

# Creative Fashion PRESENTATIONS



**second edition**



*Polly Guérin*



Salvatore J. Cesarani, "New York's Dean of Good Taste," builds his collections on American themes.

**Dubbed "New York's Dean of Good Taste,"** Salvatore J. Cesarani creates a men's wear collection that is all about American style. Sculpted out of the finest Italian fabrics, the Cesarani collection is imbued with traditional Italian craftsmanship and the good breeding of English elegance.

Mr. Cesarani is an award winning American fashion designer and president of S.J.C. Concepts, Inc.®, an American fashion design house. The Cesarani® label has been a part of the fashion industry in the United States for more than twenty years.

#### Icons of Style

He creates a new fashion mix for his stylistic vision of the American lifestyle. The cinema was an opportunity for him to observe every detail of popular Hollywood icons,

such as Cary Grant, Fred Astaire, Clark Gable, Tyrone Power, and Jimmy Stewart. To Cesarani, these actors were models of American culture.

Therefore there is something very familiar and very, very American in Cesarani's Fall/Winter 2002 men's wear collection. The collection is defined by an enhanced use of color and precisely matched patterns that are hallmarks of distinction in checks, glen plaids, and country weaves. The garments are created in luxury fabrications of merino wool, lambs wool, and cashmere blends.

#### A Couture Look

It is a nostalgic embrace of film star glamour that exudes refined tailoring and a couture look that is achieved through attention to details. Obvious details include hand pick stitching so a lapel lies properly, and hidden details include lightweight interlinings that provide super soft construction for regular suits or jackets. An extension waistband with inside button to hold pants securely at the waist is yet another example of couture work that distinguishes the Cesarani label.

MR magazine said of him, "Salvatore Cesarani, one of the members of the American tailored royal family, has developed a regal point of view and stuck with it. Through his extensive knowledge of fabric and cut, Sal consistently creates timeless staples for a man's wardrobe."

Cesarani's talent as an American men's wear designer may very well be linked to the fact that his parents were immigrant tailors from Italy who taught him the technical aspects of creating a quality garment. "Color is the number one factor essential to design," says Mr. Cesarani. "The important directional trend is toward clean, sophisti-



*Cesarani's 2002 collection reflects nostalgia for the glory days of Hollywood movie stars. The colors, patterns, and luxury fabrics are expected of Cesarani, but this collection shows a remarkable attention to detail that creates a timeless yet regal appearance.*

ated colors." For editors and buyers, he introduces the concept for the Spring collection on creative boards that are superimposed with top and bottom fabrics and color ranges that tell a thematic story.

For Spring/Summer 2002, Cesarani's colors were familiar and warm. Color ranges are designated by a theme name.

*Poetic* features watercolor neutrals, including sea salt, a sand color, sorbet rust, and banana cream. An azure blue accent in a glen plaid is both subtle and attractive.

The fabrics and colors relate in a range of distinct checks, basket weaves, Prince of Wales plaids, and flat donegals fashioned in pure silk, silk and wool, and silk and linen blends. The concept of the sport suit epitomizes the best of the collection, offering versatility through the pairing of sport jackets with finely tailored trousers.

*Exuberance* is the name of a bright and spontaneous color range. It is a heady mix of strong colors, goldenrod, aqua, red, and rusty orange, designated for shirtings and sweaters.

*Provocative* identifies a range of colors and linen fabrications in beet root, a deep maroon, cement gray and madras plaids, and sophisticated black.

The sport coat, now an essential jacket, has various influences exhibited in the Stadium coat with its suede trim and elbow patches or in the Kipling and Drawstring jackets in treated cotton twills, hombra plaids, and country checks.

The classics are the basic to every man's wardrobe. The navy jacket, the tattersall blazer, the white twill pants in dry ice white, deep-sea blue and squid ink navy all exude American style.

#### **Made in Italy**

"The entire collection is made in Italy of the purest and most elegant fabrics," notes Mr. Cesarani. "The trouser collection, for example, is offered in gabardine, calvary twills, whipcords, super flannels, and linen. These colors and patterns complement and enhance the jackets both for sport and elegant dressing."

After showing the collection at the Designers Collective and in the Cesarani showroom, retailers make their garment and fabric choices. To facilitate their selection and final order, the buyers from the finest spe-

cialty stores are given a line sketch affixed with a fabric swatch of the garment and the price. Three weeks lead time is required for orders and then every garment is cut to order in factories in Italy.

The Cesarani collection is presented to the trade as follows:

Spring/Summer Collection is previewed in June, sold in July and August, and gets into the stores in December and January.

Fall/Winter Collection is previewed in December, sold in January and February, and is in the stores during July and August.

#### **Industry Recognition**

Mr. Cesarani's astute sense of fashion trends, sharpened by his market research throughout Asia and Europe, have made him a valuable special consultant for several major fashion color forecasting groups and special projects. Mr. Cesarani is presently teaching "Fabric Selection and Design Styling Theory" at Parsons School of Continuing Education. He holds a seat on the Advisory Board of the Fashion Crafts Educational Commission of the High School of Fashion Industries. "I'm proud to say that I am a graduate of the High School of Fashion Industries and have an opportunity to serve on the board," says Cesarani. He is also a member of the Kent State University School of Fashion Advisory Board and an active member of the Council of Fashion Designers of America.

Awards recognizing his contribution to men's wear design include Special COTY Award for Menswear 1974, 1975; COTY Award for Menswear 1976; Fashion Group Award of Boston 1977; and COTY Return Award 1982.