

Esquire

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The Big Black Book

SPRING
SUMMER
2013

CLOTHES
SHOES
WATCHES
VACATIONS
COCKTAILS
AND
ALL-PURPOSE
ESSENTIALS

↓
ALL-NEW
INFORMATION,
INSTRUCTION,
KNOW-HOW,
AND DAMN
GOOD ADVICE



*The STYLE MANUAL
for SUCCESSFUL MEN*

“UNDERSTATEMENT is the key to Milanese style, an elegance derived from a sense of rigor, hidden, cultured, never over-the-top.” —Massimo Alba



CLOCKWISE FROM ABOVE:
Marco Calcinaro, CEO, Cesare Paciotti
Massimo Alba, designer, Massimo Alba
Diego Rossetti, president, Fratelli Rossetti
Pietro Ruffini, board member, Moncler



*“The Milanese man has ELEGANCE in the blood. He takes it very seriously to project a certain image of himself.”
 —Andrea Campagna*



CLOCKWISE FROM ABOVE:
Robert Rabensteiner, fashion editor
Andrea Boniello, owner, M. Bardelli
Andrea Campagna, designer, Andrea Campagna



A coarse texture masks dirt and creases. You'll look just the right amount of RUMPLED. Always.

THE DIFFERENCE BETWEEN casual and formal tailoring comes down to texture. (Casual's got some grit to it; formal doesn't.) Up close, a fabric should reveal something interesting, like a weave, a subtle design, or, in the case of this blazer from Cesare Attolini, the thick, bumpy, and twisted lines of silk called stubs. Pair with the relatively flat-surface of jeans or khakis for a texture that's complementary instead of competitive.

THIS PAGE: Three-button silk jacket (\$4,800) by CESARE ATTOLINI; 646-707-3006. Cotton shirt (\$485) by MICHAEL BASTIAN; 323-913-3040. Cotton jeans (\$540) and leather belt (\$455) by BRUNELLO CUCINELLI; 970-544-0600. Suede shoes (\$725) by BALLY; bally.com. Silk scarf (\$275) by ERMENEGILDO ZEGNA; zegna.com. On her: Jumpsuit and shoes by LOUIS VUITTON.

OPPOSITE: Two-button linen-and-cotton jacket (\$1,050), cashmere cardigan (\$850), and cotton shirt (\$325) by MASSIMO ALBA; barneys.com. Linen-and-ramie trousers (\$168) by JOHN VARVATOS; johnvarvatos.com. Suede monk-straps (\$630) by BRUNO MAGLI; 212-753-4000. White-gold Altiplano watch (\$17,000) by PIAGET; piaget.com.

The Resources: MILAN

Food

1. GIACOMO BISTROT
6 Via Pasquale Sottocorno

2. IL BARETTO AL BAGLIONI
At the Carlton Hotel Baglioni, 5 Via Senato

3. THE BAR INSIDE THE SHERATON HOTEL DIANA MAJESTIC
42 Viale Piave

4. N'OMBRA DE VIN
2 Via San Marco

"Ask for the owner, Cristiano, and he will show you his underground cellar. The cellar at night turns into a small bistro with live music. Feel free to be yourself, because everyone is always smiling. It must be the wine."
—Marco Scarpella

5. PASTICCERIA MARCHESI
11 Via Santa Maria alla Porta

"The finest croissants and cappuccino you will ever encounter."
—Massimo Alba

6. BÀCARO DEL SAMBUCCO
13 Via Montenapoleone

"A small restaurant in a courtyard run by a family of three, providing a good selection of Italian dishes. It's open for breakfast and lunch."
—Guglielmo Miani

7. RISTORANTE E PIZZERIA DA MIMMO
107 Corso Lodi

8. JAMAICA
32 Via Brera

"Enjoy a typical Milanese dish like risotto al salto (tell them you want it croccante, or crisp) in the quaint courtyard. This was a meeting place for artists, musicians, and gallery owners in the '50s, '60s, and '70s."
—M.A.

9. COVA
8 Via Montenapoleone

"If it's a nice morning, I'd enjoy the typical coffee or cappuccino with brioche at Cova on Montenapoleone. It's just as nice at aperitivo time. But remember, Milanese never sit at the table for breakfast (that's only for tourists), because they're in a rush."
—Andrea Campagna

10. LA BRISA
15 Via Brisa

"An eatery with a secret garden. You can dine on the veranda or under the shade of trees."
—M.A.

