

### PAL ZILERI

# THE EFFORTLESS MAN ISSUE F/W23

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THE EFFORTLESS MAN ISSUE FW23

PAL ZILERI

### PAL ZILERI AUTUNNO/INVERNO 23

### "THE EFFORTLESS MAN"

Per la stagione Autunno/Inverno '23 la campagna pubblicitaria di Pal Zileri presenta un ritratto dell'uomo contemporaneo e lo fa attraverso l'immagine e la voce di quattro personaggi diversi tra loro per età, stile di vita, professione e modo di interpretare l'abbigliamento maschile. La "Effortless Attitude" del Brand, intesa come stile personale rilassato e scevro da forzature, produce così un ritratto dell' "Effortless Man": un uomo che sceglie il proprio abbigliamento privilegiando il confort, ma prestando attenzione anche allo stile che non viene mai vissuto come una "regola" alla quale omologarsi, bensì come espressione della propria personalità. E proprio per permettere a ciascun personaggio di esprimere il proprio modo di vivere l'abbigliamento nella quotidianità, negli scatti ognuno ha avuto la possibilità di scegliere quali look della collezione indossare, arricchendo così la narrazione attraverso la propria interpretazione del guardaroba Pal Zileri.

Il primo personaggio scelto per rappresentare questa nuova espressione dello stile maschile contemporaneo è **Andrea Tognon**, Architetto e Designer, padovano di nascita, che vive e lavora a Milano.

Andrea, ritratto nel suo studio milanese durante una giornata lavorativa, ha scelto dei look che rappresentano la sua personalità "effortless" e sofisticata al tempo stesso. L'abito e la giacca sono senza dubbio i capi in cui si sente a proprio agio, a partire dall'abito Tiepolo con la sua silhouette anni '90 definita dalle spalle ben disegnate, la giacca doppiopetto in cashmere che diventa facile e moderna indossata con il dolcevita color malva, fino alla overshirt realizzata con un tessuto da abito gessato, che aggiunge un tocco di eleganza a un capo casual e rilassato. Per le immagini in esterna, scattate nel laboratorio dove realizza i prototipi dei suoi progetti, Andrea ha invece scelto il montone modello aviatore, un capo caldo, elegante ma al tempo stesso confortevole e il morbido cappotto "teddy" che rappresenta appieno lo stile quotidiano cool e rilassato di questo affascinante architetto.

Il secondo personaggio è **Alexandru Mounteanou**, in arte **Alexander**, musicista e producer di origini greche, ma che vive e lavora a Londra.

Alexander, ritratto in uno studio di registrazione, ha uno stile dalla forte connotazione rock che esprime attraverso la scelta di capi in pelle, perché al bomber in pelle, come lui stesso ci ha raccontato, non rinuncerebbe mai, e infatti ha scelto di indossarne due: il biker color pietra e il bomber blu con polsini in maglia. Poi però si è lasciato sedurre anche dalle proposte più formali come l'abito in velluto blu elettrico e la giacca da sera in velluto con motivo camouflage, restituendoci l'immagine di un uomo deciso, grintoso e senza dubbio contemporaneo. Grintosa anche la scelta del capospalla, con il cappotto doppiopetto in alpaca blu copiativo chiuso in vita dalla cintura che aggiunge un tocco "glam" all'anima rock di Alexander.

Il terzo personaggio è il francese **Baptiste Fache**, chef pasticcere, che vive e lavora a Lille

Baptiste lavora spesso da casa, dove ogni giorno si collega attraverso i social media con il suo pubblico per condividere le proprie ricette, in queste immagini è stato ritratto nell'appartamento e nella cucina di un amico, dove ha preparato una torta che lui stesso ha definito "effortless" ovvero facile da preparare e apprezzata da tutti. Dei quattro personaggi incontrati, Baptiste, con la sua sofisticata eleganza francese, è quello dallo stile più preppy e quindi la sua scelta principale sono stati gli abiti: da quello tre pezzi microcheck abbinato alla camicia color malva, con il quale ha dimostrato di essere

perfettamente a proprio agio tra i fornelli, all'abito Tiepolo, raffinato ed elegante, con il motivo macro-check effetto shadow.

Per le immagini scattate in esterna Baptiste ha scelto il cappotto doppiopetto verde laguna abbinato a una camicia in jersey e alla polo in maglia e il peacoat blu, un classico del guardaroba maschile di ispirazione francese. Infine, per i suoi momenti di relax, la scelta di Baptiste è caduta sulla calda e confortevole maglieria di Pal Zileri, come il bomber in maglia blu e il maglione intrecciato in alpaca color sabbia con zip a doppio cursore.

L'ultimo e il più giovane dei quattro personaggi è **Tommaso Vignati**, studente di Scienze Bancarie all'Università Cattolica di Milano.

Tommaso, qui ritratto fuori dall'università e in una sala studio, nella vita di tutti i giorni ha uno stile rilassato e informale, ma ha voluto comunque provare alcune delle proposte formali della collezione che ha interpretato con uno spirito giovane e fresco, come l'abito due pezzi color lavanda abbinato alla polo in maglia verde e la giacca doppiopetto verde laguna abbinata alla camicia di velluto "millerighe" e ai pantaloni con tasconi di ispirazione militare. Di certo più vicine al suo stile quotidiano sono le scelte casual: il "Varsity", un bomber stile college in panno di lana con maniche in nappa, l'iconica Oyster Jacket, che con le sue 11 tasche interne ed esterne diventa la compagna di viaggio ideale per una giornata in università, fino ad arrivare agli outerwear più casual come il piumino in tela di lana waterproof e il gilet smanicato, perfetti per girare la città in bicicletta come Tommaso è solito fare

L'obiettivo è ancora una volta quello del fotografo milanese Stefano Galuzzi, che ormai da diverse stagioni collabora con il brand, e che per questo racconto ha rielaborato la propria cifra stilistica adottando una luce più diretta attraverso la quale ha costruito un reportage di vita quotidiana raccontandoci l'uomo contemporaneo.

### PAL ZILERI FALL/WINTER 23

#### "THE EFFORTLESS MAN"

For the Fall/Winter '23, Pal Zileri's advertising campaign presents a portrait of the contemporary man through the image and voice of four characters differing in age, lifestyle, job, and way of interpreting the menswear. The Brand's "Effortless Attitude", conceived as a relaxed personal style without forcing, create a portrait of the "Effortless Man": a man who chooses his clothing favoring comfort, but also paying attention to style, that is never experienced as a "rule" to conform to, but as an expression of one's personality. And precisely to allow each character to express their own style in the daily life, everyone had the opportunity to choose which looks from the collection to wear, enriching the narrative through their personal interpretation of the Pal Zileri's wardrobe.

The first character chosen to represent this new expression of contemporary masculine style is **Andrea Tognon**, Architect and Designer, born in Padova, who lives and works in Milan.

Andrea, portrayed in his Milanese studio during a working day, has chosen looks that represent his "effortless" and sophisticated personality at the same time. The suit and the blazer are undoubtedly the garments in which he feels at ease the most, starting with the Tiepolo suit, with its 90s silhouette defined by well-structured shoulders, the double-breasted cashmere blazer that becomes easy and modern worn with the mauve turtleneck, up to the overshirt crafted from a pinstriped suit fabric, which adds a touch of elegance to a casual and relaxed garment. For the outdoor pictures, taken in the laboratory where he creates the prototypes of his projects, Andrea has instead chosen the aviator model shearling, a warm, elegant, yet comfortable garment, and the soft "teddy coat" that fully represents the cool and relaxed daily style of this charming architect.

The second character is **Alexandru Mounteanou**, simply known as **Alexander**, musician and producer of Greek origins, but who lives and works in London.

Alexander, portrayed in a recording studio, has a style with a strong rock connotation which he expresses through the choice of leather garments, because, as himself told us, he would never give up on the leather jacket, and in fact he picked two: the stone-colored biker jacket and the blue bomber jacket with knitted cuffs. But he also let himself be seduced by the more formal proposals, such as the electric blue velvet suit and the velvet evening jacket with a camouflage motif, giving us back the image of a resolute, gutsy, and undoubtedly contemporary man. The choice of the outerwear is also decisive, with the double-breasted blue coat in alpaca waist banded that adds a "glam" touch to Alexander's rock soul.

The third character is the French **Baptiste Fache**, pastry chef, who lives and works in Lille.

Baptiste often works from home, where every day he connects with his audience through social media to share his recipes.

In these pictures he was portrayed in a friend's apartment, where he baked a cake that himself defined as "effortless", means easy to prepare and appreciated by all. Of the four characters we met, Baptiste, with his sophisticated French elegance, is the one with the most preppy style and therefore his main choices were the suits: from the three-piece micro-check

suit paired with the mauve shirt, in which he was perfectly at ease in the kitchen, to the refined and elegant Tiepolo suit with a shadow-effect macrocheck motif.

For the pictures taken outdoors, Baptiste chose the lagoon green double-breasted coat combined with a jersey shirt and a knitted polo, and a blue peacoat, a classic of the French-inspired men's wardrobe. Finally, for his moments of relax, Baptiste's choice fell on the warm and comfortable knitwear proposals, such as the blue knit bomber jacket and the sand-colored alpaca woven sweater with double-slider zip.

The last and youngest of the four characters is **Tommaso Vignati**, a student of Banking Sciences at the Università Cattolica of Milan.

