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**Rodeo Drive – The Podcast presents**

***Made in Italy: The Canali Man***



L: View of the exterior facade of the new Canali flagship boutique on Rodeo Drive; R: Stefano Canali, President and CEO, Canali Group, images courtesy of Canali and the Rodeo Drive Committee.

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Beverly Hills, CA – The Rodeo Drive Committee announced today the launch of ***Made in Italy: The Canali Man***, the latest episode of *Rodeo Drive – The Podcast*.

Italian style and craftsmanship are synonymous with Rodeo Drive, evidenced in Canali, the luxury menswear brand that just reopened its flagship lifestyle store on the high fashion Beverly Hills thoroughfare, with a party attended by some of LA's leading men, including **Chace Crawford, Paul Downs, James Marsden, and Régé-Jean Page**.

The company is helmed by **Stefano Canali**, the third generation principal of the brand that was established more than 90 years ago. His task is to maintain the family company's legendary sartorial mastery *and* stay nimble for the future, he told Lyn Winter, host of *Rodeo Drive–The Podcast*, when they met at the company headquarters designed as a welcoming home and garden in central Milan.

“Consistency is a word these days, so you must make sure that whatever represents a brand is fully consistent with the brand itself,” Canali said, explaining how the company embraces today's

clothing trends and new technologies while meeting sustainability needs and delivering on customers' longstanding expectations of high craft and comfort.

Consistency extends into the design and execution of the new boutique on Rodeo Drive, with its warm hues, green-veined cipollino marble and wood paneling carved to evoke stitching. Such details are "very much linked to the way we manufacture suits and garments," says Canali, adding that one of the main attractions just might be its VIP lounge complete with Canali mixologists. "When we gave the party in the boutique, everyone was converging to that place, also because there was a cocktail bar."

The clear branding also plays out in an exciting new partnership for the company – with the famed **Inter Milan** soccer team. While Canali's designers created a formal collection for the management, they created a more relaxed collection for the players that emphasizes functional fabrics and refined craftsmanship. Looks for this fall/winter include the *Bruma* blazer, a single-breasted jacket in fine navy blue cashmere with a double-use collar, paired with wool flannel drawstring pants, a pure wool zip-up blue cardigan, and a cotton and silk knit T-shirt in Canali's signature Brianza green. A black bomber jacket with natural down padding completes the winter collection.

Decked from head to toe in this sporty, sartorial spin, the cheerful young players have been "very effective in delivering this new image of Canali, and the evolution that Canali is going through," says the company's President and CEO.

Further, Canali refuses to offshore production. Keeping its fabrication at home, says Stefano Canali, reinforces the power of his country's "Made in Italy" brand. It also supports the suitmaker's sustainability goals. Canali quantifies its environmental footprint, from the sourcing of raw materials to the final disposal of the product. In keeping production very high quality and close to home, the firm is able to support local craftspeople, minimize their carbon footprint, and stay profitable, says Stefano Canali. "By deciding to stay in Italy, no matter what, allowed us to be 100% sustainable towards the planet and towards the people."

Finally, asked Winter, "When you think about the Canali man today, whether he's in Milan or Beverly Hills or anywhere else in the world, how would you describe him?"

The answer lies in timelessness and inner confidence. The Canali man, says the man charged with dressing him, is "a successful person that values understatement and is very much focused on the substance of things out there. So somebody who's very much interested in buying something that will last over time, that... allows our final consumer to express himself in a very subtle, still important, effective way."

This episode of *Rodeo Drive: The Podcast* is presented by the Rodeo Drive Committee.

## Episode Credits

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Canali Beverly Hills is located at 261 North Rodeo Drive, Beverly Hills and is open Mondays–Saturdays from 11AM to 6PM and Sundays from 12PM to 5PM.

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