

## **Battistoni's tailoring art at Pitti Uomo 90**

A history rich of art, very important people and unforgettable events, but also of dedication and passion, quality and elegance.

In the year of its 70th birthday, Battistoni restarts from here, from tradition and from the values that have always distinguished it.

Established in Rome in 1946, the brand has constantly maintained the taste of timeless elegance and of Made in Italy, paying special attention to the comfort and lightness of its garments.

At Pitti Uomo 90 Battistoni will present its next Spring-Summer 2017 collection, which will be the continuation of the brand's style: iconic, classic, elegant, yet modern and up with the times.

The fabrics selection is the results of a careful investigation of market requirements and fashion trends: from Super 120 wools to pure Super 210 cashmere, innovation meets with tradition and know-how becomes the key element.

The history continues also for custom suits and shirts: they are the result of vast craft knowledge and of an accurate tailoring work in order to create unique garments and convert customers into the protagonists of an unforgettable experience.

Customers are accompanied in each step of the handmade creation process, from choosing the yarn weight and count, cutting the jacket and trousers, selecting buttons and linings, up to fittings and the product's final adjustments.

The taste for personalization and selection embraces tailoring art and elegance, with an exclusive result, namely a Battistoni garment.

*May 2016*

00187 Rome – Via Condotti 61A tel. +39 06.6997111  
www.battistoni.com email: info@battistoni.com