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Fashion Briefing



Federico Curradi

ITALY

“Fashion today is digital. What I do, it’s analogue,” says Federico Curradi, stroking the hand embroidery on a sweater in his new Florence shop. The founder of his namesake menswear brand, Curradi takes an artisan’s approach to fashion. His collection is handcrafted in Tuscany and each fabric is designed by Curradi; surfaces are subtly embellished with overstitched patterns and hand-painted details. “Big brands can’t do this,” he says. “It’s important that people like me do something different.”

A strapping fellow with a quiet manner, Curradi was born in Florence and today lives on a farm near the Tuscan capital where he raises horses, cows and a small pack of wolves (yes, wolves). His new shop (and studio), which is named after its address, Santo Spirito 9, is in a former lamp-making atelier in Florence’s artisan-filled Oltrarno neighbourhood. Thick birch branches are used as clothing racks and handmade brass screws hold everything in place. It’s the carefully constructed playground of a man keen to immerse visitors in his world.

He opened this first boutique because, he says, “I can do unique pieces, I can be more experimental. I don’t have to worry about the sales logic that guides other stores.” He works with just 25

external retailers, including L’Éclaircur in Paris and LA, and Milan’s Banner.

Curradi’s exquisite clothes, in soft hand-dyed shades, glow against the blue shop walls. He pulls a checked blue-and-rust shirt off the rack; its nubby surface suggests heavy flannel but in fact it’s made from cashmere and brushed for a woolly effect. He points out cloth made of paper from Japan, and of hemp from Tuscany, and runs his hand over a jeans jacket made not of denim but silk. The unusual play of fabrics is a signature.

Curradi is only in his early forties yet he’s an industry veteran. He was head of menswear at Roberto Cavalli and creative director of Iceberg menswear before launching his own brand in 2016. He’s the recently appointed head of menswear at Parisian house Rochas and remains creative director of Tuscan outerwear brand Peuterey. In his new role at Rochas he’s translated his philosophy of distinctive fabrics and informal luxury onto a bigger platform.

But his own line remains the place where he can most freely explore ideas without having to worry about price-points and sell-through rates (last year he partnered with a “very relaxed” investor). Being able to focus on creativity and the handmade is a rarity. “Today everyone is dressed the same,” he says. “But this appreciation for quality, it will come back into fashion.” — LR federicocurradi.com

(1) Curradi’s collection in the new shop (2) Federico Curradi and a waterproof silk jacket (3) Hand-dyed items are all crafted in Tuscany (4) Shirt combining hemp, linen and fabric made from paper



Curradi’s CV:

2005

Becomes head of men’s collections at Roberto Cavalli

2013

Named creative director of Iceberg

2016

Launches his own brand at Pitti Uomo

2018

Named creative director of Rochas menswear

2019

Opens his first shop, Santo Spirito 9