MASTERS OF THE WOVEN SILK TIE

The History of Italo Ferretti

獨具匠心 絲綢領帶大師

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In the seaside resort town of Silvi Marina on Italy's eastern coast, the Ferretti family has developed a reputation as the region's preeminent necktie atelier. Handcrafted from the finest silks, Italo Ferretti ties produce a strong knot, while maintaining a neat, plush quality. As the prized cravats of a man's closet, Italo Ferretti neckwear can be easily paired to complete a gentleman's look.

While the majority of Italian tie makers select finished fabrics from silk mills in Como, Italo Ferretti first designs the patterns and then has the fabrics commissioned. The construction of the ties also sets the brand apart, astonishing many clients, and several international patents ensure that only Italo Ferretti can achieve such a level of quality.

For decades, Italo Ferretti's luxury ties were available only in Europe, but around nine years ago the company entered the U.S. market. Italo Ferretti was the exclusive producer of neckwear under the Brioni label for around 30 years starting in the 1970s, and has produced luxury ties under the company founder's eponymous label since 1967.

United States President Donald Trump is one of Italo Ferretti's high-profile clients. After returning from his Mar-a-Lago estate in Florida in mid-April, the president arrived at Andrews Air Force Base wearing a bespoke red silk Italo Ferretti tie. A photograph showed the tie blowing in the wind ever so slightly. But, unlike many of the president's other ties, this tie remained in place due to the patented stitching and double flaps that add weight to the tail of the tie, and the patented "navetta" that Italo Ferretti uses to replace a traditional tie clip.

Italo Ferretti's formal necktie collections are exceptional. Made with precise hand-sewn details that epitomize Italian chic, Italo Ferretti produces luxury ties to be treasured.

在意大利東海岸的度假勝地 Silvi Marina，Ferretti 家族早已在領帶界獨領風潮。以頂級絲綢手工製作，Italo Ferretti的領帶能夠打出一個穩定的結，乾淨俐落、兼具高貴質感。作爲男人衣櫃中不可或缺的珍寶，Italo Ferretti 的領帶易於搭配，輕鬆打造您的專屬風格。

Italo Ferretti 的領結系列同樣獨具匠心。以手工精工縫製，每一個細節都展示著意大利的優雅與別緻，這些永不過時的奢華值得被永久珍藏。

實際上，Italo Ferretti 自 20 世紀 70 年代開始，就一直在幫意大利著名男裝品牌 Brioni 製作領帶，自 1967 年開始，就在製作自己品牌的奢華領帶。很久以來，Italo Ferretti 僅活躍在歐洲市場。但是在大約 9 年前，它開始進入美國市場。

川普總統就是 Italo Ferretti 的客戶。今年 4 月，他乘坐飛機從佛羅里達馬阿拉歌莊園出發，降落到安德魯斯空軍基地時，被媒體拍到佩戴的正是 Italo Ferretti 一條紅色絲綢領帶。一位攝影師拍到這條領帶的尾部在強風中輕輕飄起，但是領帶的主體仍然優雅地貼在總統胸前。這是因爲 Italo Ferretti 有特別的專利，在領帶的尾部加重了重量，同時也有一個可以將領帶固定在紐扣上的按扣。這些貼心的專利設計就是川普總統的領帶即使在飛機降的強風中，也不再狂飛的

Italo Ferretti 的正裝領帶具有無與倫比的品質，工藝師們秉承嚴謹、精益求精的態度，將每一個製作環節都視爲不容忽視並且非常重要的一步。因此，每一條 Italo Ferretti 領帶都散發著精湛的品質和優雅的風格，值得擁有和珍藏。

家族遺產

從小耳濡目染，該公司現任首席執行官Carlo Ferretti極爲注重工藝。當Carlo十歲的時候，領帶的生產地於他而言是玩耍的樂園，同樣也是汲取養分的土壤。他會靜靜地觀察工匠們，注意他們手上的工作，他們的手指在絲綢之間靈活地穿針引線，飽含著意大利人特有的熱情。

(Right) The exclusive producer of luxury neckwear under the Brioni menswear label for around 30 years, Italo Ferretti is renowned for exquisite craftsmanship using handsewn, patented techniques.





Italo Ferretti artisans produce some of the finest silk woven ties, pocket squares, and scarves that Italy has to offer. The products are all handcrafted in Silvi using traditional and patented techniques.

FAMILY LEGACY

Immersed in the culture of his father's workshop from a very young age, the company's current CEO, Carlo Ferretti, has a particular eye for craftsmanship. When Carlo was 10 years old, he considered the tie workshop a place to play, to watch, and to learn. He would quietly observe the artisans tacitly focused on their tasks, their deft fingers pulling needles through rich, vibrant silk, with a passion for which Italians are renowned.

Today, when an artisan completes a new prototype, Carlo will personally try it out by wearing it five or six times. Understanding the experience that a tie evokes is the final test of quality for Italo Ferretti. This tradition was started by Carlo's father when his three sons were still very young, long before the boys joined the company's management.

