

# WWD PITTI UOMO PREVIEW

## Robert Talbott to Bring California Aesthetic to Pitti

The venerable brand, now designed by Sebastian Dollinger, will be exhibiting at the Florence trade show for the first time. BY JEAN E. PALMIERI

**Sebastian Dollinger's** next chapter is about to begin.

Dollinger, who spent 15 years as the creative director of Eton, the Swedish shirt brand, joined Robert Talbott earlier this year to spearhead its creative efforts as part of a relaunch of the venerable American brand. His first collection, for the spring 2025 season, will be showcased at Pitti Uomo in what will mark the debut appearance of Robert Talbott at the Florence trade show.

Robert Talbott was founded by Robert and Audrey Talbott, who left the East Coast with their son Robb in 1950 and moved to Carmel, Calif., where they started a business based on Audrey Talbott's skill creating handcrafted silk neckwear. The company eventually expanded into furnishings, men's made-to-measure tailored clothing,

knitwear, sportswear, leathers and womenswear. Robert Talbott died in 1986 and Audrey ran the business until her death in 2004, when it was passed to Robb. The brand went through a series of owners before being purchased in 2021 by Newtimes Group, a 60-year-old privately owned supply chain management firm based in Hong Kong. Newtimes relaunched the brand last year under the direction of its chief executive officer Alex Angelchik with a wide-ranging collection of shirts and foundational pieces.

Angelchik brought Dollinger on board to offer a fresh perspective and contemporary flair to the company's heritage.

Dollinger's first collection manages to blend Robert Talbott's casual yet refined aesthetic with a modern sophistication through a collection of shirts, ties and elevated sportswear.

"After attending the fair for 18 years, it feels like a full-circle journey to return to Pitti as Robert Talbott's creative director," Dollinger said. "It's an incredible opportunity to share our vision with a global audience of industry insiders, retailers and media."

That vision is built on returning to the roots of the brand and offering "one of the best and most technically diverse shirt collections" that

"defines who we are and who we want to be." Because of the bandwidth of Newtimes, a private label manufacturer that lands \$2 billion in goods in North America every year, "we will present the best shirt that a man can buy," Dollinger said. "Our team has meticulously crafted one of the best and most technically diverse shirt collections globally. From the capacities of our supply chain to the final product, we've set a new standard of excellence in the industry. This collection exemplifies creativity and quality in every aspect, from the ground structures to the performance, cut and sew, patterns, prints and styling."

The dress shirts, which are made from Italian fabrics, feature single-needle tailoring, rotated armholes for enhanced comfort and side gussets at key stress points. The sport shirts offer all-over prints and intricate detailing designed with Italian print experts or are made from linen sourced from Normandy, France, featuring the brand's signature one-piece California collar in a variety of colors. Dollinger has also reimagined the oxford in a washed fabric with a locker loop and front pocket available in solids, stripes and novelty prints, including a floral.

In addition to the shirts, there will also be a limited collection of knitwear, chinos and five-pocket pants, unconstructed blazers, and an assortment of neckwear featuring the brand's iconic sevenfold tie. Dollinger said he went back to the manufacturers Robert Talbott used to work with and pored through the archives to ensure all the core elements of the past were evident in the ties. Price points are \$225 to \$295 for dress



Sebastian Dollinger

shirts, \$265 to \$295 for printed sport shirts, \$275 to \$295 for the linen shirts and \$245 for the oxfords.

"With the spring/summer '25 collection, we're not just presenting a range of garments; we're defining a new era for Robert Talbott," Dollinger added. "It's about embracing our heritage while pushing boundaries and exploring new possibilities. This collection is a testament to our commitment to excellence and our unwavering dedication to creating pieces that inspire and elevate."

Although Robert Talbott had experienced a number of bumps over the past few years, Newtimes aims to bring it back to its former glory. Dollinger said in addition to its core of U.S. and Canadian retail customers, showing at Pitti will also allow the company to explore international markets, namely Europe. And with Newtimes as its owner, potential customers can be assured that the brand has finally found a committed owner. As Angelchik said: "As we embark on this new chapter, we'll invest where it counts — in consistently good products, at good prices, delivered on time."



An assortment of dress and sport shirts for spring 2025.

# Esquire

## Seven Lessons From Pitti Uomo, the World's Biggest Menswear Show

What we learned from Florence this month

By Shane C Kurup PUBLISHED: 21 JUNE 2024

### 1. Seeing Double (twinsets)

'Twinset' might bring to mind pearl-clutching Chanel matriarchs, but matching shirt and shorts combos for guys were everywhere at the fair – both on backs of attendees and on the rails of brands. Revamped Cali label, Robert Talbott, showed a tongue-in-cheek logo-embellished terry-towel two-piece to take you from poolside to bar, while Danish label Les Deux had the modern answer to a three-piece suit in a shape of a matching jacket, shirt and shorts set. Pulling off a printed co-ord might require a bit of brass, but it definitely takes the hassle out of getting dressed in the morning.



Shane C Kurup



# FASHIONUNITED

## Linen and summer checks

When it comes to materials, linen – 100 percent or as a blend – appeared to play a special role for SS25, appearing as a must-have in every collection, despite seeing impact from the steadily rising raw material prices. Robert Talbott, who offers short-sleeved linen shirts in the higher-priced segment for 245 to 275 euros, made adjustments of up to 15 percent, for example. Other suppliers, such as Eterna, were able to keep their prices stable overall.



Robert Talbott's creative director Sebastian Dollinger at the brand's Pitti debut *Credit: Ole Spötter / FashionUnited*

By Ole Spötter

3 hours ago



# Scandinavian MIND

## Pitti Uomo sets sail amidst uncertain times

By OLIVER DAHLE

19 Jun 2024

### Robert Talbott

The brand was founded in 1950 by the couple Audrey and Robert Talbott. Audrey spent her leisure time hand-sewing ties to her husband and friends. As the brand series of different owners, and it fell into oblivion. In 2021, it was bought by Newtimes Group, on a mission to revive the brand.

But why is an American brand mentioned on a list of Scandinavian counterparts? Earlier this spring, Sebastian Dollinger, who possesses 15 years as creative director at Eton, was appointed to lead the creative direction and revive the brand. Together with Nick Picchione, formerly of Ralph Lauren Purple Label, he has put together a curated selection of shirts and neckwear, that equally honours the legacy of Robert Talbott, and puts a modern breath of air into the brand.





BY



Jennifer Braun

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## Robert Talbott to make debut appearance at Pitti Uomo

American menswear brand Robert Talbott is set to make its debut appearance at Pitti Uomo, the world's premier trade show for men's fashion.



Reflecting on the collection's unique qualities, he added, "Our team has meticulously crafted one of the best and most technically diverse shirt collections globally. From the capacities of our supply chain to the final product, we've set a new standard of excellence in the industry. This collection exemplifies creativity and quality in every aspect, from the ground structures to the performance, cut and sew, patterns, prints, and styling. It's truly phenomenal!"

Robert Talbott's debut at Pitti Uomo underscores the brand's commitment to expanding its global presence and reaffirms its status as a leading luxury menswear brand.

"My earliest memories of quality menswear are deeply connected with Robert Talbott. From my father's wardrobe to my own, the brand has been a timeless companion and holds a special place in my heart. I am committed to preserving our legacy while driving it forward into a new era of success," added Alex Angelchik, CEO of parent company Newtimes Brands.

"As we embark on this new chapter, we'll invest where it counts – in consistently good products, at good prices, delivered on time."