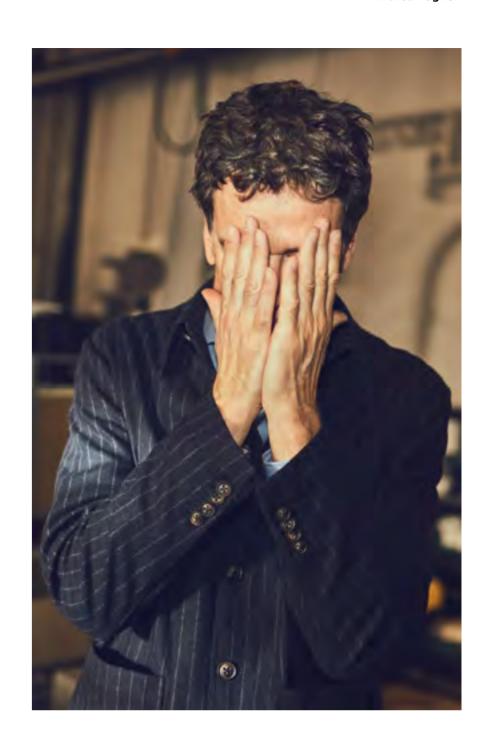
Tommaso, portrayed outside the university and in a study room, usually has a relaxed and informal style, but he still wanted to try some of the formal proposals of the collection, which he interpreted with a young and fresh attitude, such as the lavender two-piece suit paired with the green knit polo and the lagoon green double-breasted blazer paired with the corduroy shirt and military-inspired trousers with large pockets. Certainly, closer to his everyday style are the casual choices: the "Varsity Jacket", a college-inspired bomber jacket in woolen cloth with nappa leather sleeves, the iconic "Oyster Jacket", that with its 11 internal and external pockets becomes the ideal garment for a university day, the waterproof quilted jacket in wool and the sleeveless vest, perfect for biking around the city as Tommaso usually does.

The lens is once again the one of the Milanese photographer Stefano Galuzzi, who has been collaborating with the Brand for several seasons now, that for this story has reworked his own stylistic code by adopting a more direct light through which he has built a reportage of daily life, telling us about the contemporary man.

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- What does contemporary mean to you?
- AT Contemporary is what does not yet have a perspective, what we don't know yet, nor have understood what it is. Contemporary is also what can still amaze us because we have never seen it before.
- What do you like to wear?
- AT Everything that makes me feel like myself and with which I identify; perhaps a special garment for me are trousers.
- What does it mean to you being cool wearing a suit?
- AT Indeed, feeling like yourself; well, it's not entirely true, sometimes it's also nice to play around a bit with who we are or who we think we are, at least for that half day when we wear something that we wouldn't have worn the day before.

- Do you dress for yourself or for the others?
- AT No matter what answer you give, I believe that the reality is always the second one. Although we think we dress up to please ourselves, dressing up also means communicating something to others.
- Do you dress differently on Monday compared to the weekend?
- AT It depends on the commitments of Sunday, which can range from gardening to a trip out of town, or simply a day at home. Nevertheless, even if I spend my day at home, I often wear something that makes me feel good and is not necessarily "homely".

- What is the item of clothing that represent you the most?
- AT Well, perhaps what I pay the most attention to are the trousers; they are the garment that we tend to look at the most, at least not in front of a mirror. So, if I feel that I have pants that don't make me feel comfortable, I feel particularly uneasy.
- Has your way of dressing at work changed over time?
- AT Yes, it has changed, probably because my overall dressing style has changed. It depends on the time span we are referring to. I mean, I started working very young, so it evolved along with me. Maybe now is more protective, cozier, less "naked; well, "naked" is a strong word, but less spared.
- Your ideal travelling look?
- AT It depends on the country; however, it's essential for me not to feel cold. I hate traveling with a chilly sensation; I enjoy being outdoors significantly, so I need to feel comfortable.
- What does elegance mean to you?
- AT Elegance is feeling like yourself, not just acting within your clothes, but identifying with them.
- Shirt or t-shirt?
- AT Shirt.
- Jeans or suit?
- AT Suit, no doubt.
- Sneakers or loafers?
- AT Sneakers.
- What makes you feel «effortless»?
- AT It depends on the time it takes me to get dressed. If things come out of the closet quickly, well, that means everything is working well, and in the end, the result will be "effortless."







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"Contemporary is what does not yet have a perspective, what we don't know yet, nor have understood what it is.

Contemporary is also what can still amaze us because we have never

seen it before."











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Alexander Mounteanou





- What does contemporary mean to you?
- AM I think that contemporary is a way of living in a modern way while still being true to yourself.
- What do you like to wear?
- AM I like to wear clothes that describe who I am and by the same time are very comfortable.
- What does it mean to you being cool wearing a suit?
- AM For me, being cool wearing a suit is obviously looking elegant and somewhat smart, but again, always having some sort of accessories that describe who I am, usually it's a ring, a watch, a chain, there's always something to break that element of looking too sharp.

- Do you dress for yourself or for the others?
- AM A bit of both. I dress for myself, you know, sometimes you wake up in the mood to look cool, but at the same time, I'm always aware that people are watching. That's why is a bit of both.
- Do you dress differently on Monday compared to the weekend?
- AM No, it makes no difference to me. It just depends on how I feel on the day.
- What is the item of clothing that represent you the most?
- AM Band t-shirts.

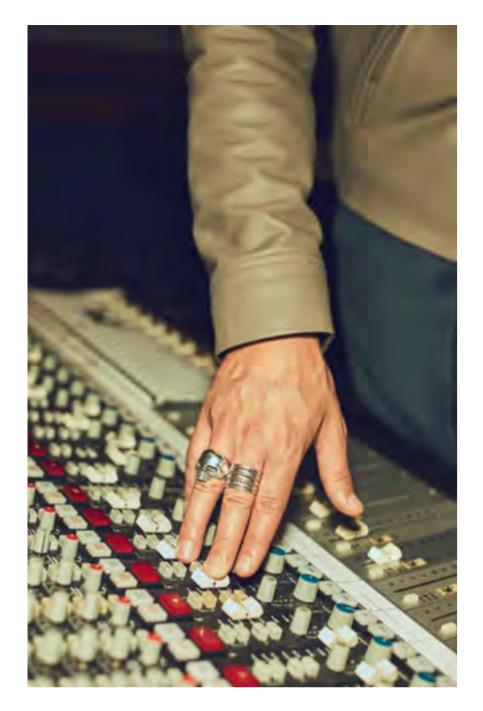
- Has your way of dressing at work changed over time?
- AM What changed is that now I pay a lot more attention to quality rather than quantity.
- What is the item of clothing you could never live without?
- AM Leather jacket.
- Your ideal travelling look?
- $AM \quad \textit{Black skinny jeans, white $t$-shirt, and leather jacket.}$
- What does elegance mean to you?
- AM Being yourself.

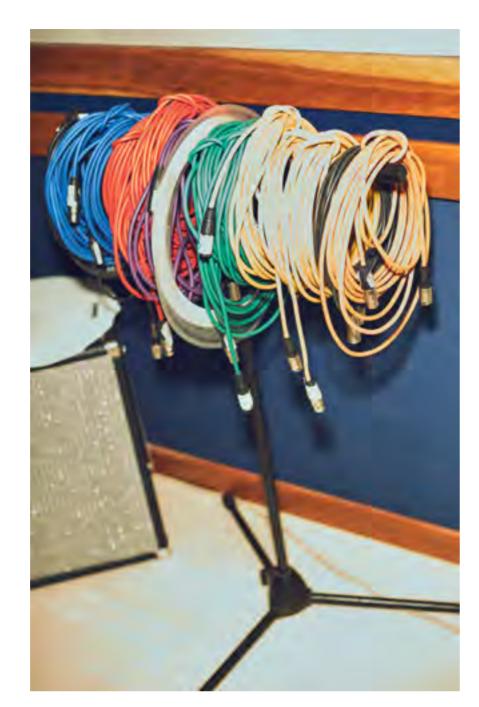
- Shirt or t-shirt?
- ${\bf AM} \quad \textit{You caught me there, a shirt with a $T$-shirt from the inside.}$
- Jeans or suit?
- AM Jeans.
- Sneakers or loafers?
- AM Sneakers.
- What makes you feel «effortless»?
- ${\bf AM} \quad \textit{Not trying too hard to impress other people, just be yourself.}$

