



CELEBRATING 85 YEARS OF CANALI

AS THE ITALIAN TAILORING LABEL MARKS AN EXCITING MILESTONE, WE LOOK BACK ON ITS DECADES AT THE FOREFRONT OF FASHION

With more than 190 boutiques worldwide, Canali has become a name synonymous with quality and luxury. However, many fans of the brand may be unaware of the hard work and sacrifice it took to lay the foundations that helped it reach such heights of success. So, this September, to celebrate its 85th anniversary, Canali launched an ambitious multimedia digital project - Canali Anthology. Through interviews, testimonials and images pulled from the company archive, the label is, for the first time, sharing how a workshop in the small town of Triuggio, not far from Milan, grew into an international fashion force.

As Stefano Canali, the President and CEO of the label and grandson of co-founder Giovanni Canali, tells us: "Canali is still a well-kept secret, a rough diamond. Last year we realised we had never paid too much attention to our story, despite being around for so many decades." In order to paint this picture, the company turned to its community and offices to find the people who know it best. The Canali Anthology stitches together these memories and anecdotes into a narrative that Stefano hopes will help to inspire others, highlighting how the company's origins can be found in the years of the Great Depression.

"The optimistic message coming from our story is to encourage ourselves and other companies to cope with the times we are living through," Stefano explains. "Canali was established because of the failure of the cotton mill my grandfather worked for, [with it being] rebuilt twice in the following decades, once after the

devastation of the Second World War, and later, at the end of the 1960s. [This was] when the product offering went swiftly out of fashion and the Canali family's second generation moved back to the original tailored menswear production, a decision that made the company the way it is today."

With each new generation of the Canali family being part of the business, the brand has stayed true to the values on which it was founded, something that Stefano describes as "respect towards our customers and their expectations". Another fundamental aspect of Canali's identity is its ambition, which keeps the brand looking towards the future even when looking at the past. "The best advice my father has passed on to me is that one has to be humble enough to realise that, no matter how successful you have been, there are always better goals to set and achieve," Stefano explains. "It's a principle that still guides all our choices, pushing us to innovate without ever forgetting that true strength comes from kindness."

This pioneering spirit is set to guide the brand through the current pandemic, as well as the decades to come. "We have a very clear objective of executing our projects, adapting to the current crisis and emerging stronger than before," Stefano says. "In difficult times we are forced to adapt quickly and develop creative solutions that will ensure a bright future for our company, and this is the time to come up with creative solutions. We are currently working on what we envision Canali to look like as a business in the upcoming years and it's already taking shape."

anthology.canali.com/en

