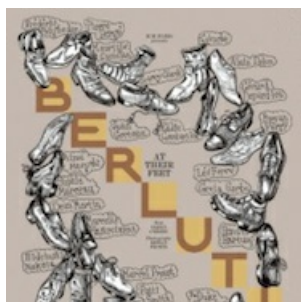


PRINT

## Berluti tells 120-year history through famous feet

December 1, 2015



Cover of "Berluti: At Their Feet"

By STAFF REPORTS

Italian apparel and footwear maker Berluti is commemorating its 120-year anniversary by focusing on the legendary men who have chosen its shoes.

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The label's first book, "Berluti: At Their Feet" centers on the brand's bespoke creations for famous faces including Andy Warhol, Frank Sinatra and Robert De Niro. While the book will not be widely available until February 2016, the brand has pre-launched the title at Colette in Paris Dec. 1.

Custom-made

Berluti's book tells its story through imagery. New photos of footwear crafted for well-known clientele such as Yves Saint Laurent and Roman Polanski share the pages with illustrations and handwritten quotes about shoes.

Written by Glenn O'Brien, GQ magazine's "Style Guy," and edited by design duo M/M (Paris), the 72-page volume reflects on the art of shoemaking.



*Berluti bespoke shoe fitting*

While Berluti has expanded beyond footwear, it makes sense to bring the focus back to its signature product for this milestone.

Often, anniversary efforts are more about the people who make a brand than the brand itself.

For example, British apparel label Turnbull & Asser celebrated its 130th anniversary with a digital campaign focusing on the personalities within its company who uphold the brand's British heritage.

A series of seven films released over a period of weeks took consumers into the inner workings of the royal warrant holder, from the bespoke tailoring consultations to the seamstresses who create the garments. Turnbull & Asser's campaign blended nostalgia and history with a look into the future of the brand, making sure consumers knew that it will continue in its handmade tradition for many years to come ([see story](#)).

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