

A year full of unique events to celebrate 70 years of an Italian legend: Battistoni.

The culture of the past, the style of the present and a vision of the future are what mark the first 70 years of activity of a name which has always stood apart from the crowd in the fashion world and which, since it opened in 1946, has been crossing the Italian borders to dress some of the world's most famous people with its timelessly elegant style.

Success came almost immediately: the doors of the American market opened and Battistoni is still an icon of Italian fashion there, with its collections of ties, shirts, suits and accessories.

Quality is the lifeblood of every garment in the collections, both men's and women's, and the defining feature for anyone seeking style and exclusivity, found only in that small corner of Rome, slightly hidden even though it is in Via Condotti, where Gianni Battistoni greets clients and creates custom garments, proposing ad hoc combinations of fabrics and colours.

The greatest stars of international cinema have always sought the inimitable Italian exclusivity and style here at the boutique, with its combination of fashion, art and culture. Artists such as Balthus, Andy Warhol, Schifano and Capogrossi came here and frequently created works of art for their friend Battistoni, such as the Marte perfume bottle designed by Guttuso.

A special place, with so many stories to tell, where lasting friendships have formed; actors of the calibre of Marlon Brando and Richard Burton and numerous jet setters have had suits, shirts and ties made here, for special events, but also for every day and casual wear.

The Italian style of Battistoni has now reached across the ocean, with opening of a prestigious boutique on Wilshire Boulevard in Los Angeles, confirmation of the growing interest of international consumers in the beauty, style and quality which Battistoni offers in an increasingly diverse and always contemporary range of collections.

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