas in which I pretended to be a skier by sliding around the living room in my slippers. From the same period is a long, red and blue plaid bedroom jacket of which I was very proud.

What do pajamas represent for you?

A state of relaxation and tranquillity. It is probably my favourite garment, even more so than a super-comfortable tracksuit or a pair of casual jeans. Especially in winter it is my uncompromising outfit.

If you were a pajamas you would be...?

I have a very clear idea: it must be sporty, with a drawstring to tighten the trousers and

T. H. The Tottenham Hotspur story

by Mauro Bolzoni, Matteo Grazzini - Publisher: Urbone Publishing



Written with a friend who is a member of the Spurs Italy club. It tells the story of one of the most iconic teams in British football, the first to bring a European title to England. The white shirt and the 'cockerel' with spurs are the hallmark of Tottenham. "T. H." is the first and only book on the history of Tottenham in Italian and recounts more than a century of English and European football by talking about the students, friends, men, professionals and coaches who made Spurs a club loved even outside the British borders.



Matteo Grazzini, originally from Prato, born in 1970, journalist for 'La Spola' and passionate about travel, sport and music, has football as his vocation, so much so that he has dedicated a book to his favourite team.

three buttons on the collar. Colour blue or grey, but not too dark.

Never without pajamas: when?

Pajamas always, except recently for an oversight. I went on a tour of textile fairs in Paris and Milan and forgot and made up for it with a t-shirt and football shorts.

The first pajamas you gave as a present?

In the early 1980s, for a friend's birthday we gave him as a group a pajamas with matching slippers with big, flashy designs. Fashion dictated them...

The first pajamas you were given as a present?

By family tradition, the pjs is the gift that is brought by the Befana. The first one was given to me on 6 January of an unspecified year between 1970 and 1980. However, I remember one of the last ones: burgundy with lots of hedgehog drawn in cartoonish manner. I threw it away after many years but only after my wife's teasing - it was a gift from an ex-girlfriend - it was very comfortable.

Women and pajamas: which one wins you over?

A distinction has to be made: in the cold months the sweatshirt always wins and the see-through becomes a see-nothing. In summer everything becomes more possible...

When are men's pajamas perfect?

Two musts: it must have a leg with hem like a tracksuit, sufficiently elastic but not tight to block the rise of the fabric and an elastic resistant and non-deformable waistband.

How many pajamas are in your drawer and which one are you wearing now?

Seven or eight. Now accompanying me into the arms of Morpheus is a short-sleeved pjs with an angry Donald Duck on the top.

Not only at night: an occasion when you would wear pajamas?

Obviously for a pajamas party, but I haven't had the chance to experience it yet. I do remember, however, that I wore it for a carnival party in the past.

Who among the well-known personalities would best interpret the Julipet style?

Hugh Grant, an elegant and versatile actor who, having also played very different roles, lends himself to interpreting the different souls of Julipet.

Space for reminiscing: what phrase from "The Little Prince" most represents you?

'All adults have been small, but few of them remember'. On the other hand, I am 'accused' of keeping the Peter Pan syndrome alive.



Matteo Minà, born in 1981, a professional journalist and fashion teacher, is also co-author of the books 'Il Galateo del Terzo Millennio' and 'Machiavelli social - Gli italiani rispondono al Principe'. He is passionate about music, sailing, reading and... all the Souths of the world.

An early memory in pajamas?

Me wearing a pajamas completely soiled with jam while I cried my eyes out, but only for a few minutes. Knowing me, mum had been foresighted and bought two identical ones.

What do pajamas represent for you?

A ticket to the world of dreams.

If you were a pajamas, you would be...?

Undoubtedly a garment in a light, summery fabric that caresses the skin without almost being felt. A tropical island pajamas.

Never without pajamas: when?

When you find something or someone that warms you and gives you security more than pajamas. After all, pjs are really a gentle cuddle and a reassuring hug.

The first pajamas you gave as a present?

To a dear friend who loved, and still loves, to sleep a lot. A bit to tease him lovingly, a bit to crown him the 'Prince of Dreams', if not the King, together with some mates we decided to give him a noble-looking pjs, with the words 'The Moon King' embroidered on it!

The first pajamas you were given as a present?

I was already a big boy and my first 'official' girlfriend gave it to me as

a gift. Could it be that she became my wife because of that choice?

Women and pajamas: what do they remind you of?

My mother-in-law who every Christmas makes me find wrapped up under the tree precisely a pair of pajamas by Julipet. It is now a tradition...

When are men's pajamas perfect?

It would perhaps be simpler to indicate in which (few) cases pajamas were not perfect. However, in intimacy I think it finds its natural dimension....

How many pajamas are in your drawer and which one are you wearing now?

I have a whole drawer of them and each one has its own special meaning and power. Right now I'm wearing the optimism pajamas because it's a real explosion of colour!

Not only at night: an occasion when you would wear pajamas?

I love having breakfast in pajamas and walking around the house in them even though the rules of etiquette would dictate otherwise. But the Monsignor, author of the famous volume, will forgive me: he too was a Della Casa!

Who among the well-known personalities would best interpret the Julipet style?

It would see Mario Draghi,

always impeccable and with his own instantly recognisable style. Just like Julipet.