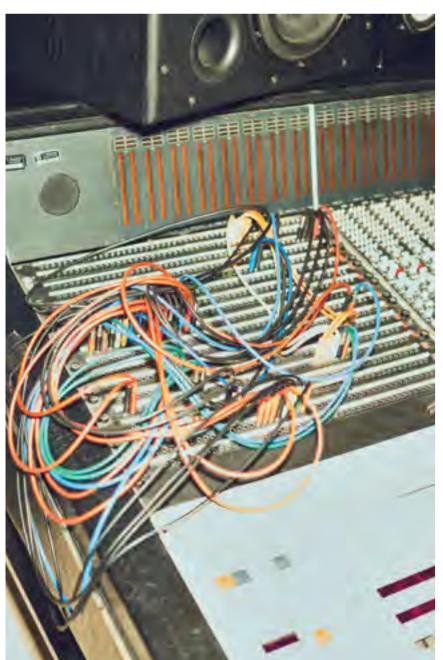
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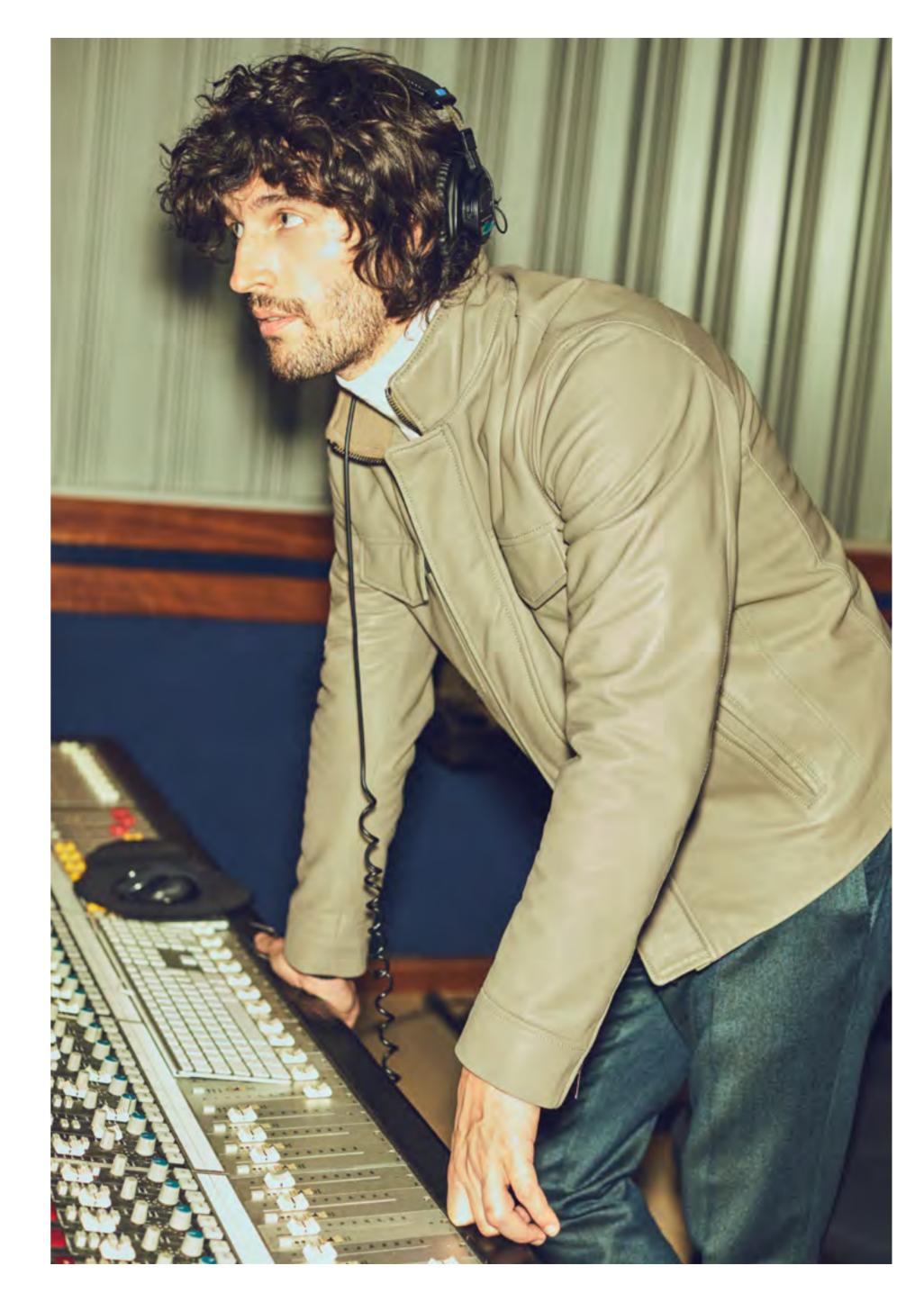
Alexander Mounteanou





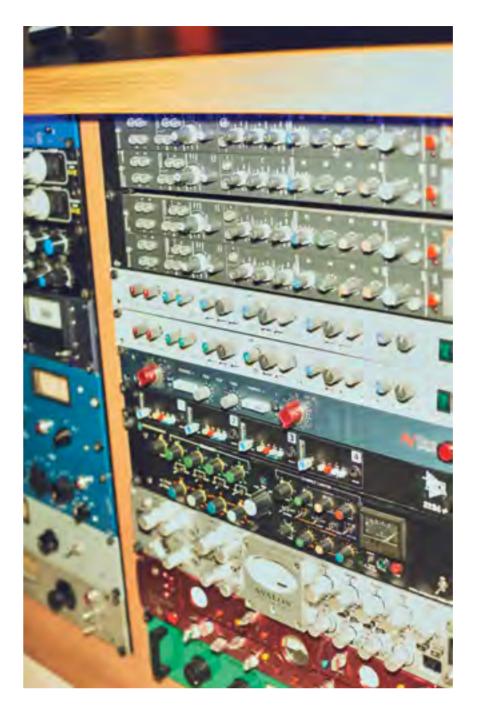






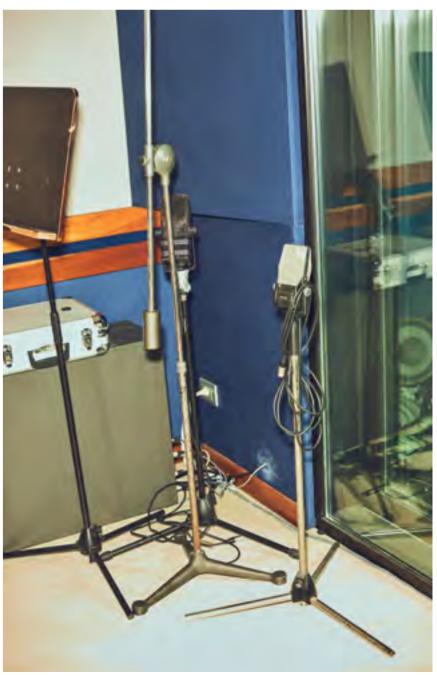
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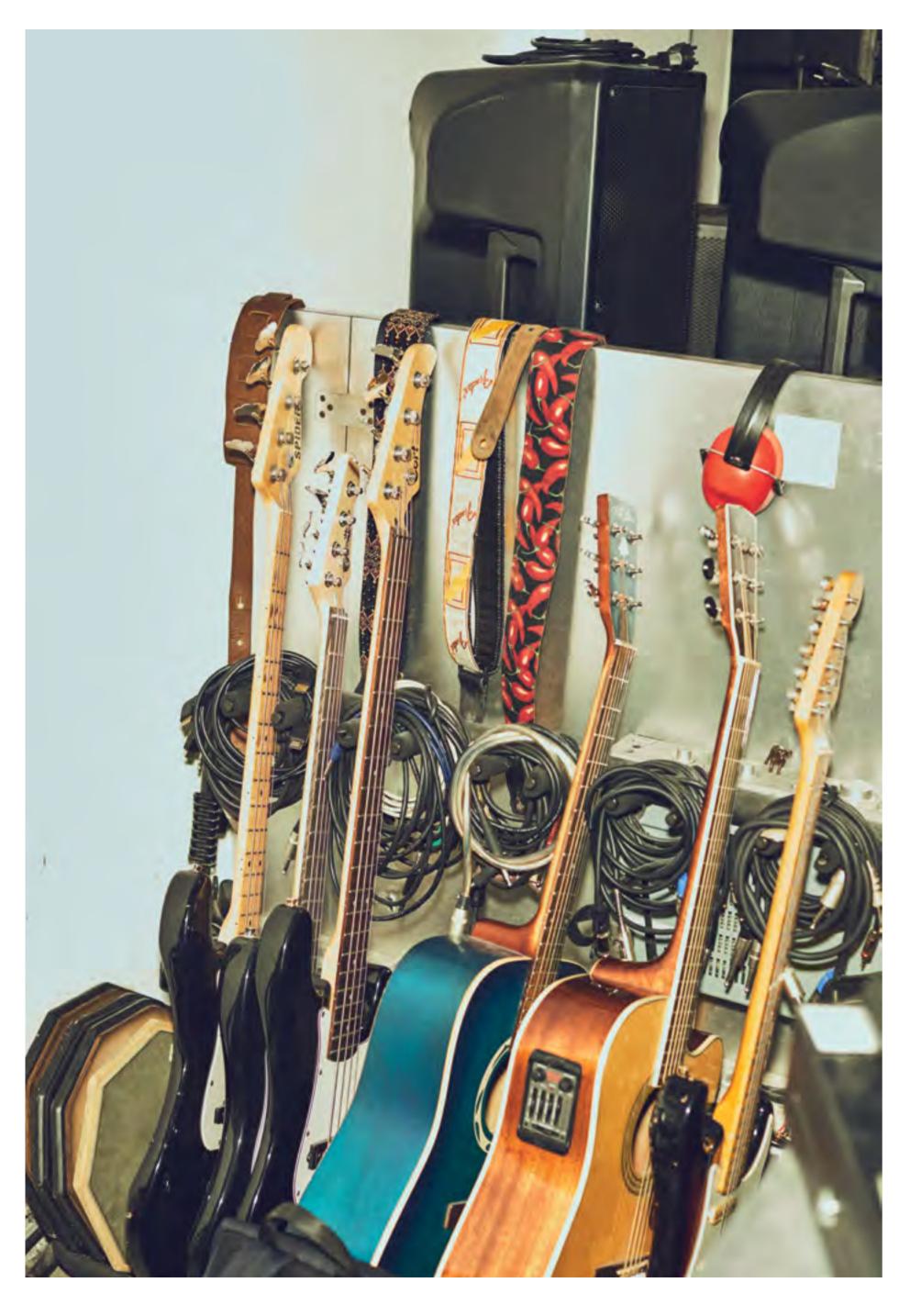


