

# THE MANUAL

*The Essential Guide for Men*

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## Worn Out Wednesday – Enrico Marone Cinzano

By Cator Sparks



Today we profile our first royal: furniture designer Count Enrico Marone Cinzano (yes that amazing Vermont!).

I was born in Italy and then went to boarding school when I was nine and ended up graduating from a military academy in the UK. I followed that with business school in Boston and worked in the US in advertising, banking and real estate before working in design.



In 2000, I co-founded Project Alabama, an environmentally friendly fashion company that used local factories and fabrics. In 2007, I established Enrico Marone Cinzano Collection, which focuses on designing ethical and sustainable home products and homes. When I read that 40% of the world's carbon emissions are related to buildings and we spend 96% of our time indoors, I knew that I wanted to help create a healthy home and I think proper design is the vehicle that make it happen. My style is simple: like most guys I have what I call my 'plug in system', meaning there are some shapes and colors that work for me, white and blue being my favorites. I therefore look to buy well-made, long lasting products made with quality materials. Then I spruce up my 'uniform' with some off-beat add-ons. It keeps it comfortable and current. Call it sartorial with a twist.



Jeans: EDWIN salvaged denim, and Japanese indigo denim like Blue Blue Japan. There is no doubt in my mind that the Japanese have an almost veneration for all that is indigo. Their attention to quality in terms of manufacturing is absolutely the best, making for the longest lasting jeans one could possibly have, and also which age in the best way.

Shirts: Turnbull & Asser, E. Marinella when buying custom, and T M Lewin if I'm buying online: they are inexpensive, have a great selection of models and wear well.

Pants: Mario Caraceni, the ultimate tailor for a man: quality, quality, quality. Nike for my harder, sportier wear.

Suits: Mario Caraceni. Only – I cannot think of a suit that flatters a man more.



Shoes: John Lobb on St. James's St, the very first store; their shoes, if well maintained, will last literally generations and can be passed down. And Nike, because they are simply the most advanced on so many levels.

Accessories: G-Shock for sports and everyday, Audemars Piguet Off-Shore for a day look and old Patek Philippe because they are just the real thing. All three brands make a long lasting product on every level

Outerwear: Patagonia – they simply get it and their sustainable programs are smart.

Favorite Cologne: I make my own Sandalwood and Vetivert – made by adding a few drops of essential oils to some clean vodka and put it in a spray bottle. Easy, clean, natural – I don't want parabens and chemicals all over me.

You favorite App: Safari on my iPhone; it's like having an encyclopedia in your pocket.

Favorite piece of technology: Anything Apple for now, but technology is so fast in its evolution process that one really never knows.

Next tech purchase: Anything that relates to home automation.