



If you're not just the average man, a John DeLaurentiis suit will be more than happy to characterize your way of living, with hand-sewn lapels, immaculate cuffs and exquisite Italian fabric.



LORD OF TAILORED PERFECTION:  
JOHN DELAURENTIIS

WRITTEN BY SIMONA PANETTA

**F**lothes have power. They drive you towards success. And John DeLaurentiis knows that. “Do you know what I love about fashion? It allows you to be a character,” he muses. As a clothing connoisseur and well-known personal luxury shopper, DeLaurentiis doesn’t mean ready-to-wear, disposable finds – he’s talking about high-quality, handmade garments that are destined to last a lifetime as they carry you throughout a beautiful lifestyle. But first things first: “It all begins with the fabric.”

With his latest venture, a sartorial legend comes alive with DeLaurentiis Signature, a modern bespoke tailored menswear line made with lavish fabrics culled from Ermenegildo Zegna and other exclusive wool mills of Italy.

Paying homage to the sophisticated elegance of the art of tailoring, De Laurentiis’ latest fashion endeavour is inspired by his grandfather’s teachings and the vast clothing experience amassed by generations of his family. For De Laurentiis, commissioning a bespoke garment signifies and celebrates a right of passage, a mark of distinction, the beauty of a milestone, a coming of age and special events: a wedding, promotion, celebration. A term originating from the 17th century, bespoke refers to “been spoken for,” when a bolt of cloth was selected at a tailor shop.

At De Laurentiis Signature, you are spoiled with personal service, first with an engaging consultation with De Laurentiis, where his unparalleled vision has you exploring never-ending options for your modern bespoke garment. After you are meticulously measured and fitted by him, this master of the tape works with a designer to create the pattern. Fifth generation master tailors then begin to make your suit by hand, while incorporating modern design with the age-old practices of skilled Italian couturiers. “Clients come to see me and say, ‘I just saw *Ocean’s 13* and I really loved Brad Pitt’s suit.’ So I sit down, watch the film frame by frame; study the details and turn that desire into reality,” says De Laurentiis.

Applying 35 years of clothing experience with his appreciation for custom-tailored apparel, this self-declared fashion historian takes you through the ages by stirring the true essence of men’s fashion. “I watch a lot of movies; read a lot of books, and look to history for inspiration,” explains DeLaurentiis. “I can actually pinpoint style trends well before they are back in vogue.”

“What a man really needs in his wardrobe is three to five bespoke suits that will last him a lifetime.” — John DeLaurentiis

It was centuries ago when men’s style first launched into the clothing round-table, giving way to DeLaurentiis pieces that exude elite social standing and a subtly sexual allure. From the ancient Roman times when men proved their strength in draping togas, to the heydays of the 1930s when British socialites were unable to resist the emerging elegance of the first classic suits on the market, DeLaurentiis captures the evolution of fashion while marrying it with modern, luxurious approaches in his bespoke suits. “I really love the ‘60s because there was such a change from the beginning to the end of that decade. It started off with the shrunken suit style, which is in vogue now, and ended with the relaxed hippie generation,” says DeLaurentiis, who looks to Giorgio Armani as one of world’s most timeless designers.

Today, a classically made, modern bespoke tailored garment by DeLaurentiis Signature transpires into the ultimate power suit, fitting celebrities, government officials and entrepreneurs looking to make a statement. From cloth to clothes, the DeLaurentiis vision speaks for something as every detail and meticulous stitching techniques reveal true craftsmanship. “The power of our suits conveys confidence. Why do my clients come to me? They want a garment that will parlay quality, a heightened taste level, self-assurance and success,” says DeLaurentiis, who founded the fashion-savvy Le Firme boutique in 1999.



Delivering high-end apparel like Dolce & Gabbana, Roberto Cavalli, Prada and more, Italian fashion abounds in the popular shop. With a passion for fashion, DeLaurentiis jet sets to Italy five times a year, bringing back the latest cultured styles for the Western Hemisphere to indulge in. “At Le Firme, there’s no need to travel the world to find the best of Italian fashion,” he explains. Not one to rest on his laurels, DeLaurentiis proves that with each stitch, every man can be a somebody. “North American society is chock full of volume, quantity and gluttony,” explains DeLaurentiis. “But what a man really needs in his wardrobe is three to five bespoke suits that will last him a lifetime.”<sup>®</sup>  
[www.dlsignature.com](http://www.dlsignature.com), [www.lefirme.com](http://www.lefirme.com)

De Laurentiis Signature is exclusively available at Le Firme, located at 95 East Beaver Creek, Richmond Hill. Call 905.707.8727 to set up your appointment.



Clothing connoisseur John DeLaurentiis enjoys the finer things in life.

## 8 Defining Characteristics of a Signature DeLaurentiis Bespoke Suit:

- ▶ 1 hour personal style consultation
  - ▶ 1 bespoke bolt of luxurious Italian cloth
  - ▶ 20 separate measurements to create a personal pattern
  - ▶ 4 fittings to ensure perfect fit
  - ▶ 30 hours to complete by hand-finishing
  - ▶ 5 thousand hand-tailored stitches
  - ▶ 8 weeks to complete
  - ▶ 100 years of craftsmanship
- = A Sartorial Legacy



**Left:** Exquisite Italian fabric transforms into luxurious bespoke suits and shirts.

**Below:** Fashion icons of the ‘60s, actress Monica Vitti and Alain Delon.

**Right:** As a personal luxury shopper, John De Laurentiis guides his clients to leading fashion houses such as Zegna.