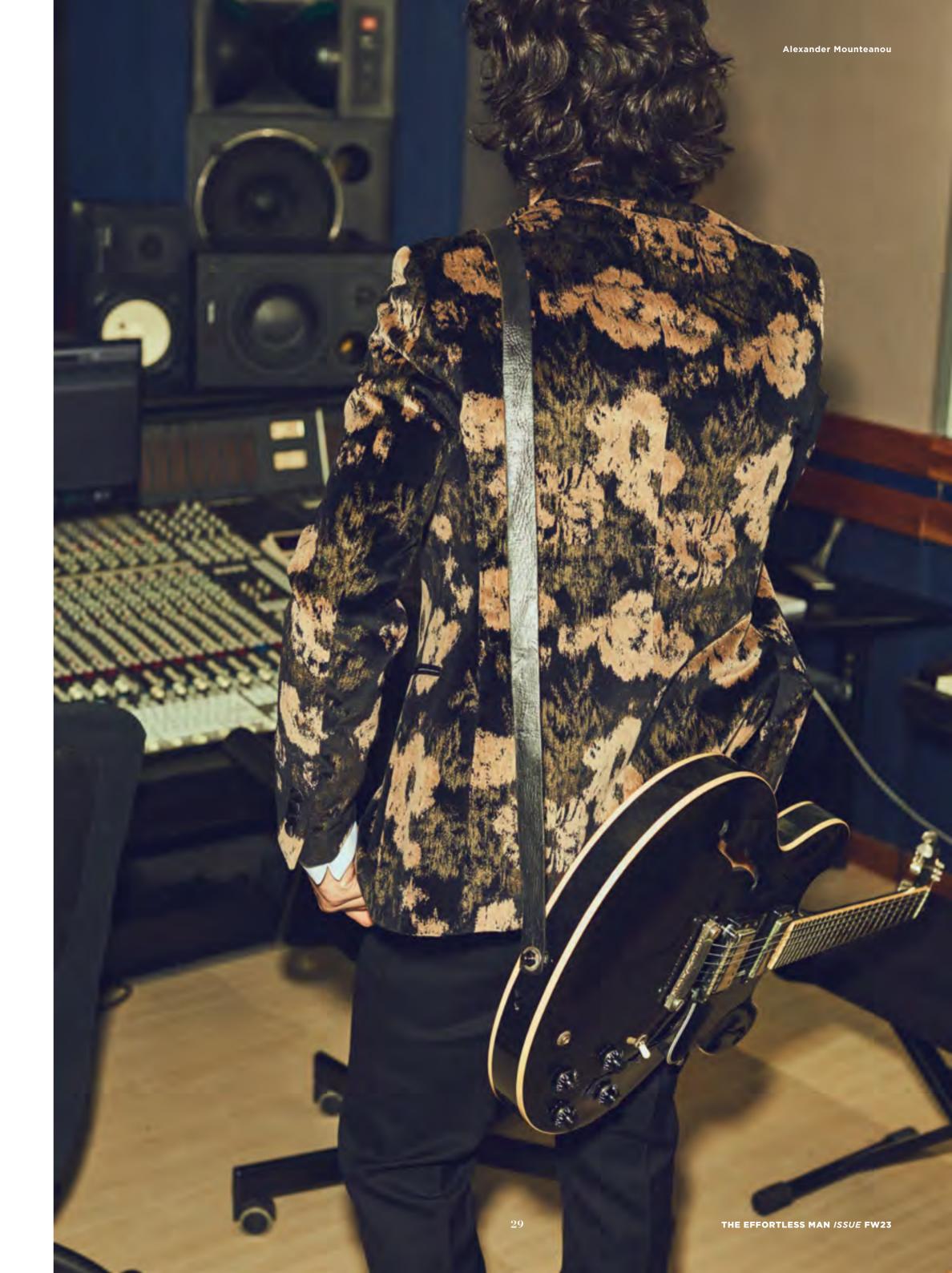












Alexander Mounteanou





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# TOMASO WASO WASO

"This is Tommaso, I'm 22 years old, I am studying at the Università Cattolica Economics of Markets and Financial Intermediaries with a specialization in Banking Sciences.

During my free time, I play basketball and I am a big fan of mountain climbing."

Tommaso Vignati

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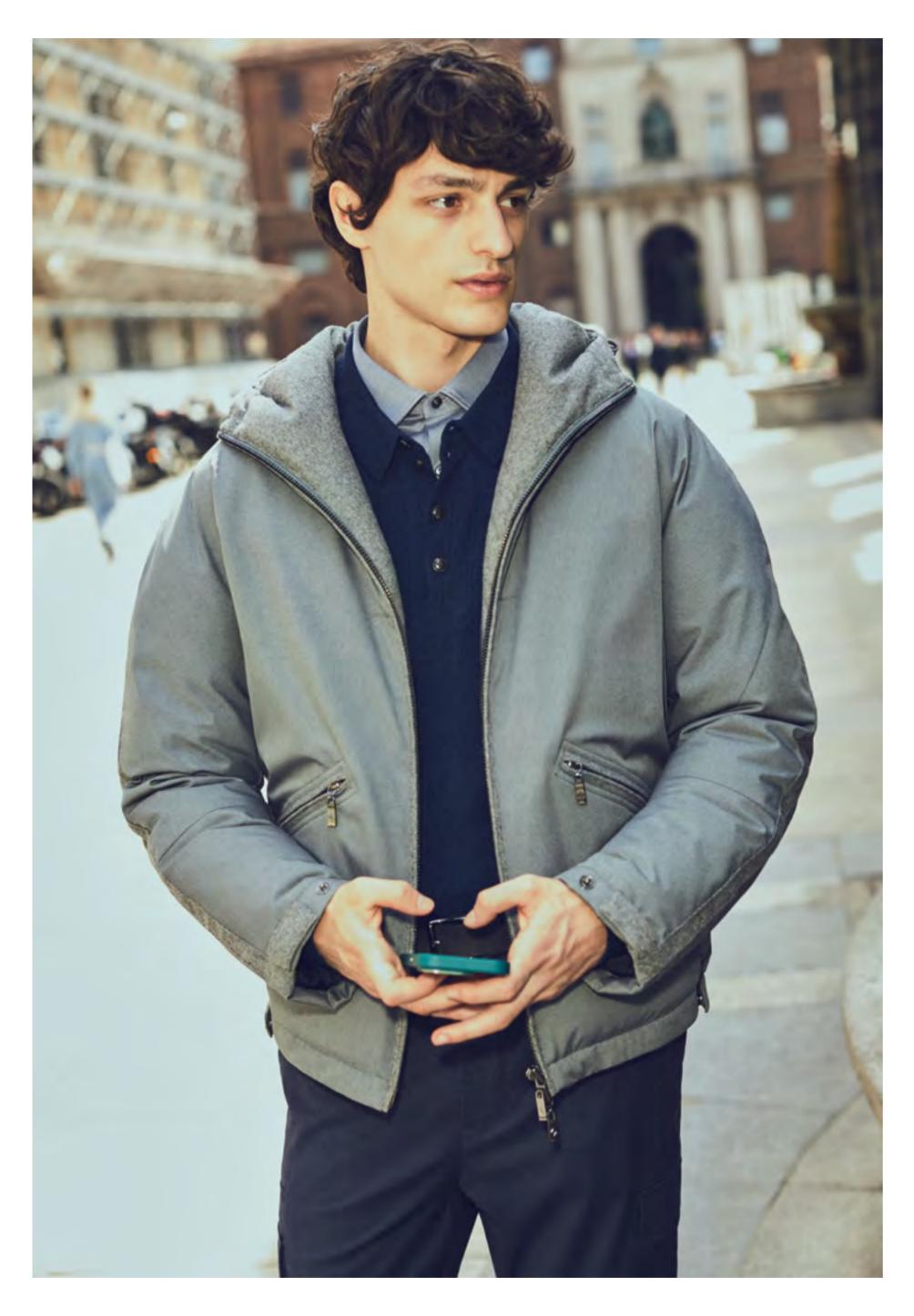






- Has your way of dressing at work changed over time?
- TV Yes, it was sportier and younger before, but now it's more conscious. I usually wear jeans, shirts, sweatshirts, or even something more elegant for certain occasions.
- What is the item of clothing you could never live without?
- ${f TV} \quad A \ pair \ of jeans.$
- Your ideal travelling look?
- $TV \quad \textit{Comfortable; tracksuit and sneakers.}$
- What does elegance mean to you?
- TV For me, being elegant means that my clothes are never out of place, wearing something that can fit any situation.

