

# STEFANO RICCI

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## STEFANO RICCI TIMELINE

### 1972

Stefano Ricci designs the first collection of ties. He dreams of creating, one day, the most beautiful tie in the world. His inspiration comes from Florentine architecture, such as the details seen in the coffered ceilings of the city's historic buildings. Around a workbench, with his fiancée Claudia, he brings the brand to life at the family's Florentine villa.

### 1974

This is the year which marks the debut of Pitti Uomo. The Florentine designer's ties are already present in multi-brand boutiques in Florence, Milan and Rome. The high-quality materials and designs of the ties are attracting more clientele, and Mr Stefano Ricci dedicates himself to all stages of their creation, spending weeks in Como in search of the best silks, traditional weaving and hand printing. He decides to launch the brand internationally, even though Pitti Uomo — at that time — only registered 50 exhibitors. However, it is here that the first buyers, Neiman Marcus and Harrods, pick Stefano Ricci for their department stores, and they challenge him with a request: shirts for international markets.

### Late 1970s

With the aim of developing more production lines, the company expands its range to leather goods. The market, predominantly Italian, recognises the quality of the products offered by Stefano Ricci. The ties and shirts become iconic wardrobe staples for business leaders.

### Early 1980s

Though Stefano Ricci presents a womenswear line with a fashion show at the Tepidarium del Roster in Florence, a strategic choice is made during these years to focus exclusively on menswear. In May 1982, the Florentine designer organises a private dinner for buyers in the Galleria dell'Accademia under the gaze of Michelangelo's David. It is the brand's first-ever fashion event held in an Italian museum.

### 1986

Milan is established as the country's economic and industrial hub, including the trade fairs, focusing resources on the city. Stefano Ricci stands up to defend Florence, where Italian fashion began in the early 1950s with runway shows in the *Sala Bianca* in the Palazzo Pitti. He calls on the manufacturers that most represent 100% Made in Italy to reinforce his

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message. This group obtains a dedicated space at Pitti Uomo in the central building of the Fortezza da Basso. This is how Classico Italia, a consortium of companies, establishes Florence's prime place in the international fashion calendar, with the menswear fair and unmissable events for buyers.

## 1992

A business breakthrough comes from entrepreneurial thinking. In a constantly changing market, Stefano Ricci decides to invest in retail and to establish his brand definitively, opening his first mono-brand boutique in Shanghai. The idea of opening the first boutique in China is visionary, and Stefano Ricci is one of the first luxury brands to be established in the new market. The boutique, entirely built by Florentine artisans, utilises Californian briar-root wood and travertine, which become signature brand materials.

## 1993

Stefano Ricci presents his first total look for men, introducing the footwear, outerwear and knitwear lines. All production phases are closely monitored to guarantee the best quality. It is the beginning of a new era.

## 1994

At his side, Mr. Stefano Ricci counts on the crucial presence of his wife, Claudia. She manages special orders and oversees quality control while, in turn, their children, Niccolò and Filippo, begin to spend time within the company. Starting in their teens, they take part in the company's day-to-day business, learning about absolute quality and the secrets of manufacturing. A legacy of style is established.

## 1995

In response to market demands, the brand becomes increasingly exclusive. Its production line is perfected, and now includes the first jewellery line with cufflinks created by Florentine goldsmiths.

## 1996

The media pays attention to the Florentine brand, coinciding with the launch of the *Cravatta più cara del mondo* (the most expensive tie in the world) advertising campaign. This unique accessory is made with a micro-patchwork pleated technique which enhances the qualities and aesthetics of the silk.

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## 1997

Stefano Ricci celebrates its 25th Anniversary at Montecatini's Terme Tettuccio. Guests leave from Florence on board the *Treno Reale* (Royal Train) and are greeted in the columned hall with an exhibition of silk paintings. The brand also introduces its first fragrance, Stefano Ricci Classic. For this occasion, world-famous chef, Sirio Maccioni, flies his team in from New York's Le Cirque restaurant, signing the event's menu.

## 1998

During a reception at Buckingham Palace, Queen Elizabeth II welcomes an honoured guest, Nelson Mandela. Despite ceremonial protocols, Mandela wears a shirt with no jacket when presented to the sovereign. The Queen handles the moment with humour, welcoming the world's anti-apartheid movement leader and complimenting him on his shirt's elegance. This Stefano Ricci black silk garment with hand-sewn piping captures the world's attention.

## 2000

The company continues to expand with a second mono-brand boutique in the Principality of Monaco. Guests leave Florence on board the historic *Settebello* train and celebrate the opening event on the terrace of the Fairmont Monte Carlo Hotel. Stefano Ricci entrusts his eldest son, Niccolò, with the inauguration speech in front of two hundred guests. It is the first time a second-generation family member is presented as a leading figure of the brand.