Julipet has created an Artist Collection inspired by "The Little Prince". Which sentence from Saint Exupery's tale most represents you?

It is a sentence of openness to life and the use of empathy: 'It is madness to hate all roses because a thorn has pricked you, to abandon all dreams because one of them has not come true, to give up all attempts because one has failed. It is madness...'

From one Prince to another. Machiavelli, author of The Prince, is the protagonist of your latest book. Can you tell us in brief?

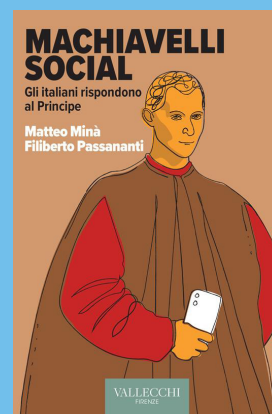
In true synthesis I can say that Machiavelli's 'The Prince' is a manual of happiness. In this innovative key we have re-presented it with the title of Machiavelli social to the readers of today and hopefully to those of tomorrow.

The phrase from Machiavelli's "The Prince" that you have made your own?

"I believe that this would be the true way to go to heaven: to learn the way to hell in order to escape it." It is that acceptance of reality for which the Florentine secretary was often accused of cynicism, but which was indispensable for him to understand men and politics and to disseminate his teachings.

MACHIAVELLI SOCIAL

by Matteo Minà and Filiberto Passananti - Vallecchi Firenze editore



The great philosopher and historian who died in 1527 is the protagonist of an innovative work that aims to pass on his brilliant insights to the 'youth of thought'. A useful book to feel the pulse of Italian society and to understand whether the Florentine political scientist's advice is still current and valid for improving modern-day politics. The two journalists, after translating the most relevant thoughts of 'The Prince' into current Italian, sent them, in the form of posts on social networks, to as many citizens and celebrities (Vittorio Sgarbi, Emma Bonino, Marcello Veneziani, Marcello Lippi among others) asking for a message in response. As a corollary: curiosities about the Florentine secretary's private life and international influence and an 'impossible' interview with him.

BLU(E)MOTION: THE WINTER OF JULIPET



It is the primary colour that marks an articulate proposal of pjs, a capsule inspired by 'The Little Prince' and a rich series of homewear items for the cold season. Elegance, refined details and fine fabrics are the common traits of each proposal, to be worn 24 hours a day.

Identity, vision, lifestyle are the ambassadors of the Julipet style which, also for the f/w 22/23 collection, does not betray its cornerstones: elegance, attention to detail, uncompromising quality of materials and maximum comfort. Lifewear translated into pjs that are proposed as outfits 24/7, thanks to the design of their models and the choice of colours and patterns, a mix of sobriety and contemporaneity. This is confirmed by the contamination between the brand's own 'blue identity' and a series of fantasies, patterns and graphics in such vivid tones as to make even classic tie designs more impactful. They are brought up to date by pleasing empty/full games that give new three-dimensionality: whether polka dots, playing card seeds, diamond shapes and lozenges, everything contributes to giving a new look to even the most traditional pjs. Tradition can be seen in the choice to include 'stripes' and 'checks' in the collection, in the range not only of blues, but also

of greens, greys and browns, sometimes alternating them with flashes of yellow and red. Colours also appear in the leisure themes - skiers, chairlifts and billiard balls, hot air balloons, planes, helicopters and airships - making each pjs highly personal. A personality that shines through in the details, designed to make each look comfortable, aesthetically impeccable and 'tailored' by vocation. On the strength of these qualities, the winter line therefore proposes cardigan jackets, crew-neck sweaters, serafino necks, V-necks and zipped jackets matched with trousers or wide-leg trousers. There are also a variety of lifewear solutions such as bedroom jackets, dressing gowns, jackets, cardigans with shawl collars and tracksuits in plush, chenille, fleece and wool & viscose, ideal for sporty-chic everyday wear. Unique garments, resulting from the use of fine fabrics that wrap you in an embrace. A symbolic embrace is also the one that animates the Artist Edition, in which fathers and sons hold each other, resetting generational distances through the passion for a timeless tale: 'The Little Prince'. Inspired by the book by Antoine de Saint-Exupéry, Julipet has created a dreamlike capsule collection, in which the little hero, sitting on the moon or aboard a red aeroplane, chases himself on trousers with tracksuit-style borders, on crew-neck or 3-button serafino shirts in 100% cotton Interlock. In the name of poetry and visionary work, the Trucco Tessile brand celebrates the purity of parental and filial love with timeless Father&Son nightwear.

AND UNDERWEAR?

Picking up shades, patterns and fabrics from Nightwear, the Underwear collection promotes as a diktat maximum wearability and no restraints. Space, then, is made for cotton&elastane or 100% cotton briefs and boxers, t-shirt crew-neck and "V", half- or long-sleeve that can also be worn as under jackets for casual looks. In addition are the socks (organic cotton, Lycra and Nylon) with ironic designs: card suits, dinosaurs, airplanes, helicopters, balloons and airplanes. Outsider of the collection is the bathrobe (100% cotton terry) in "check," "stripe," and "pinstripe" versions.

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