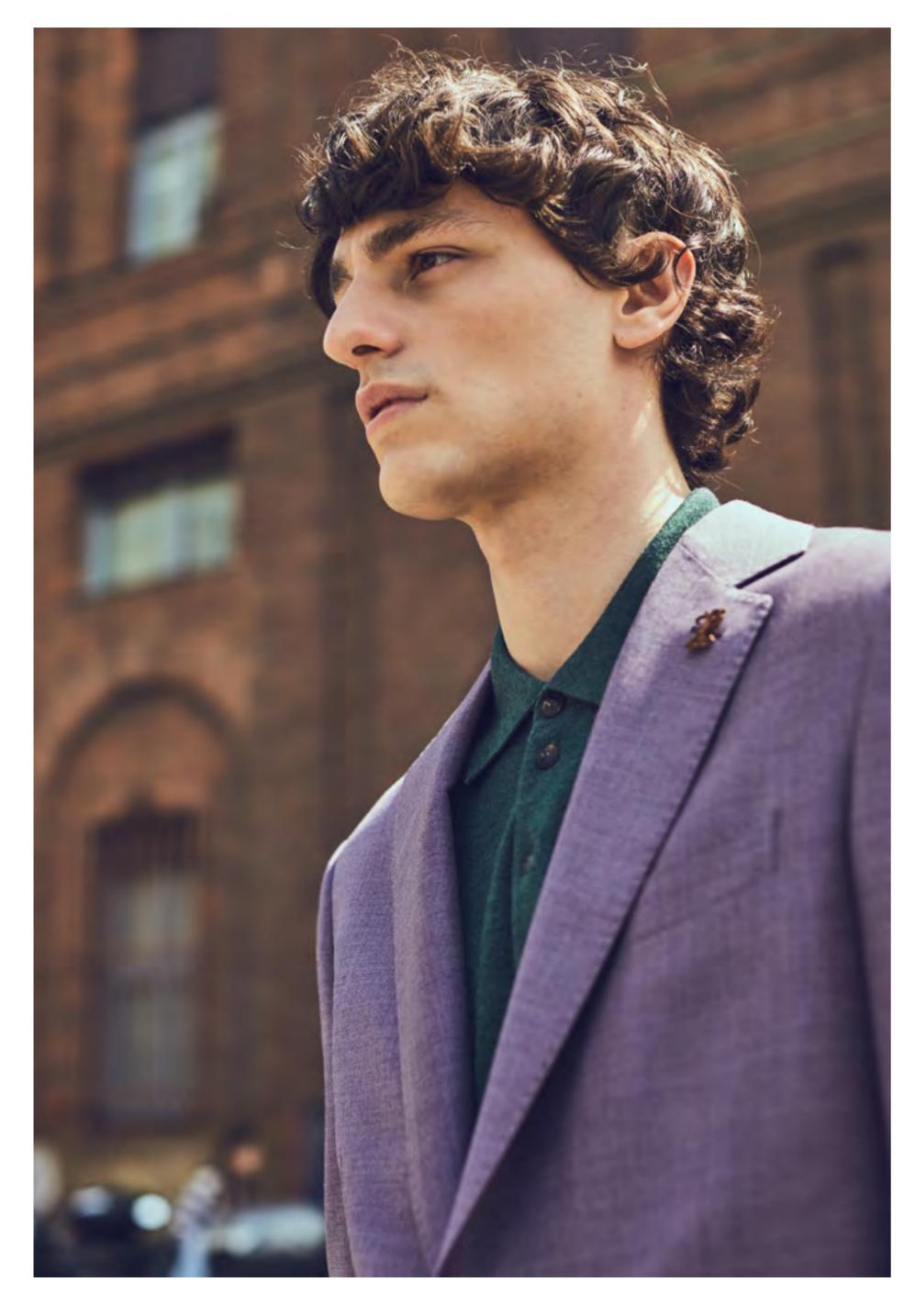
- Shirt or t-shirt?
- TV T-shirt.
- Jeans or suit?
- TV Jeans.
- Sneakers or loafers?
- TV Sneakers.
- What makes you feel «effortless»?
- TV Be myself in everything; everything else is secondary if I'm not true to myself.