## 2001

Stefano Ricci inaugurates a boutique in Beverly Hills on North Rodeo Drive. His strategy is to increase the brand's global presence in the most important international markets.

## 2003

The brand's international image is enhanced by the creation of the book *Luxor*, which presents the Stefano Ricci collection in a "Grand Tour" context: it combines the antiquities of Luxor, the magnificence of Cairo and the modernity of Alexandria. The collaboration with Zahi Hawass, an internationally renowned Egyptologist, generates strong interest from the media. The presentation of the book, in the Temple of Dendur at the Metropolitan Museum of Art in New York, celebrates the opening of the Flagship Store at 407 Park Avenue.

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## 2008

Stefano Ricci inaugurates the brand's 20<sup>th</sup> mono-brand boutique in Florence, inside Palazzo Tornabuoni. The designer enhances the interior's architecture, restores the historic glass ceiling and expresses Florentine pride in the windows that become some of the most photographed in the city.

## 2009

The first Stefano Ricci Heritage Trophy event is held in Florence's Boboli Gardens, expressing the Ricci family's passion for classic cars. At the event, international collectors and drivers showcase their vehicles. Stefano Ricci enters the interiors world, launching the SR Home collection with Fine Tableware, Linen, Silverware and Yacht Interiors. In the same year, the company purchases the *Antico Setificio Fiorentino*, committed to preserving one of the world's most unique workplaces, restoring the 18<sup>th</sup>-and-19<sup>th</sup>-century looms and relaunching the production that began in the San Frediano district in 1786.

## 2012

For the brand's 40<sup>th</sup> Anniversary, Stefano Ricci organises a runway show inside the Uffizi Gallery for the first, and only, time in the history of Italy's most important museum. The West Corridor is transformed into a runway that fully respects its setting. International guests are treated to a unique moment, accompanied by the presence of Maasai warriors, who have been invited specifically for the event from the heart of Tanzania. After the show, a gala dinner is hosted on the terrace of the Uffizi Gallery, organised by Enoteca Pinchiorri. On this special occasion, the Stefano Ricci cuvée Giorgio Pinchiorri wine is served for the first time as a world preview. In a gesture of appreciation for his city, the company donates new lighting for the Loggia dei Lanzi. As a result of the growth of the brand, the production and offices are moved to a new facility in Caldine, in the hills on the outskirts of Fiesole.

## 2014

Stefano Ricci is appointed as President of the *Centro di Firenze per la Moda Italiana* (Florence Centre for Italian Fashion), Italy's oldest institution in the industry. In this office, he envisions a celebration called "Florence, Hometown of Fashion". This plan is recognised by the Ministry for Economic Development as the proper level of internationality necessary to launch the nation's fashion image. Stefano Ricci offers leading figures in the fashion industry a concert by Maestro Andrea Bocelli at the new Teatro di Maggio Musicale Fiorentino.

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The same evening, the company donates to the city of Florence new lighting for the Ponte Vecchio. The old bridge is illuminated in front of over 25,000 spectators along the riverside, together with a live show on the Arno River with acrobats and fireworks. The culmination of the evening is enhanced by the tenor, Andrea Bocelli.

## 2017

On the occasion of the brand's 45<sup>th</sup> Anniversary, Stefano Ricci reopens the *Sala Bianca* in the Palazzo Pitti with a runway show 35 years after the historic last fashion presentation. This event demonstrates the brand's global presence. The milestone moment continues with a series of fashion shows, which originated at the opening of the 2011 Fashion Week in Moscow and marking the Art Week Style in Uzbekistan with a presentation in the Tashkent Circus in 2013.

## 2019

The Stefano Ricci brand is recognised as the highest expression of luxury lifestyle, combining the high quality of its menswear collection with sportswear, SR Home proposals, SR Interior Design and SR Wine. The brand launches the Fuente OpusX - Stefano Ricci cigar created by Arturo Fuente at the Miami boutique opening in the Design District.

## 2020

In the year of the pandemic, as a sign of confidence in the future, the brand launches Octagon, a collection of SR watches, marking its debut in *Haute Horlogerie* with a limited edition of 60 timepieces. The company establishes the Stefano Ricci Club, a "by invitation only" community providing members with exclusive and limited-edition products, privileged access and invitations to brand experiences. It is a celebration of luxury lifestyle.

## 2022

Stefano Ricci celebrates 50 years. For the first time in history, the brand hosts a fashion runway at the Hatshepsut Temple in Luxor, reserved for 400 international guests, opened by Andrea Bocelli. The two days program include: welcome at the Luxor Temple, exclusive Lecture by Zahi Hawass, private visit to the Valley of the Kings and the Queens, final dinner at the Medinat Habu Temple. As a further tribute to the anniversary, a new perfume, called Firenze, and a limited edition of timepieces, called Octagon Black Steel Chronograph, are presented.