

STEFANO RICCI

STEFANO RICCI *EXPLORER* MISSION MONGOLIA

"I was born to be an explorer...There was never any decision to make. I couldn't do anything else and be happy".

When we selected **Mongolia** as the latest destination for this chapter of the **SR Explorer** mission program, we followed the trail blazed by the words of Roy Chapman Andrews, the intrepid explorer who, in 1923, unearthed dinosaur fossils in the vast Gobi Desert. Immersing ourselves in his work, *Ends of the Earth*, solidified our resolve to such an extent that we enthusiastically decided to participate in and support the *Mongolian Eagle Project*, with a particular focus on the initiatives of the **Kazakh Falconry Association**.

In a world that is increasingly focused on climate change and sustainability, demonstrating our commitment to the places we visit has become an integral part of these missions. Our collaboration with Terry D. Garcia, whom my brother Niccolò and I have shared a long-term vision with, along with the exceptional skills and sensitivity of photographer Chris Rainier, has allowed us to uncover what was once the world's greatest empire - the land of Temujin, globally known as **Genghis Khan**, and the realm of **Eagle Hunters** who have preserved the tradition of falconry and the protection of the rugged Altai Mountains for centuries. Everywhere we turned, we encountered the eagle, which has become our brand's iconic symbol.

Our journey felt like a return to a primal home, a mythical land far removed from modern comforts; it was a profound encounter with ourselves. Mongolia unveiled itself beneath an endless blue sky, where we sat in yurts around a crackling fire, sharing tales of legendary travellers such as **Marco Polo** and **Ibn Battuta**. Through their narratives, we rediscovered how the Silk Road was revived during the Middle Ages.

Within the pages of this SR Issue No. 4, transformed into a collector's edition, lie the emotions of a distant land, pristine nature, and the very essence of human dreams. We believe our motto encapsulates the heart of this ancestral vision: *Explore the world to explore ourselves*.

KAZAKH FALCONRY ASSOCIATION AGREEMENT

As part of the SR Explorer project, Stefano Ricci confirms its commitment to supporting local institutions involved in the protection of cultural heritage and sustainability in terms of climate change. “After reaching an agreement with the Charles Darwin Foundation for the protection of giant turtles”, states **Niccolò Ricci**, CEO of Stefano Ricci S.p.A., “we are pleased to announce the agreement with the Kazakh Falconry Association for the protection of the Golden Eagle”.

“We are delighted to have support from Stefano Ricci and partnering with this esteemed company as we embark on this significant endeavour. Together, we are dedicated to safeguarding the survival of Kazakh falconry’s cultural and natural heritage, ensuring the preservation of the golden eagle and the delicate ecosystem upon which they depend”, stated **Dr. Nyambayar Batbayar**, Executive Director of the Wildlife Science and Conservation Center of Mongolia.

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STYLE NOTE

Impervious lands, full of poetic charm. High snow-capped peaks and sand dunes stretching as far as the eye can see, rocks blazing in the sunset, stratified cultures from the Neolithic era, and a web of underground waterways that have always guaranteed the presence of life.

The eagle – the brand's icon – reigns sovereign, living in symbiosis with the world of the **Eagle Hunters** who pass on ancient knowledge. Here, in **the Altai Mountains**, starts the new SR Explorer mission that develops through the **Terelj National Park** and ends in the **Gobi Desert**.

The **Stefano Ricci Fall-Winter 2024-2025 Collection** highlights the concept of elegance with the finest quality derived from the fibre of the Gods, the cashmere marking the history and slow movement of time of a world that seems lost but remains in fact ever more relevant. The collection is elevated without losing sight of the sumptuous elegance characteristic of the brand that was able to reinvent menswear couture in dynamic shapes with an unparalleled lightness of materials.

Stefano Ricci returns to the origins of men's fashion, the substance of style, for a winter that calls for protection and allure, without excessive elements of streetwear. A man who chooses to wear in the desert, as in the metropolis, exclusive, transversal, classic and cultured garments, studded with details that identify quality and exclusivity, such as the minimal references to the maison's logo, the Octagon, and with linings with embroidered logos or silk patterns designed by Mr Stefano Ricci himself.

Thus, each element for the following Fall/Winter collection becomes a story of exclusivity in its own right: from the cashmere and shearling coat to the field jacket in maple brown nubuck calfskin leather, elevated with ruthenium metal hardware, to the supreme down jacket in black and olive-green rubberised crocodile, sporting the excellence of contemporary materials. The collection's highlight is the ever more essential parka coat in brown cashmere and vicuña and golden silk lining, with the embroidered Stefano Ricci signature. Among the beautiful materials are the chinchilla and cashmere fabric with fox trimmed hood, the white tracksuit for comfortable and perfect travelling, in natural or white cashmere, the cashmere/silk mélange duvet, the innovative cable sweaters in rust or Ricci blue as well as sunny yellow, with an incredible stitch development that caresses the skin.

A new label is born: Stefano Ricci Alpha Yarn, the brand's worldwide exclusive fibre.

For the evening wear line, we find the hand-woven textiles created by Antico Setificio Fiorentino, with a new hue of green for gala tuxedos.

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The colour palette takes inspiration from the sand, rocks, dinosaur bones, rare herbs and plants, the white of snow, the black of night, the orange recalls the ancient tunics of the Buddhist monks, the plum-blue, and a variety of sophisticated menswear prints that renew the brand's tradition. The collection is created for an explorer who wants to aesthetically please, but above all, please himself, whether he may wonder between the sand dunes or the streets of the world.

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STEFANO RICCI ALPHA YARN

In one of nature's most extreme and remote lands, Inner Mongolia, where temperature excursions range from -50 to +50 degrees Celsius, we discovered the finest cashmere in the world: an exclusive yarn known today as the **Stefano Ricci Alpha Yarn**.

This amazingly fine, structurally perfect, naturally white fibre comes from the undercoat of the **Hircus** goats from **Alashan**. The fibre measures **13.5 microns** in diameter and it is collected through an ancient hand combing technique, gently done on goats no older than 10 months of age and with a strict pedigree during the spring season.

The process of transformation from yarn to textile, to the finished garment, scrupulously observes principles that exalt the **natural characteristics** of cashmere, **absolute quality** in every phase of production, unsurpassed **thermoregulation and comfort** and attention to **environmental and social sustainability**.

All these phases allow the garments to reach the highest properties of **lightness, elasticity and resistance**. An innovative product designed to become a symbol of innovation, beauty, and sophisticated comfort.

ECONOMIC NOTE

“2023 is about to become the best year in revenues in the history of Stefano Ricci. Confirming the predictions made in the first financial quarter, the third trimester has recorded a substantial 46% growth, with revenues totalling 155 million Euro (compared to 106 million Euro for the first nine months of 2022)”, states **Niccolò Ricci**, CEO of Stefano Ricci S.p.A. Double-digit growth was seen in all the geographical areas, with notable increases in **Greater China** (+113%). This year’s extremely positive picture highlights, on a forecast basis, a measured optimism for the future. Despite the ongoing geopolitical crises that the world is sadly facing today, our approach to growth remains firmly grounded in a healthy realism. This approach will materialise, after the recent opening of our new flagship store in Beijing, by the scheduled launch of new boutiques in **Ho Chi Minh City** and **Houston** in the first semester of 2024.