

APPAREL AND ACCESSORIES

## LVMH elevates artisans behind Loro Piana's ultra-luxury approach

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The latest episode of LVMH's beloved digital series features the faces behind the raw materials and technique's used as part of Loro Piana's spring/summer 2023 presentation. Image credit: LVMH/Loro Piana

By AMIRAH KEATON

Italian apparel and accessories label Loro Piana's latest collection shines in the ninth episode of an exploratory series from LVMH.

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The latest episode of LVMH's beloved digital series features the faces behind the raw materials and technique's used as part of Loro Piana's spring/summer 2023 presentation. The latter acronym short for Mtiers d'Excellence, "The Story Behind ME" profiles maisons across the French multinational's portfolio, shedding a light on respective pursuits of "savior-faire."

Behind the storefront

Based in the valleys of Valsesia, amid Italy's Vercelli province, Women Knit Prototype and Sample Manager Barbara Giurisato and Linking Teacher Mariolina Costantin front Loro Piana's behind-the-scenes undertaking.

For Ms. Giurisato, who grew up learning to knit and knead, the ethos of artisanry runs family deep.

"They taught me and conveyed the importance, the value of craftsmanship excellence, and of doing things well thanks to the pleasure of doing them with your own hands," she says.

*LVMH highlights Loro Piana's technical prowess in "The Story Behind ME"*

"Of creating a project and seeing it accomplished to a high standard."

Ms. Giurisato speaks of a mutual respect shared between herself and her colleagues, categorizing Loro Piana's level of luxury by what she describes as an "obsessive care," before passing the mic to a fellow maker.

With 42 years of experience serving the profession, Ms. Costantin explains her role in the larger Loro ecosystem.

As a Linking Teacher, she is responsible for putting each element together, assembling many final garments over the course of a few decades.

"I started immediately as a linking machine operator," Ms. Costantin says, midway through the clip.

"I became a teacher in my field, thanks to the knitwear making-up school and the Metiers Academy' by Loro Piana."



*The program Ms. Costantin speaks of earlier on in the excerpt involves the clothing company's Knitwear School plus a Leather Craft course, two offerings created and promoted by the Accademia dei Mestieri Loro Piana. Image credit: Loro Piana*

LVMH's digital drop lastly heads to Loro Piana's Milan flagship to capture the comments of the video's final participant.

"I was born and raised in Venice," says sales associate Andrea Rizzo.

"In a city which surrounds you with beauty and art, my family has always shown me beautiful things including the best quality products that last over time."

Comprised of a uniquely-luxurious combination of yarn, Loro Piana's "Air Cash" material is pictured the label's natural, untreated fluffy fibers come together to form a number of key styles available for purchase in-store before the store's conductor leaves viewers with a lesson in luxury retail.

"It is very important to discover the person before I discover the customer," he says.

"So, with my curiosity, I understand his/her passions, hobbies [and] what he/she loves doing."

#### Luxury learnings

The program Ms. Costantin speaks of earlier on in the excerpt involves the clothing company's Knitwear School plus a Leather Craft course, two offerings created and promoted by the Accademia dei Mestieri Loro Piana, with supplemental sign-on from ME LVMH.

For knitwear apprentices in particular, the opportunity to delve into invaluable knowledge and have a progression from novice to Loro Piana family member fostered is not taken lightly.

[View this post on Instagram](#)

A post shared by Loro Piana (@loropiana)

This excellence is evidenced by both past ([see story](#)) and present design exercises from the Italian house, in addition to the development of fusions such as "CashDenim," a first-of-its-kind blend that brings Italian artisans and Japanese technique together ([see story](#)).

"Loro Piana's luxury lies in the obsessive care, wonderfully obsessive care we put in dissecting every single detail of the sweater," Loro Piana's Sample Manager says.

"Knitwear is intertwined with craftsmanship."

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