

## STEFANO RICCI SALES EXCEED 150 MILLION EUROS THE FLORENTINE BRAND LAUNCHES THE EXPLORER PROJECT

FLORENCE - The fashion show at the Temple of Hatshepsut marked a moment of renewal for the STEFANO RICCI man. And after voyaging to experience the Great Beauty of Italy, the cultural journey now continues internationally with the spirit of the *Explorer*.

The first stop is Iceland, a land of ice and fire, immense skies and extreme landscapes.

“Luxor became a cornerstone of our journey”, says Creative Director Filippo Ricci, “the celebration of STEFANO RICCI’s first fifty years was a dream of my father’s which came true. This new chapter marks a turning point and a transition to the New Wonders of the World”. Alongside Stefano, Niccolò, and Filippo Ricci are Terry D. Garcia (CEO, Exploration Ventures LLC) and Chris Rainier (National Geographic photographer), who followed the new campaign from the Florentine brand.

STEFANO RICCI’s traveller is not only romantic but also courageous and fearless. He crosses through uncontaminated nature to rediscover himself.

Everything is extreme and magical, like the legend of the Trolls transformed into the basalt sea stacks of Reynisdrangar: the timeless charm of a crocodile and cashmere shirt-jacket or a nylon coat with leather details and a pure cashmere lining, illuminated by ruthenium buttons. The reversible game is enriched with refined solutions, printed and embroidered logos, and a cashmere blouson in Everest-coloured nubuck crocodile with a silk satin lining. It's time to dare, to experiment while preserving absolute quality.

It is a soft collection, despite the strength of the images shot by Chris Rainier between the Skógafoss waterfalls and the black sand of the Reynisfjara, the blue waters of the Glacier Lagoon and the glitter of icebergs: elements of a harsh nature are smoothed by the waves of the sea, giving strength to the colours of the **Fall/Winter 2023-24 Collection**, fused together as in the reflections of the Himalaya crocodile blouson, in the vicuña knit jacket in jersey, in the field jackets for winter, and in bold but at the same time very light shearlings.

Tailoring is at its zenith, according to the rule of passionate and elevated work from the STEFANO RICCI atelier, with deconstructed jackets including the soft shoulders favoured by the Florentine brand. Sumptuous double cashmere coats, elegant jeans, knit polo shirts under blue suits with woven patterns. A new brown coat with a fisher fur collar adds a surprise touch to the most contemporary men’s wardrobe. Like the chenille velvet evening jacket or the double-breasted Fiesole jacket in *Antico Setificio Fiorentino* fabric with shawl lapels, which is enriched with a lining of hand-designed and hand-printed octagons on silk.