

STEFANO RICCI Explorer n°5

Mission Cambodia

SR Explorer has reached its fifth mission, which took us to Cambodia, a legendary land, a modern and international country which thrives in many areas due to the force of its natural resources with its rivers and lakes, including the Mekong and Tonlé Sap, and thick vegetation. In the dawn of Beng Mealea, with my mind still intoxicated by the sacredness of the Apsara dancers in the darkness of the night from the temple of Preah Khan, I felt a strong sense of emotion which further convinced me to want to carry on this project. When we first started thinking about this trip, I wanted to share the plan with my brother Niccolò and our team.

When this project was born, I took inspiration from the images of a legend of world photography: Steve McCurry. Working with him in the Khmer temples, in the jungle, and on the waters that flow into the Mekong represents much more than a mere experience; it is a main chapter of life. It is a journey made of emotions, references to a timeless heritage, to discover the Khmer culture, which dates back to the Middle Ages and continues to speak to us through its architecture, sculptures and that extraordinary world characterised by nature, which is reconquering those ancient stones.

As in any work of research, we extended our explorations from Bong Chhouk Lake to Kulen Elephant Forest, where elephants retreat after a life of work, and along the legendary Mekong to reach an oasis of luxury lifestyle such as Shinta Mani Wild. Cambodia is a land that offers ancestral emotions as if we had already visited these places in a distant period of our lives on planet Earth. It lives through pages of literature, which are, after all, the diaries of Pierre Loti, Henri Mouhot, and Somerset Maugham with his "Gentleman in the Parlour".

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The collection is inspired by the spirit of exploration, with colours ranging from the natural tones of the earth, and the greens of the forest to the greys of the temples of Angkor and the blues of the Cambodian sky reflected in the Mekong. The Explorer looks are made of natural fibres, such as cotton and cotton-linen blends, while the more technical garments allow the body to adapt to the most extreme weather conditions.

Our project's commitment to sustainability includes planting 5,000 trees to help restore parts of the forest, encouraging the return of native wildlife. This effort is complemented by educational programs aimed at ensuring that future generations are proud of their heritage. Cambodia was chosen not just for the beauty it offers to the eye, but for the deeper exploration it promises to the soul, a notion best captured in the words: "Explore the world to explore ourselves".

ECONOMIC NOTE

After record revenues in 2023, at 215 million euros (+43% compared to the previous year) and with 50 new direct hires in Italy, STEFANO RICCI looks to the future by increasing investments into its production.

With this outlook, in the face of a constant and growing demand for highly tailored products, the group founded in 1972 by the Florentine Designer has recently concluded the acquisition of two Arezzo companies, Petrarca Confezioni S.r.l. and Pantalificio Chimera S.r.l., with around a hundred workers specialised in the manufacturing of trousers and outerwear, thus bringing the number of Group employees to 800, divided between strictly Italian production and the international retail network. In the short term, the new logistics premises, 4,000 m² in the Peretola area, are expected to become operative with the transfer of the tailoring workshop from the original headquarters in Florence to the Fiesole complex to improve the efficiency of the production cycle.

"Having recorded the highest sales in our brand's history – declares Niccolò Ricci, CEO of Stefano Ricci SpA – we have decided to consolidate this growth with a 360-degree strategic vision of the entire Luxury Lifestyle segment, which noted, in the first financial quarter of 2024, a further 10% progress despite a particularly complex geopolitical situation. As demonstrated by the new acquisitions, we continue to invest in our supply chain to reach and maintain the highest quality, and we confirm the plan for the next openings, which concerns Hong Kong Ritz Carlton, Ho Chi Minh City and Houston".

"When we moved from Florence to the industrial area of Fiesole in 2009, the production needs were 3000 m²—states Niccolò Ricci. Last year, the over 9000 m² achieved in two decades were no longer sufficient, which included ties, shirts, leather goods, silverware, and jewellery, which will now be joined by the important segment of pure tailoring."

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Always concentrating on the issues of sustainability and environmental conservation, STEFANO RICCI also confirms its commitment to working with international institutions in the countries where the communication campaigns are carried out. After the agreement with the Charles Darwin Foundation in the Galapagos Islands for the protection of the giant tortoises and following the agreement reached with the Kazakh Falconry Association for the reintroduction of the royal eagle in the Altai Mountains in Mongolia, also on the occasion of the SR Explorer mission Cambodia, the Florentine brand has selected a dedicated program.

