

APPAREL AND ACCESSORIES

Brioni shares tailoring history in new book

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Brioni: *Tailoring Legends* is now available for \$195. Image credit: Assouline

By LUXURY DAILY NEWS SERVICE

Italian menswear brand Brioni is reflecting on its heritage as the benchmark for Roman tailoring with a new book.

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In partnership with luxury book publisher Assouline, *Brioni: Tailoring Legends* explores the house's history and the evolution of men's style over several decades. The book features original photography of archival garments, making it a must-have for menswear enthusiasts.

Brioni by the book

The new book is written by French fashion historian Olivier Saillard and begins with the founding of Brioni in 1945 by Nazareno Fonticoli and Gaetano Savini. A turning point for the brand came in 1952 when the designers presented the first men's fashion show at the Palazzo Pitti in Florence.

Mr. Saillard has written several other books about luxury fashion, including 2016's *Dior by Christian Dior*. Novelist Bret Easton Ellis wrote the foreword for *Brioni: Tailoring Legends*.

Introducing Tailoring Legends'.

Written by fashion historian Olivier Saillard and featuring a foreword by Bret Easton Ellis, the book celebrates #Brioni's heritage with rarely seen materials and original photography of archival garments. Discover more at <https://t.co/3YMn1bdjDI> pic.twitter.com/W74eRusVr6

Brioni (@Brioni_Official) **March 10, 2022**

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The book also details how the house became a sartorial destination for notable men, including movie stars, musicians, artists and heads of state.

This connection to Hollywood remains important to Brioni today.

The menswear brand recently named British actors Jude and Raff Law as new house ambassadors. They succeed other Brioni ambassadors, including actors Matt Dillon, Pierce Brosnan, Sir Anthony Hopkins, Samuel L. Jackson and Brad Pitt.

The father-son pair were photographed by Craig McDean for their Brioni campaign debut ([see story](#)).

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