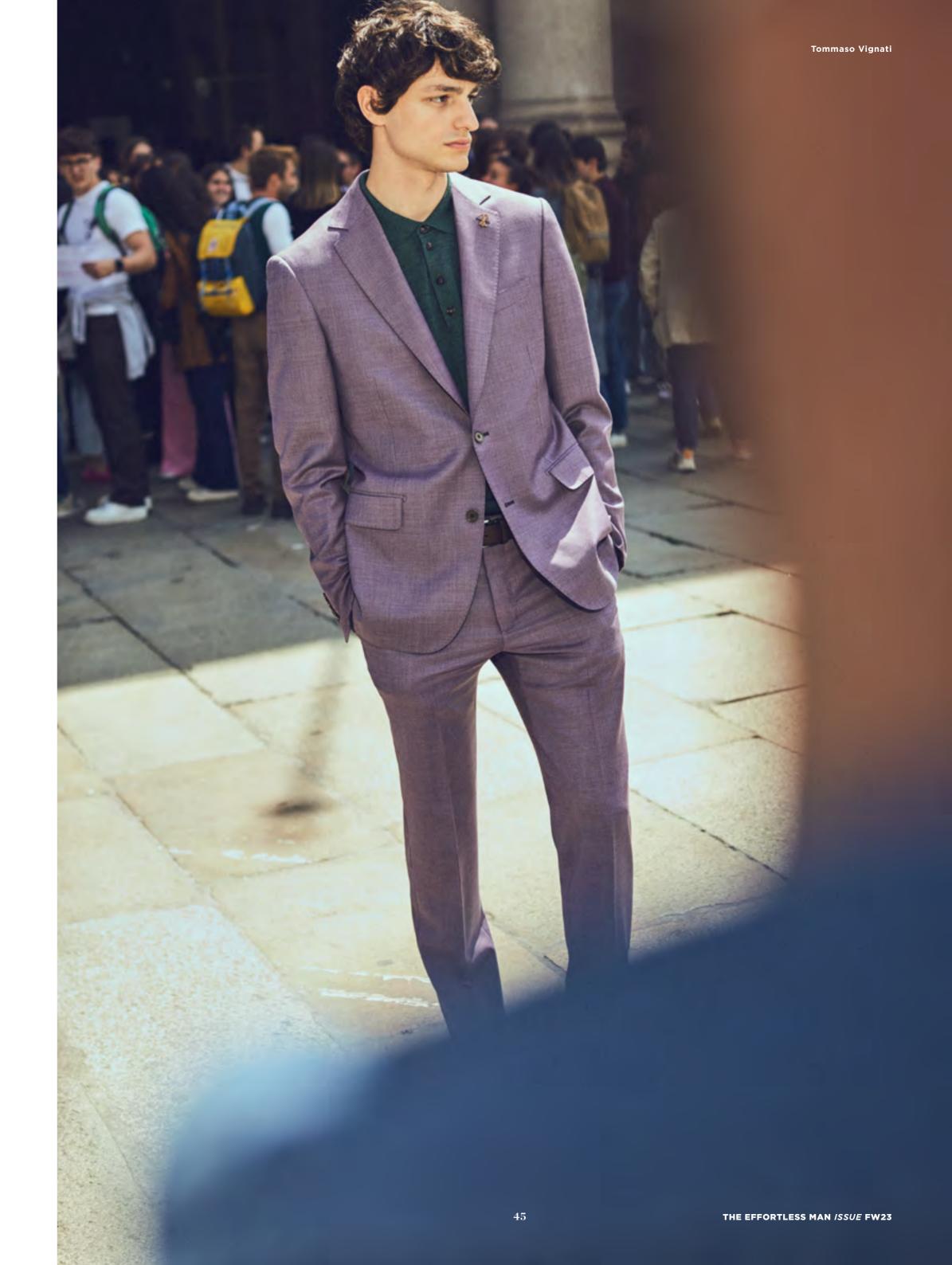








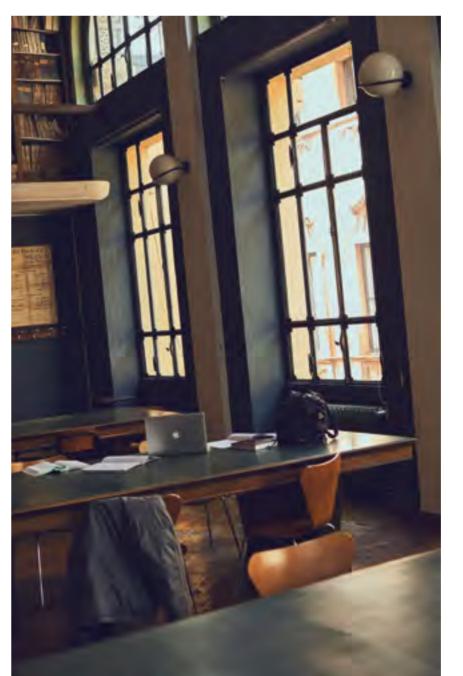




Tommaso Vignati



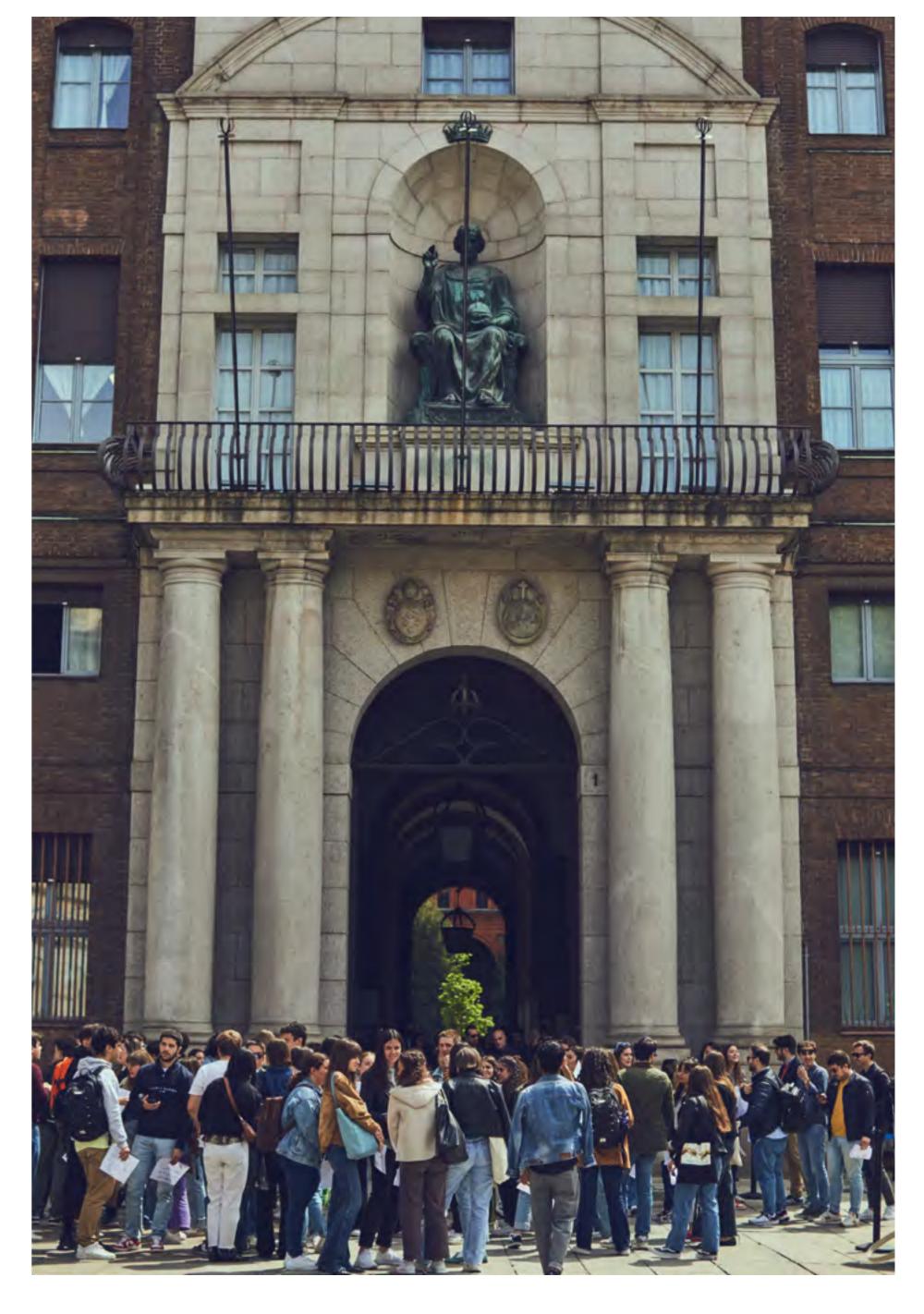




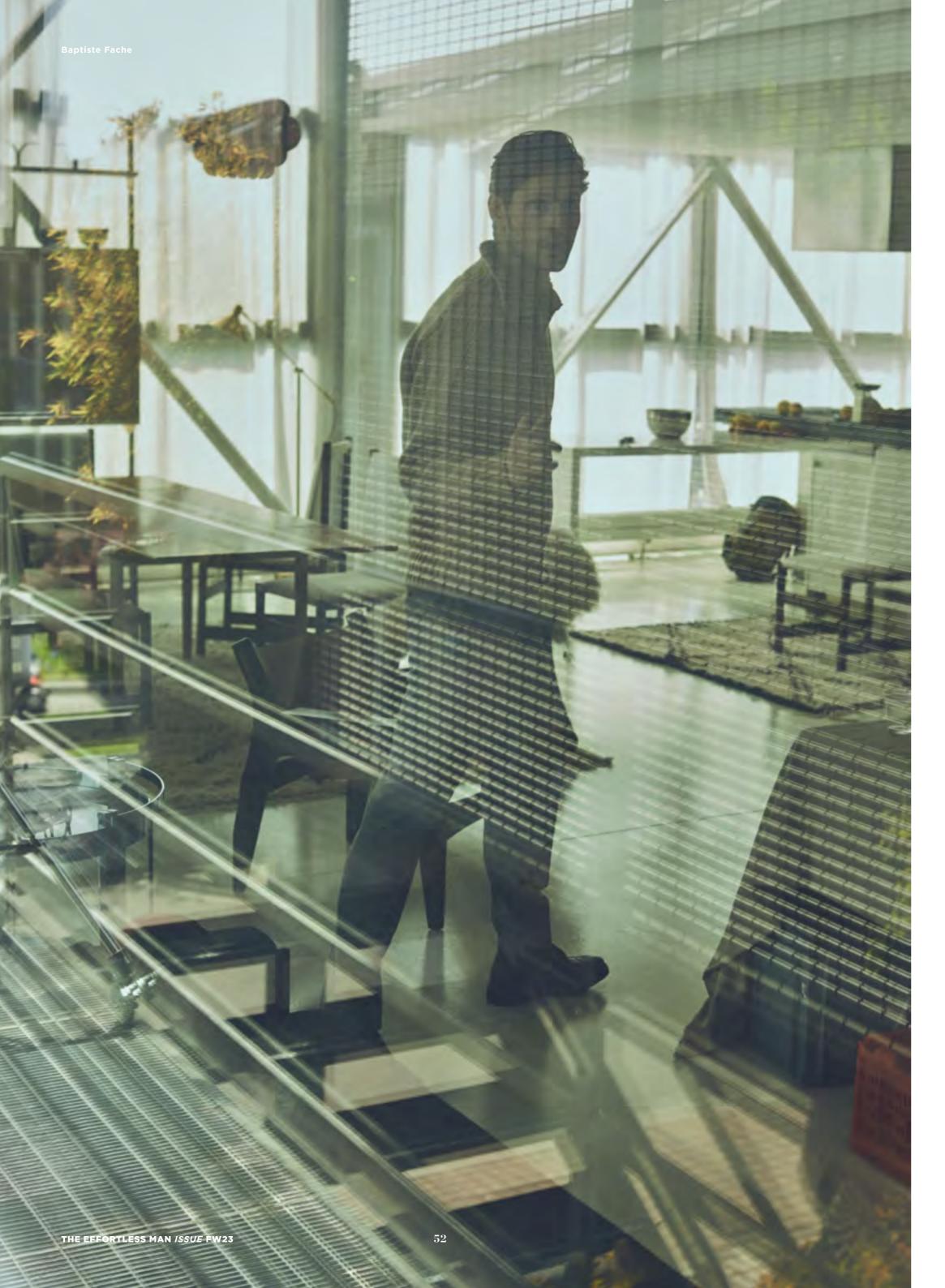


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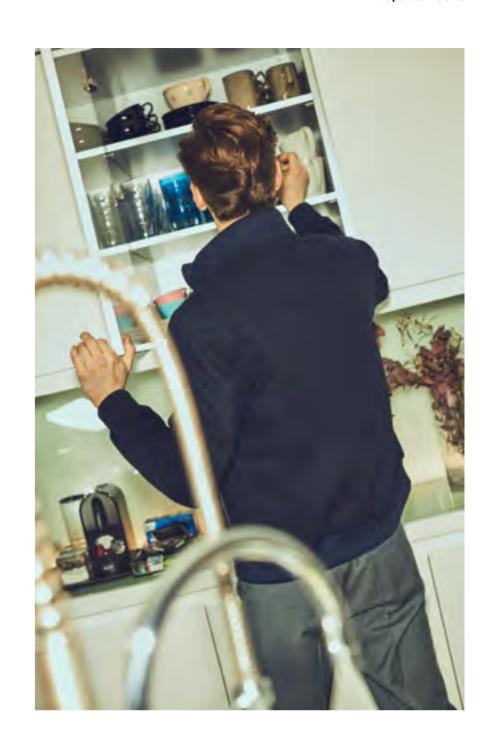












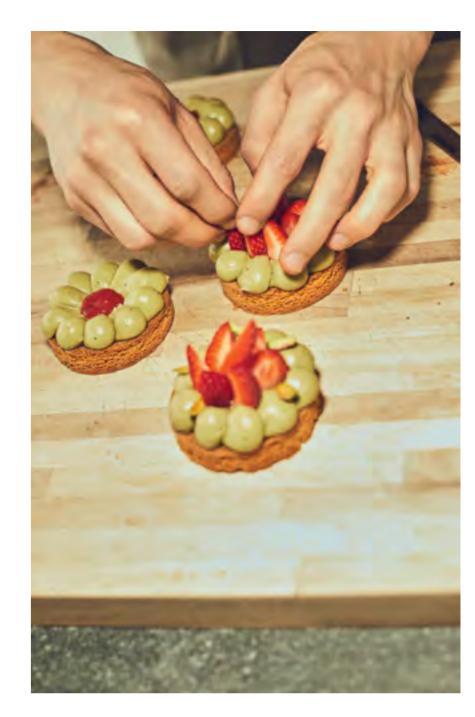
- What does contemporary mean to you?
- BF Contemporary for me is truly anchored in its time, living in the present moment precisely. When you feel nostalgic about the past and anxious about the future, that's what it means to be contemporary. You must immerse yourself and draw inspiration from the past to create the future.
- What do you like to wear?
- BF I like to wear clothes that fit me well and make me feel truly good. Ultimately, I believe that the purpose of clothes is to feel happy, cool and confident when you step out on the street. I prefer to wear clothes that not only make me feel good inside, but also project the right image of myself to others.

- What does it mean to you being cool wearing a suit?
- BF To me, being cool while wearing a suit is all about the suit itself. I had an experience last week where I wore black t-shirt and black trousers, and right after a run, I put on a suit. That's when people started noticing me. When we intrigue people, we create something. I find that really cool.
- Do you dress for yourself or for the others?
- BF I believe I dress primarily for myself, but the opinions of others are still significant. When we are outside, away from the comfort of our own walls, we are aware that we are subject to the gaze of others.

  Feeling good in our clothes is important, but it's also important to consider how we are perceived by the world we live in. However, above all, to establish our own identity, we have to define our own style.