“It is with pride that we announce the agreement with Wild Earth Allies – concludes Niccolò Ricci – The project in Cambodia involves the reintegration of Asian elephants into their natural habitat, the training of personnel dedicated to monitoring these specimens and the reforestation of degraded areas by planting 5,000 trees”.

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STEVE McCURRY

"I remember my first trip to Cambodia in the late 1980s, the Angkor temple complex was completely deserted except for a few local villagers, it was like going back in time. With Stefano Ricci's team, I had the opportunity to relive these memories and work in complete tranquility thanks to reserved access, surrounded by the peaceful faces of the magnificent Bayon temple, a place that evokes a great sense of serenity and compassion. Stefano Ricci's team was extraordinary and was able to navigate the complex production. I recognized in the Ricci family the same dedication and passion that I put into my work. My time with Niccolò and Filippo made me feel part of a family, and our work together helped me imagine a new future project".

SS25 Collection Inspiration

Developing a collection is like an exploration: a long journey that requires months of research and preparation. The colours and shapes have to work in harmony to create a perfect balance. Cambodia, the land of the Gods, with its rich history, gave us four main elements of inspiration: water, stone, nature, life.

Water is the main source of life, whether the wild Mekong River with its tributaries, or the vast Tonle Sap Lake. Stone —The hard grey stone of the Temples, shaped and weathered through the centuries. Nature and wildlife, the ever-present circle of life. The green colour of the jungle, which has preserved the ancient temples, is also the home to conservation projects like the Kulen Forest Elephant Reserve. The last element is life, represented by the sacred Apsara Dancers, the spirit of the monks and the beautiful story of the Khmer People.

The SR Explorer Cambodia edition book includes 24 looks (from the lookbook), while our Lookbook includes 68 outfits.

STYLE NOTE – Spring/Summer 2025

A suspended time, full of emotions. An infinite search for elsewhere, also through the style of a man who never tires of exploring the world, outside and within himself. A timeless elegance which aims to breathe new life into myths of antiquity and clothing, rewriting them through the eyes of nature, the colours of the jungle, the harmony of the bodies of water, the arcane mystery of the temples in the ancient complex of Angkor, projecting them into the present time rich in values, daring undertakings and spiritual energy.

A protagonist in contemporary life, intellectual, reflective, curious, moved by natural and spiritual instances, who moves from a private jet to the banks of the Mekong river wearing a Saharian jacket in cotton and linen the colour of secular roots, the soft linen shirt made even softer by aloe, the pockets embellished with a small octagon, symbol of the Stefano Ricci brand, the field jacket in cotton and nylon for journeys to the past and future with patch pockets on the sleeves, the striped knitwear, the horn buttons and marvellous linings. All this to feel like Steve McCurry, enchanted in front of the Apsara dancers dressed in gold like goddesses of the earth or in front of the monks' serendipity in hidden monasteries.

The Spring/Summer 2025 features a symbolic piece like the overshirt crafted with the know-how proper of the sartorial tradition of the Florentine maison, which recalls the comfortable shapes from the Nineties. Military touches feature belted waists in a range of colours that vary from natural to elephant green, Cambodian sky blue, intense yellows, rust and orange-reds like the robes worn by the Buddhist monks. The surprisingly light blouson in Nubuck crocodile is a symbol of uniqueness and true luxury that distinguishes Stefano Ricci. The rubberised matte crocodile, which also comes perforated, is no less stunning, used for a lightweight jacket that synthesises the link between tradition and the research of Made in Italy, which is truly created in Italy with the highest craftsmanship skills. The evening outfits in white are created with exclusive textiles from Antico Setificio Fiorentino, another jewel of the Group, and summer cocktails for the elegant separates featuring jackets in shades of peach and sage paired with beautiful white trousers. The accessories selection expands in

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the SR Explorer SS25 collection, like the technical fabric and leather ankle boots and the logoed backpack with ruthenium hardware. The sunglasses “lined” in light crocodile are incredible, even in optical white.