

The Vinson view

Inside man and master shopper Nick Vinson on the who, what, when, where and why



01 LASTING POWER

How to look after the good things in life

June is menswear month. London kicks off the fashion week circuit, followed by Florence, Milan and Paris. Of particular interest this season are a handful of brands working at the very top end of the market, crafting an offer that is less seasonal fashion and more season-less style.

In Milan, Stefano Pilati unveils his new vision for Ermenegildo Zegna and Brendan Mullane presents his second season at Brioni. Over in Paris, Alessandro Sartori, now calling the sartorial shots at Berluti, is busy developing the bootmaker into a full ready-to-wear and made-to-measure brand. And, of course, there is Hermès, with its men's universe overseen by veteran Véronique Nichanian, who has been with the maison since 1988.

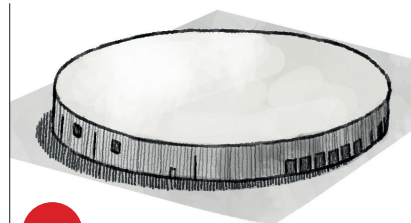
This kind of non-fashion fashion has a potentially long life if properly cared for. And since I have more than a touch of OCD about me, I am a tad obsessed about keeping my fineries looking as good as they can for as long as possible.

It's pretty well known that you need to rest a pair of shoes between wears (ideally with their own wooden shoe trees inserted into them), but did you know that a good cashmere sweater will benefit from a 24-hour rest between outings, too? This is to allow the fibres to relax. Or that a well-tailored suit or overcoat should be brushed, sponged and pressed rather

than dry-cleaned? The chemicals in the latter strip the wool of its natural lanolin oils and can break down the canvas structure, according to London tailors Anderson & Sheppard. The Savile Row firm offers a pretty comprehensive after-care service for its tailored items, which includes cleaning with a steam iron, brush and a little water with no perchloroethylene solvent in it, as well as invisible mending. Hermès, likewise, can take care of cleaning, especially beneficial for its leather and silk items, and offers an in-house repair service, too.

If dry-cleaning is necessary (once or twice a year tops), then I always take my things to Alberti in Milan. A small fortune yes, but money well spent. This *lavanderia* uses no out-of-town processing plants, just a staff of patient practitioners schooled in the art of cleaning and the lovely Albertina who records your order on a typewriter rather than an iPad.

When it comes to shoes, never trust a hotel shoeshine unless it's one of the handful – including London's Connaught, Paris' Le Meurice and The Peninsula Tokyo – whose butlers have been trained in Northampton by John Lobb. My sources tell me Lobb is about to embark on a shoe-care training programme for its clients. Naturally I'll be first in line to brush up on my knowledge base.



02

ON A SWISS ROLL

This month's Art Basel and Design Miami/Basel fairs have an extra pull, with visitors getting an opportunity to experience the three new Herzog & de Meuron-designed halls of the Messe Basel (see W*170). It's also a chance to visit Weil am Rhein to see Sanaa's new building (above) on the Vitra Campus. www.artbasel.com, www.designmiami.com, www.design-museum.de

03

TAKE A SHINE

A good military parade shine from the Shoe Snob can take a couple of hours to perfect with a modest amount of polish, a cloth, two fingers and a drop or two of Thames water applied over and over again in small circles. Your shoes will never look so good. Find him at Gieves & Hawkes in Savile Row, just don't offend him by taking a cheap pair. www.theshoesnobblog.com

WORKING WONDER

LVMH is opening the doors to 40 of its ateliers, workshops and archives on 15 and 16 June, offering a behind-the-scenes view of craftsmanship

Berluti's bespoke Paris bottier in rue Marbeuf

Emilio Pucci's archive at Villa di Granaiole in Tuscany

Dior's Haute Couture atelier in avenue Montaigne, Paris

Hublot's watchmaking manufacture in Nyon, Switzerland

Louis Vuitton's luggage workshops in Asnières, outside Paris

To book, go to www.lesjournéesparticulieres.com

04

RUNNING STAR

Valentino and trainers might not at first seem a natural pairing, but Maria Grazia Chiuri and Pierpaolo Piccioli are on a roll and can pretty much do anything well – and that now includes menswear. This pair of 'Rockrunner' trainers (£430) features rock studs and comes in Union Jack camo, expressly for the new men's boutique opening this month in Harrods. www.valentino.com