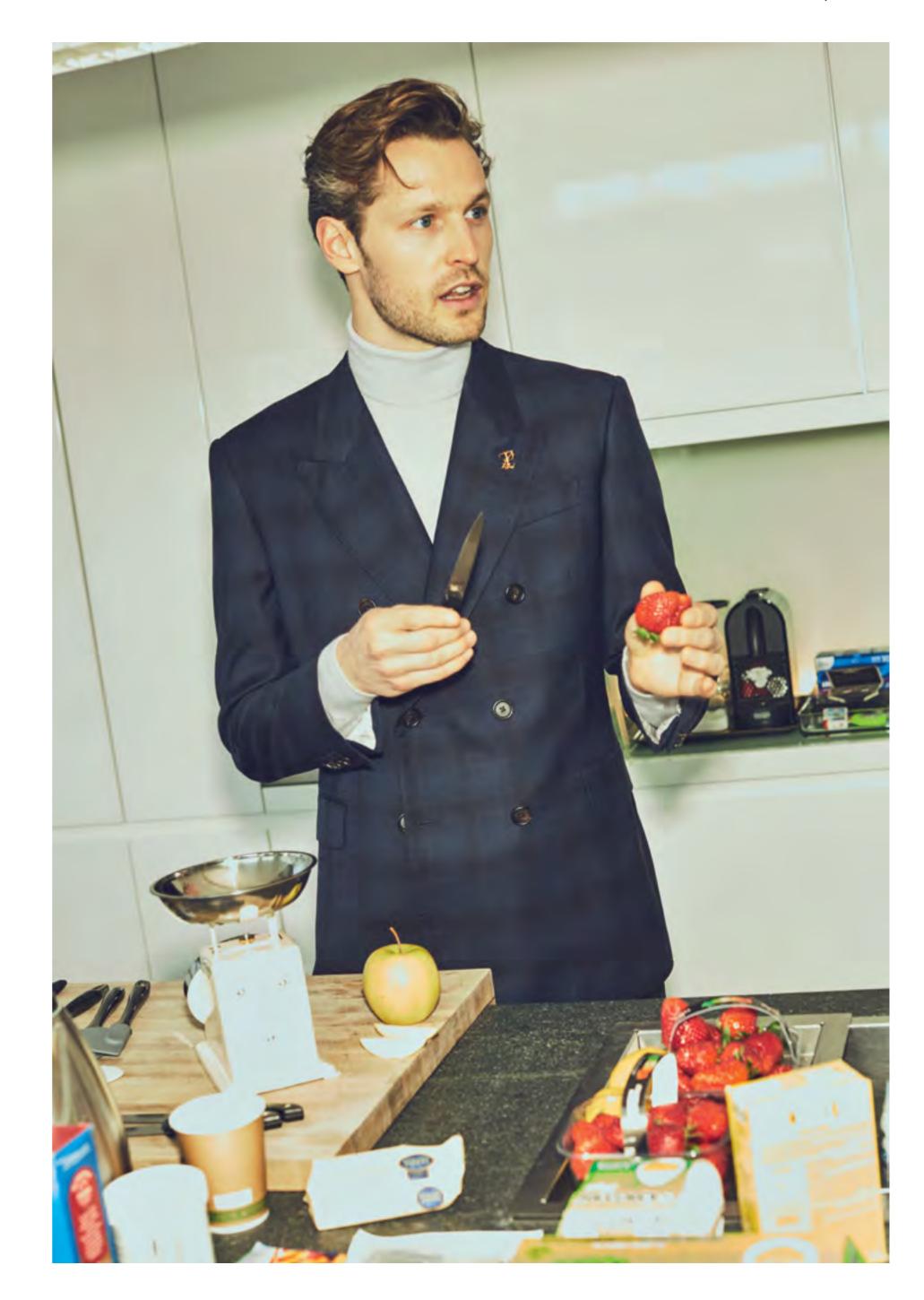
- Do you dress differently on Monday compared to the weekend?
- F No, I don't dress any differently during the week compared to the weekend. Once you have found your own style, I believe you should embody it throughout the entire week. Of course, if I attend an event or something out of the ordinary, I may style myself a little differently, but never straying too far from my usual style, otherwise I wouldn't feel like myself anymore.
- What is the item of clothing that represent you the most?
- BF I believe the piece that represents me the most and that I always keep with me is a scarf. Scarves can be worn in both winter and summer. They are small accessories that can be easily swapped out. You can play with colors, patterns, and even textures, such as cotton, wool, or silk.
- Has your way of dressing at work changed over time?
- BF It hasn't really changed because I have the opportunity to work primarily from home or travel around the world.





