

STÒFFA

ONE-STOP SHOP

Just as New York clothier Stòffa has grown in size over the seven years it's been in business, so too has it grown in relevance. It was always interesting—the tightly edited collections of outerwear, shirts and trousers in subdued, elegant palettes were designed to offer a simple combination wardrobe with numerous possibilities—but in recent years founders Agyesh Madan and Nicholas Ragosta have continued to innovate. All items are available made to measure, which reduces waste. And they have introduced seasonal limited editions which can be responsibly made but offer something a little different: The spring capsule included a slouchy double-breasted shirt-jacket in soft peached cotton, which came about through conversations with an artist friend, for example, while a line of indigo-dyed threads was made in conjunction with 11.11, which uses craftspeople and indigenous techniques from across India. Stòffa's style of dressing—casual but elegant—feels increasingly right for our times, as of course does its model of less is more. While you might not want an entire wardrobe from just one brand (where's the fun in that?), you could certainly turn to Stòffa and its shades of taupe, brown, blue and gray to fill any gaps. There is a level of consistency and style many brands aspire to but few achieve.



Stòffa suede jacket, \$2,000, cotton-piqué shirt, \$300, and linen trousers, \$325

STEFANO RICCI

BRAND EXTENSION



In the world of high luxury, simply being exceptional is not enough to stand out. So what can a brand offer the client who has everything? The answer is exclusivity. So it was that storied Florentine tailors and lifestyle outfitters Stefano Ricci quietly introduced a members' club for the top tier of its top-tier clientele. Launched in Shanghai at its flagship mansion, the collective began as a way of offering exceptional service, in terms of food, wine and experiences, but it quickly caught on and is now offered, by invitation only, to the brand's 250 best customers around the world. Membership is based on annual spend; those invited within receive numerous benefits, such as an exclusive tie (in a nod to why the company was founded by the titular paterfamilias), a bottle of the Stefano Ricci Champagne, complimentary tailoring experiences, dinners, access to unique products and events and, not least, an invitation to visit the Ricci HQ in Florence and the Antico Setificio Fiorentino, the historic mill established in 1786. Now owned by the Ricci family, it produces many of the best silk fabrics in the world. The exceptional just got a little better.