

Beat: Lifestyle

## **SMALTO HOUSE & FRENCH FOOTBALL TEAM - TWO STARS CITY ELEGANT CASUAL OUTFIT**

### **WHEN ELEGANCE MEETS EXCELLENCE**

PARIS - ROME, 24.05.2019, 22:29 Time

**USPA NEWS** - The House of Smalto has been the Designer of the Official Casual Outfit of the French National Football Team since 2013. The French Label has created Made-To-Measure Suits, Shirts, Ties and Shoes for the Team's 23 Players, and will also offer a Limited-Edition Collection in its Stores in Paris & Bordeaux ("Two Stars" City Casual Outfit from Beginning of June 2019).... Also, The French Football Team, with the President of "Fédération Française de Football" will be wearing the Outfit during the delivery of their Legion of Honor at the Elysée (on June 4, 2019).

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Football has never been simply an Athletic Endeavor; its Collaborations with the Fashion World have attracted the Attention of even those who are not Football Fans. At the Closing Ceremony of the World Cup in France in 1998, Yves Saint Laurent held a 300-Model Fashion Show. Shakira wore a Zebra-Print Jumpsuit designed by Roberto Cavalli to perform at the Opening of the World Cup in South Africa in 2010. Each of the National Teams appeared in Suits by Major Global Brands....

Fashion Brands are also making the most of other Opportunities presented by the Tournament's Hype. But might a Team Suit have Deeper Significance than Moneymaking ? Domenico Dolce of Dolce & Gabbana says there is a Degree of Expectation because "Football Players are Style Icons now"<sup>[2]</sup>. Tailor Charlie Allen "I think it's Important that National Teams wear the Clothing of their Nation's Makers"... So, it is pointed out by Smalto House "Since 2013, The Maison Smalto is proud to dress the French football Team and designs, on this occasion, their Official Casual Outfits.... Exemplary of a State of Mind that we share the same Values of Perseverance, Excellence and Technicality, the Suit of the Blue Team, worthy of the Greatest French Know-How, refers to the Emblematic Color of the French Flag. They are going to stand gracefully for the Colors of our Country... The Maison Smalto and the French Football Team have the same Convergence Points : those of Excellence, Requirement and Passion. This reflects a Unique French Know-How."

The Collection of the French Football Team is composed of a Two-Piece Traditional Suit made of Super 150's Fine Wool, a Light Blue Shirt, a Silk Tie, a Leather and Silver Belt, and Blue Brogue with a Handmade Finished Patina. It is ornamented inside the Jacket, at the Level of the Heart, by "Two Stars" elegantly sewn. The Smalto Iconic Product is The Suit and the Result of an Outstanding Work. From the Suit to the Tuxedo, they are the Key Elements of the Well-Dressed Man Wardrobe. Until today, the Smalto Style is based on certain Essential Elements that give it a Unique and Immediately Recognizable Personality. Details such as the Well-Known Parisian Lapel Notch called: "by the Bracket" or even "Smalto Notch", have even become a Classic in the World of Men's Elegance.

#### **SMALTO SIGNATURE :**

- \* The Smalto Jacket Shoulder
- \* The Parisian Lapel Notch
- \* The 'Travetta'
- \* The Buttonholes

...

The Rules of Men's Dress with Elegance are rarely written, but nevertheless they contain Rules to follow. These Basic Rules are easy to apply and can turn out to be extremely helpful for every Elegant and Discerning Man (Knowing The Fundamentals - Colour Theory - Which Suit for Which Morphology)...

Source : Showroom held @ Smalto Headquarters, on May 23, 2019. With the Presence of :

\* Valerie Tondon-Durbecq - Deputy General Manager Smalto

\* Ludovic Dauphin - President Smalto

\* Jean-Luc Amsler - Artistic Director Smalto

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