

OREFFICE

SARTORIA DAL 1856



Company Profile



PRODUCT



*If you are out to describe the truth, leave elegance to the Tailor
(Albert Einstein)*



PEOPLE



THE BEGINNING



FROM IV TO V GENERATION



TODAY

Like the slow waves braking perpetually on the shares of Lake Como, for five, generations we have passing on a rare art.




PLACE



Cernobbio, the exact point at which heaven meets earth has never been defined, but it could be right here. (Herb Caen)



PUBBLICITY

| | | |
|-------------------------------|--|---|
| | <i>Leopoldo</i> <i>de Belgique</i> |  |
| data | 1958 - Maggio 31 | |
| cliente | S.M. Leopoldo de Rethy (del Belgio) | |
| indirizzo | e consorte | |
| misura | 43 1/2 - 54 - 4 - 110 - 78 (d) 37 - 23 1/2 - cavale. tot. 84 con lungo due modelli: uno senza riss., cintura profum. l'altro con risotto, cintura normale e passanti di cintura elastico tessuto, due t. dietro, fasc. ¹⁰⁰ a destra | |
| caratteristiche anatomiche | f. sin. + forte (poco) pant. aderenti alla coscia, ampi sul sedere e non alti dietro alla vita | |

June 19, 2003

Mr. Lino Orefice
La Sartoria - La Boutique
22012 Cernobbio (CO)
Via Regina, 16
Italia

Dear Mr. Orefice,

Thank you for the spectacularly professional work you did on such short notice. In the end, I was almost glad that Alitalia had misplaced our luggage.

I'll recall your generous help whenever I wear your suit... and that will be often.

Sincerely,

Mario M. Cuomo

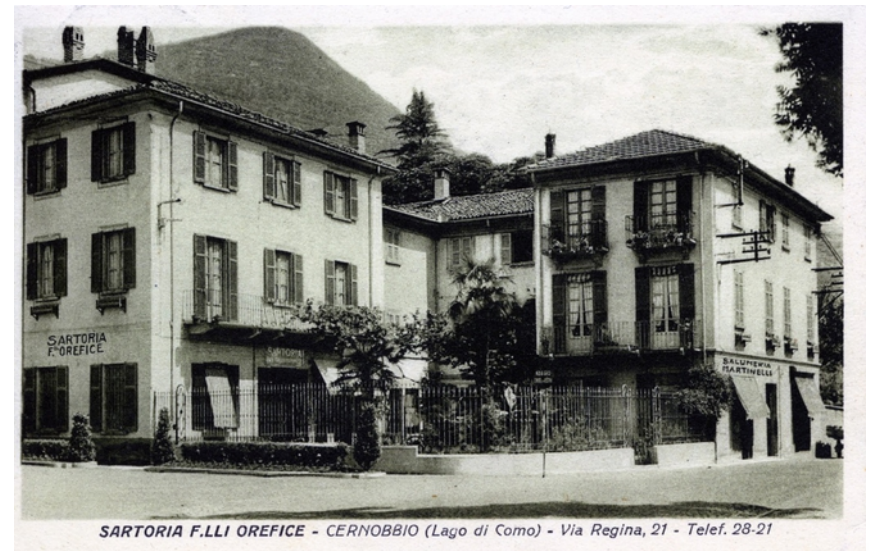
*Our best publicity is our Client's satisfaction, each one of them becomes
a testimonial of Sartoria Orefice*



THE HISTORY

Sartoria Orefice, established in Cernobbio in 1856, is one of the oldest Italian tailors, an historical brand of made to measure suits of the highest quality. It is a brilliant epitome of Italian family business devoted to excellence. Sartoria Orefice's knowledge and skills have been handed down for 5 generations: Pietro, Cesare, Pietro, Lino and now Cleto.

Orefice tailor Masters have been creating bespoke suits for an international clientele: Royalty, statesmen, intellectuals, sportsmen, actors but also clients who desire to express their personality, willing to be the architect of their style, all of them sharing the love for beauty and craftsmanship.



SARTORIA F.LLI OREFICE - CERNobbio (Lago di Como) - Via Regina, 21 - Telef. 28-21



THE PROPOSAL

TRADITION

A bespoke suit is pure pleasure and the luxury of treating oneself with time. The client is received in the privacy of a fitting room where will be guided, step by step, in the creation of the suit according to his taste and needs.



THE PROPOSAL

•**Bespoke:** *the suit is entirely made by hand in the workshop, the tailor controls the entire production from the choice of the fabric till the fitting sessions.*

•**Made to measure:** *the tailor controls the entire production from the choice of the fabric till the fitting sessions while the manufacturing process it is more industrial.*



THE PROPOSAL

Bespoke accessories:

- *24 carats golden treat*
- *shirts*
- *sweaters*
- *ties*
- *shoes*
- *silver buttons with personalized logo*
- *belts (fine leather with silver buckles)*
- *crocodile and deer jackets*
- *jewellery items*
- *silk lining with personalized design*



THE PROPOSAL

INNOVATION

*Along with the tradition Sartoria Orefice now offers innovation to satisfy the expectation for modern living. In a global society, where life is more and more hectic, our suits are always exposed to virus, bacteria, odours: this is where the need to sanitize the suits arises. Sartoria Orefice is the first tailor to offer the **service of sanitizing** which destroy at 99% bacteria, mould and flu virus: it is a completely natural process without any chemical element that capitalises on a natural process “heterogeneous photo catalysis” the sun light in the atmosphere separates the oxygen atoms which oxidise to other elements among whom the aqueous vapour forming hydrogen peroxide which is the most effective sanitizer. Sartoria Orefice not only takes care of the beauty of the suits, but also of the comfort and functionality by using lining which undergo a **bacteriostatic treatment** to eliminate the perspiration of bad smell.*



THE PROPOSAL

TECNOLOGY



To offer made to measure suit service, regardless of where the Client lives, Sartoria Orefice has created and patented a program called “Net Tailor”. “Net Tailor” allows to carry out the first and most important stage of creating a suit: taking the Client’s measurements anywhere in the world through a special webcam.

The technological secret lies in the reading and interpretation of the shades, which are the projection of the tailor’s experienced eye from distance. This service is available through Sartoria Orefice partner in the world without any logistic implication for the Client who does not have to be in the atelier to take the measurements and to attend the fitting.



THE BOUTIQUE

From 1978 to meet the request of the international clientele, Sartoria Orefice has opened a boutique offering a high quality products for men and women to create and complete the total look according to Sartoria Orefice philosophy.

[CLICK ON PHOTO TO VISIT LABORATORY AND SHOP](#)



THE PLEASURE



Silvia and Cleto Orefice welcome you on Lake Como to enjoy the wonderful enviroment and the pleasure of your next bespoke suit.



OREFICE

SARTORIA DAL 1856



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