11. TRATTORIA ARLATI
47 Via Alberto Nota

"Rustic food that is cooked like it used to be. Go on an evening when they have their cabaret/jazz concert show in the basement. It is a nice continuation of the evening while you sip on great wine."
—A.C.

12. THE FOUR SEASONS HOTEL MILANO
6/8 Via Gesù

"Milan has the two greatest club sandwiches I've ever had, and probably the best is at the Four Seasons. It's on the room-service menu, but you can also get it at the bar. The key is the crispy pancetta and the fact that they use egg—hard-boiled and sliced—and that they mix the chopped lettuce with whatever the secret sauce is to create a tasty glue that holds everything together."
—David Granger

13. PAPER MOON
1 Via Bagutta

"A Milanese classic; great for a good, quick lunch."
—A.C.

Barbers

14. ANTICA BARBIERIA COLLA
3 Via Gerolamo Morone

15. DOLCE & GABBANA BARBIERE
13 Corso Venezia

"At the beginning of every shave, the barber drapes a beautiful sheet over you. At the end, after the addition of bracing tonics, he uses the sheet as

a kind of oversized fan, waving it up and down to create a breeze to dry the emollients and make the skin on your face tingle."
—D.G.

Dry Cleaners

16. TINTORIA ALBERTI
2 Piazza Castello

17. LAVASECCO SANTA CROCE
1 Via Santa Croce

"Nothing too remarkable about this Milanese dry cleaner and laundry except that it's slap-bang en route on the first day of the men's shows, which is precisely when I need to get some washing done and am loath to pay the \$100-plus it would cost in our hotel. Laundry comes back wrapped in quaint 1950s laundry paper the next day."
—Nick Sullivan

Tailors and Men's Outfitters

18. ERAL 55
14 Piazza XXV Aprile

"The owner, Ermanno Lazzarin, is one of the best people I have ever met. The way he combines the clothes and accessories, it's unique."
—Edoardo Simone

19. G. LORENZI
9 Via Montenapoleone

See page 164.

20. RUBINACCI
18 Via Montenapoleone

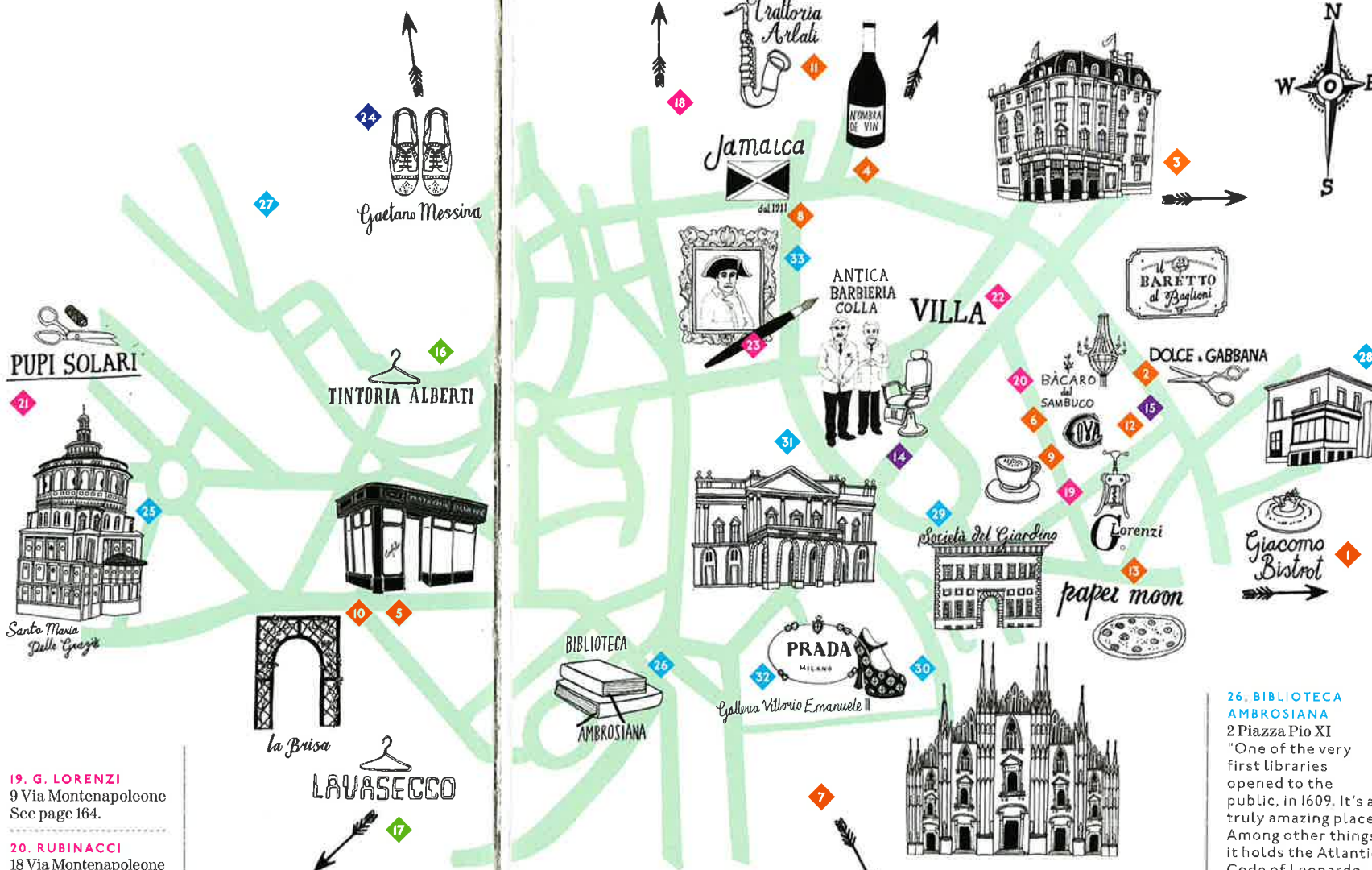
"The store that best represents the attitude of the locals. Pupi Solari's is a men's, women's, and children's store that was created by a lady whose courage, skill, and beauty I greatly admire."
—M.A.

