THE MODERN GENTLEMAN
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THE BIRTH OF THE MODERN GENTLEMAN.

The economic crisis.
People spend less but better and became more aware of what they were spending their money on.

The Internet.
Gave the opportunity to inform people better. People became more aware of extreme mark ups by big brands and turned to the sartorial industry for a better price/quality ratio.

Global Market.
People became fed up by the fast moving competition of big brands, similar products and logo culture.
The Gentleman wants to embody the concept of elegance 360 degrees. Being elegant is a lifestyle covering behaviour, speech and knowledge. Elegant dress is seen as a final translation of these values.
“The Gentleman is a connoisseur who know how to choose well because he educates himself.”
- Fabio Attanasio
DEMOGRAPHY

Age: 28 - 45
Generation: millennial
Gender: male
Geography: international cities
Class: middle to high
Profession: business, creative, law
Upbringing: wealthy, traditional
Education: university
Housing: home owner
<table>
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<th>PSYCHOGRAPHY</th>
<th></th>
</tr>
</thead>
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<tr>
<td>Religion:</td>
<td>not active but christian roots</td>
</tr>
<tr>
<td>Politics:</td>
<td>liberal</td>
</tr>
<tr>
<td>Finance:</td>
<td>career and success focussed</td>
</tr>
<tr>
<td>Voice:</td>
<td>opinionated</td>
</tr>
<tr>
<td>Personality:</td>
<td>charismatic, spontaneous, intelligent, polite, passionate, positive</td>
</tr>
<tr>
<td>Lifestyle choices:</td>
<td>work and social life merged and active on both fronts.</td>
</tr>
<tr>
<td>Appearance:</td>
<td>nicely groomed, always styled</td>
</tr>
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Daily espresso stop at the local bar.
Reads the news on a tablet
Loves fine cuisine
Loves fine cuisine

Enjoys attending social events
## ENTERTAINMENT

<table>
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<th>Interest</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>Interests:</strong></td>
<td>style, history, business, politics, design, culture</td>
</tr>
<tr>
<td><strong>Sports:</strong></td>
<td>not very active</td>
</tr>
<tr>
<td><strong>Reads:</strong></td>
<td>novels, non-fiction, lifestyle magazines, online newspaper</td>
</tr>
<tr>
<td><strong>Music:</strong></td>
<td>jazz, blues, old classics</td>
</tr>
<tr>
<td><strong>Social:</strong></td>
<td>loves social activities such as eating out with friends, events and museums.</td>
</tr>
<tr>
<td><strong>Online:</strong></td>
<td>follows online sartorial blogs, active on Instagram, Whatsapp and Facebook</td>
</tr>
<tr>
<td><strong>Watches:</strong></td>
<td>classic cinema, art house, intelligent series, documentary</td>
</tr>
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Documenting social life through social media
INSTAGRAM INFLUENCERS

- fabioattanasio
- daniocarnevale
- lindiazzofficial
- daniele
80% follows their favourite brands on social media.
LIFESTYLE MAGAZINES
Antifashion trends and hype culture
Wants to know the story behind the product
Values price/quality ratio
Advocates timeless elegance
Enjoys creating a personal style
Supports artisan products
Educates himself before a purchase
Seeks personal connection with brands
Shops online and offline
Craftsmanship
Heritage
Visual Identity
Special fabric
Quality
Unique

Brand interests

Sartorial dress

wears suits at any occasion.
Heritage

Is interested in Italian culture, history and craftsmanship.

Trend market

Does not like the word fashion or trend. He sees himself as a supporter of bespoke products.
Wears suits as personal style choice

Sprezzatura

Classic elegance

Dandy

Traditional with a twist

Inspired by old icons

Gentleman

Bespoke products
Dandy
Classic with a twist
Elegance
Italian menswear
modern gentleman
PRODUCTS

Classic Alpha Romeo cars
Grooming products
Glasses
Watches
Whiskey
Journals/notebooks
Office essentials
Interior products
Robert de Niro
Frank Sinatra
Tony Vaccaro
Marcello Mastroianni
Vittori de Sica
Toto
“They embodied the complete concept of being a gentleman.”
The modern gentleman doesn’t like to be named a Pitti Peacock (however some might attend Pitti) because to his opinion they are not a true gentleman at heart, they only wear the clothes. They call them Gaga.
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