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SPRING FASHION

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SPRING 2017

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THE
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OF ITALIAN
DESIGN





MASSIMO ALBA

» *The Master of Italian Ease*

"A really simple cashmere T-shirt can change the whole attitude of a wardrobe," says Massimo Alba. He's right. Slip into one of his cashmere tees and consider it your gateway drug into Alba's sprezzato universe of band collars, deconstructed jackets, wide-leg pants, and sun-faded knits. These are clothes you could just as easily wear to bed as you could to the beach or the theater. And that's exactly the way he wants them to be. "Nothing that I design is too loud," Alba says. "It's just a matter of feeling comfortable."

Comfort is a big reason why Alba is fond of cashmere, but the real secret to perfecting his casual-luxury formula is the wash. Every garment, from the knits to the shirts to the overcoats, is washed after being constructed (and often over-dyed or dip-dyed). "Washing means the thing becomes alive," says Alba. "We

take out the stiff attitude of new things, give it a natural finish, the right hand, and the scent of good, clean things."

Alba doesn't chase trends. Season to season, the biggest change you'll notice in the collection is in the dominant colors. (For spring, dark blue, dark gray, and dark burgundy take center stage.) And his signature piece is a handkerchief. He designs new ones each season, treating them like miniature inspiration boards. "The handkerchief communicates the brand and what we really feel," Alba says. "It's a nice thing to give to someone you just met, or maybe you lose it and it becomes somebody else's." Your odds of finding a Massimo Alba hankie in the back of an Uber are slim, but if it happens, you just got blessed—so be sure to give your driver five stars.—SAMUEL HINE



Alba's handkerchiefs serve as poetic statements for his brand; he carries one with him wherever he goes.

His shops in Rome and Milan are as relaxed and easy as his collections.

A look from Alba's spring collection.