22. VILLA
23 Via Manzoni

"If you're a cuff-links collector, you have to go."
—A.C.

23. MASSIMO ALBA
8 Via Brera

See page 164.



For "A Fine Day in Milan" (page 100), we dispatched a photographer to the epicenter of Italian style to document the men so integral to the life and soul of the city. We asked them for recommendations for the BEST RESTAURANTS, BARS, DRY CLEANERS, SHOEMAKERS, and ALL-PURPOSE NECK-SAVERS in the neighborhood. And then we made a map.

ILLUSTRATIONS BY
ZOE MORE O'FERRALL

Shoemakers

24. GAETANO MESSINA
5 Via Volta

"My favorite shoemaker. He produces excellent handmade shoes."
—G.M.

Other Places of Note

25. CHURCH OF SANTA MARIA DELLE GRAZIE
2 Piazza Santa Maria Delle Grazie

"The church houses

Leonardo da Vinci's *Last Supper* and has a wonderful cloister. I would make a point of walking right around it to admire it from behind as well as the front."
—M.A.

27. BRANCA TOWER
Located in Parco Sempione

"Take the elevator to the top to really check out the city."
—M.A.

28. VILLA NECCHI CAMPIGLIO
14 Via Mozart

"It's in the very center of Milan. It is a historic villa of the '40s where rooms and furniture are maintained in their original way. You can really live the atmosphere of those years there."
—Marco Calcinaro

29. SOCIETÀ DEL GIARDINO
10 Via San Paolo

"The oldest gentlemen's club in Milan was founded in 1783 by a group of Milanese men. It's within a beautiful building and hosts a prestigious fencing school and a library with the widest and most famous selection of books in Milan that can be visited."
—G.M.

30. MILAN CATHEDRAL (DUOMO DI MILANO)
Piazza del Duomo

"You cannot fail to see it. I like to climb up onto the terrace and look out over the city."
—M.A.

31. TEATRO ALLA SCALA
2 Via Filodrammatici

"Milan's famous opera house."
—M.A.

32. GALLERIA VITTORIO EMANUELE II
Piazza del Duomo

Italy's oldest shopping mall, opened in 1867. It now houses two Prada stores (including Prada's flagship)—after the mall evicted its McDonald's to make room for the second location last year.

33. PINACOTECA DI BRERA
28 Via Brera

Considered by many to be the finest painting museum in northern Italy, the former monastery houses some of Italian art's greatest masterpieces (including Andrea Mantegna's *Dead Christ*), along with the Braidense national library, an observatory, and a botanical garden.

CREDITS

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