VAST VINTAGE TIE COLLECTION

Italo Ferretti's warehouse is full of treasures, with exquisite and unique ties that the company's artisans crafted decades ago. Carlo amusedly reflects on how quickly trends evolve: What was once in vogue can now look quite dated.



Italo Ferretti master tailors craft luxury shirts from the finest silks, meticulously hand sewing the collar, cuffs, body, rack, and pockets, with a ratio of 30 stitches per inch.

"I wanted to write to tell you that I have received many, many compliments on the three Italo Ferretti ties I purchased at Avanti in Las Vegas. In fact, I believe I have received more compliments on them than any other ties I own."

J. Warner, Chicago

For each piece of silk that comes through the workshop, only four ties are made; so when a particular piece of silk is gone, the specific tie is also gone forever. The limited quantities give one an appreciation of the exclusivity and quality of the products, and the long-lasting craftsmanship that goes into each Italo Ferretti tie.

For Carlo and his family, neckties are more than sartorial elegance. It's their life, their tradition, and their legacy.

AIMING FOR PERFECTION

The company's founder and Carlo's father, Italo Ferretti believes that once you decide on a certain course in life you need to pay full attention to it, investing both your heart and your soul into it. Not only has he put his heart into the business, but he has also taken his family deep into the world of tie making.

Italo established the workshop more than four decades ago, after repeatedly buying ties in Como, the heart of Italy's tie manufacturing industry, and then reselling them in Abruzzo. But as demand for his neckties grew, Italo decided to establish an atelier in his hometown. He then invested a great deal of time and effort into learning the skills of the trade.

Italo derives a pure pleasure from being in the workshop, touching the silk, examining the ties, and looking over the intricate details of his artisans' craftsmanship. As he gradually passes the business down to his three sons, the products that have been his life's work keep beckoning him back.

Though now in his retirement years, he remains a traditional Italian craftsman at heart. Italo endlessly strives to create superior products, and he personally checks the quality of every item crafted in the family's workshop. From his point of view, fine craftsmanship is the soul of Italy's luxury fashion industry.

Throughout his life, Italo has envisioned and commissioned masterpieces of style in his hometown of Silvi. He has become known as a maestro of Italy's luxury tie industry, a reputation that his family will no doubt carry forward for many years to come. The company now boasts eight international patents, ensuring each product carries an air of exclusivity while adhering to quality standards that are among the highest in the world.

直到今天，當一個工匠完成一個新的設計時，Carlo會親自試戴五六次。對領帶應有的舒適感瞭然於心，這是 Italo Ferretti 質檢的最後一關，也是 Carlo 兒時記憶中，父親會對每一條新設計領帶所做的必然步驟。

Vast復古領帶系列

Italo Ferretti的倉庫充滿了珍貴的財富，還留有幾十年前公司的工匠手工精湛而花式獨特的領帶。Carlo形容趨勢發展的速度時說道：曾經的流行時尚現在看起來卻已經過時。每件絲綢只能製成四條領帶，所以當一種絲綢斷貨，對應的領帶也就永遠消失了。限量賦予產品獨特的意義，也保證了質量，以及每條Italo Ferretti領帶傳世的持久工藝。

近三十年來，Italo Ferretti 都是 Brioni 旗下獨家的領帶製造商。該公司傳承了精湛的工藝，生產世界上最好的領帶。

對於 Carlo 和他的家人來說，領帶不僅僅是高貴的象徵，其實早已融入他們的生活 傳統，是他們的珍貴遺產。

追求完美

該公司的創始人Carlo的父親Italo Ferretti認爲，一旦眞正下了決定，就要全力以赴。他不僅全身心投入自己的領帶生意，而且也深深影響了家人。

Italo 在四十多年前建立了領帶生產間。曾經，他在意大利領帶製造業的核心地帶 Como 買進領帶，然後在 Abruzzo 轉售。但隨著需求的增加，他決定在家鄉建立一家工作室，投入大量的時間和精力來學習貿易。

領帶工作坊給了 Italo 最純粹的樂趣：輕撫絲綢，爲領帶質檢，並檢查工匠的手工製品細節。他逐漸放手將業務方面的工作交給他的三個兒子，與此同時，那些他爲之傾注心血的領帶令他駐足、回首。

雖然現在已經是該退休的年紀，Italo 仍然有一顆傳統意大利工匠的心。他不僅持續做出優質的產品，更是親自檢查每一件作品的質量。在他看來，精湛的工藝是意大利時尚界的靈魂。

Italo 傾盡一生，在自己的家鄉 Silvi 實現了 Italo Ferretti 品牌的崛起，他被譽爲意大利豪華領帶行業的大師，聲名遠揚。公司現擁有八項國際專利，確保每個產品都既獨特，又兼具這世上最高的質量標準。

(Right) Italo Ferretti silk tie fabric.