Baptiste Fache

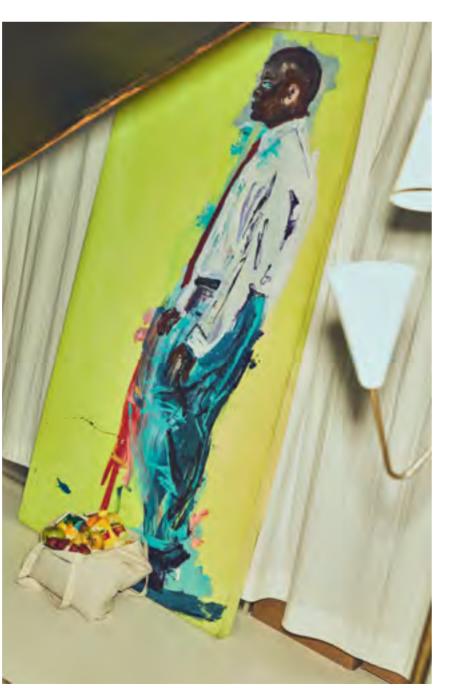


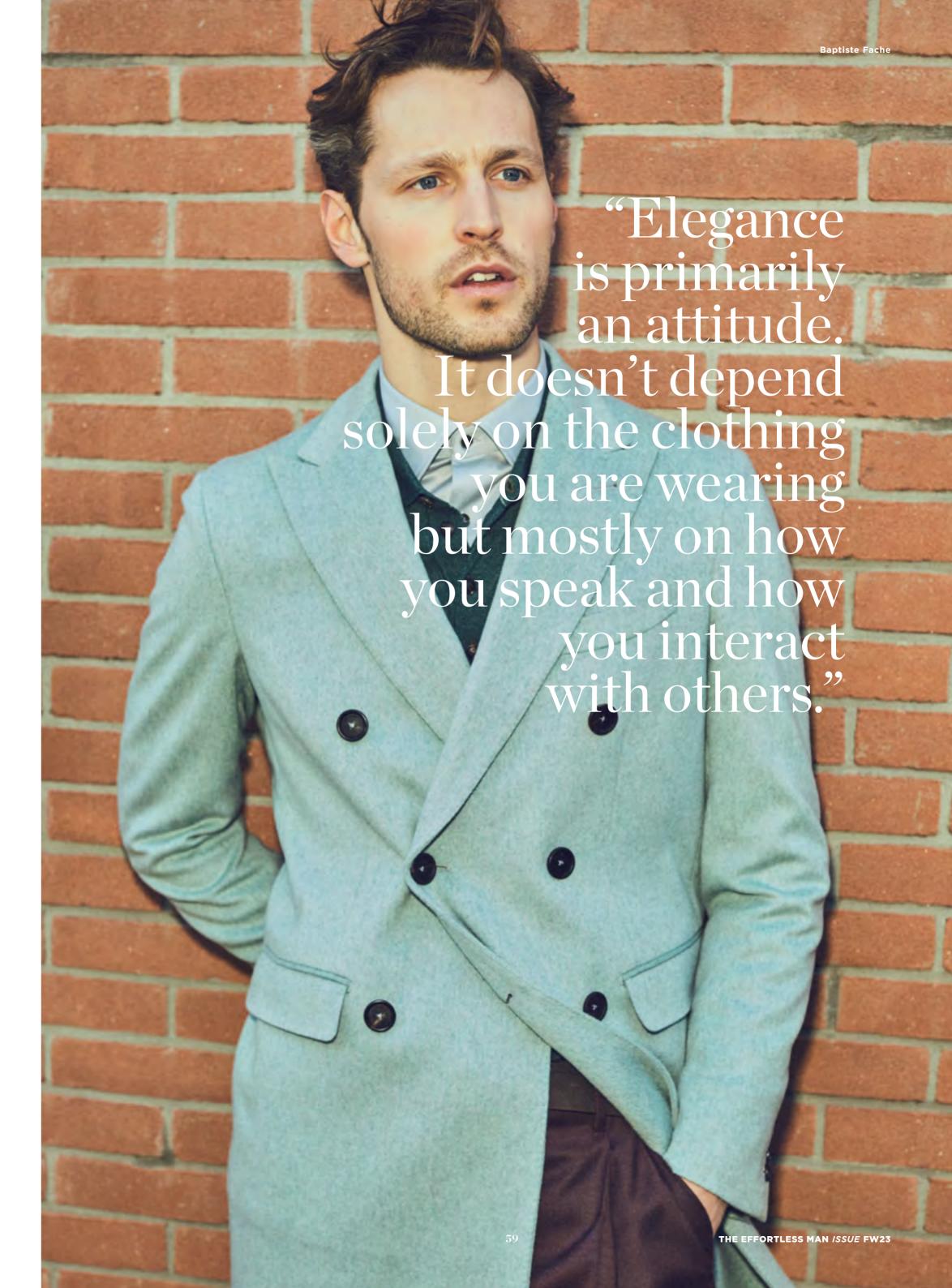


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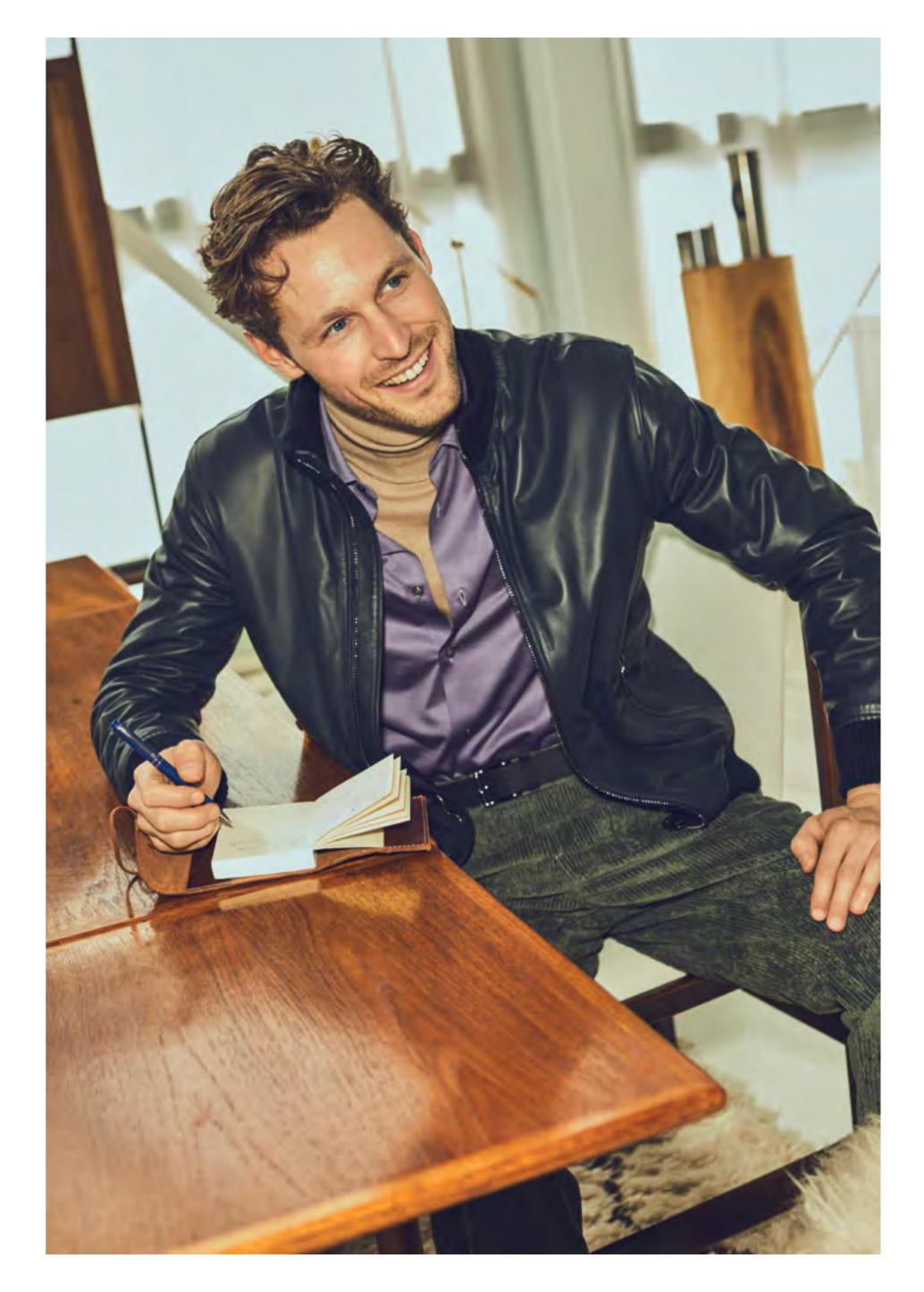
- What is the item of clothing you could never live without?
- BF It's simple, trousers. I always have a good pair of pants in which I feel comfortable. I love walking, so I need to be able to go out as comfortably as I am at home.
- Your ideal travelling look?
- BF My ideal travel look is one that makes me feel elegant in any situation. That look that still appears sharp even after an 18-hour flight. By the way, I prefer to travel light, so I tend to prioritize garments such as t-shirts and trousers that allow me to remain elegant and cool in any case.
- What does elegance mean to you?
- BF To me, elegance is primarily an attitude. It doesn't depend solely on the clothing you are wearing but mostly on how you speak and how you interact with others. That's why I believe elegance is a global concept.
- Shirt or t-shirt?
- BF Shirt.
- Jeans or suit?
- BF Suit.
- Sneakers or loafers?
- BF Sneakers, I love to walk.
- What makes you feel «effortless»?
- BF I think being "effortless" is something that must be acquired. The idea of appearing effortless requires putting in some effort.











ANDREA TOGNON

### ALEXANDER MOUNTEANOU

TOMMASO VIGNATI

### BAPTISTE FACHE

4	OVERSHIRT CAMICIA / SHIRT TSHIRT PANTALONI / TROUSERES	X32SH527LJ906_01 X370G32LS263_05 X3MJK583LJ751_81 X3110KXP012_216R	18	ABITO/SUIT CAMICIA/SHIRT	XP39029E2LA136_128R X370I88LS262_78
9	ABITO/SUIT CAMICIA/SHIRT	X33CF62K2LA665_257R X370G20LS238_41	23	GIACCA / BLAZER DOLCEVITA / TURTLENECK PANTALONI / TROUSERES	X32MZ2X-2LG179_677R X3M0M602LM720_67 X31NW251TLP248_73
10	GIACCA / BLAZER DOLCEVITA / TURTLENECK PANTALONI / TROUSERES	X32SH522LG942 X3M0M602LM742_25 X3110KLP070_446R	24	BIKER IN PELLE / LEATHER BIKER DOLCEVITA / TURTLENECK PANTALONI / TROUSERES SCIARPA / SCARF	X36PR758LL285_63 V3M0U307HM730_81 03110K19009 X300L38LM767_35
12	GIACCA / BLAZER DOLCEVITA / TURTLENECK PANTALONI / TROUSERES	X32CZ62-2LG192_397R X3M0U307LM730_73 X31NW400LP086_35	26	GIACCA EVENING / EVENING BLAZER CAMICIA / SHIRT PANTALONI / TROUSERES	XJ2705S-2LG340_206R WJ70G460IS800_80 XJ110SLP314_208R
14	CAPPOTTO / COAT CARDIGAN MAGLIA / KNIT PANTALONI / TROUSERES	X3940462LC956_367R X3M0L342LM759_67 X3M0U300LM730_56 X31NW239ELP255	30	CAPPOTTO / COAT TSHIRT CARDIGAN PANTALONI / TROUSERES	X39C0F02LC938_017R X3MJG200LJ730_43 X3M0Q305LM765_12 XP110GXP002_017R
16	MONTONE AVIATORE / AVIATOR SHEARLING MAGLIA / KNIT PANTALONI / TROUSERES SCIARPA / SCARF	X36PS777LL290_43 X3M0M600ELM901_43 X3110KLP592_127R X300Q38LM765_43	33	GIACCA IN PELLE / LEATHER JACKET CAMICIA / SHIRT DOLCEVITA / TURTLENECK PANTALONI / TROUSERES	X36PJ760LL287_01 X370G602LS350_12 X3M0U307LM730_01 X3110ZLP588_127R

34	VARSITY JACKET CARDIGAN TSHIRT PANTALONI / TROUSERES	X36PG638LO966_12 X3M0M609LM756_03 X3MJG200LJ729_12 X3110KXP012_217R
36	GIACCA / BLAZER CAMICIA / SHIRT PANTALONI / TROUSERES SCIARPA / SCARF	XP29029-2LG179_618R X370G602LS213_43 X31NW424LP070_44 X300Q38LM765_39
40	PIUMINO / DOWN JACKET PANTALONI / TROUSERES CAMICIA / SHIRT PANTALONI / TROUSERES	X36SW623LO206_25 X3M0M604LM739 X370G71JLS289_05 X31NW424XP012_12
42	PIUMINO SMANICATO / SLEEVELESS QUILTED JACKET DOLCEVITA / TURTLENECK CAMICIA / SHIRT PANTALONI / TROUSERES	X3GSW613LO204_66 X3M0U307LM730_76 X370G20LS263_20 XP130GLP048_387R
44	ABITO / SUIT POLO DOLCEVITA / TURTLENECK SCIARPA / SCARF	X33CZ22K2LA133_767R X3M0U301LM730_67 X3M0M602ELM90L_73 X300L38LM767_39
46	GIUBOTTO / OUTERWEAR DOLCEVITA / TURTLENECK PANTALONI / TROUSERES SCIARPA / SCARF	X36SG661LO207_25 X3M0M602ELM901_25 X3110ZLP070_257R X300Q38LM765_39
48	OYSTER JACKET CAMICA /SHIRT CARDIGAN PANTALONI / TROUSERES	XP130GLP048_387R X370G602LS349_39 X3M0Q305LM765_43 X36SAOY1DLO213_66

50	MAGLIONE / KNIT PANTALONI / TROUSERES	X3M0M622LM768_37 X31NW406XP012_21
53	GIUBOTTO / OUTERWEAR CAMICIA / SHIRT PANTALONI / TROUSERES	X36SG663LO209_01 X370G45LS217_11 X3110KXP012_156R
54	ABITO/SUIT CAMICIA/SHIRT	X34LT22T2B-LA565_377F X370G20LS302_70
56	ABITO/SUIT DOLCEVITA/TURTLENECK	X33CF62K2LA596_017R X3M0M602LM742_75
58	CAPPOTTO / COAT POLO CAMICIA / SHIRT PANTALONI / TROUSERES	X3940462LC926_617R X3M0U301LM730_67 X370G71JXS925_04 X3110ZLP070_447R
60	PEACOAT CAMICIA/SHIRT PANTALONI/TROUSERES	X36SH530LO945_01 X370I32LS365 X31NW406LP070
61	GIACCA IN PELLE / LEATHER JACKET CAMICIA / SHIRT DOLCEVITA / TURTLENECK PANTALONI / TROUSERES	X36PR759LL285_01 X370G71JXS925_76 X3M0U307LM730_39 X31NW428LP048_56

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## PAL ZILERI

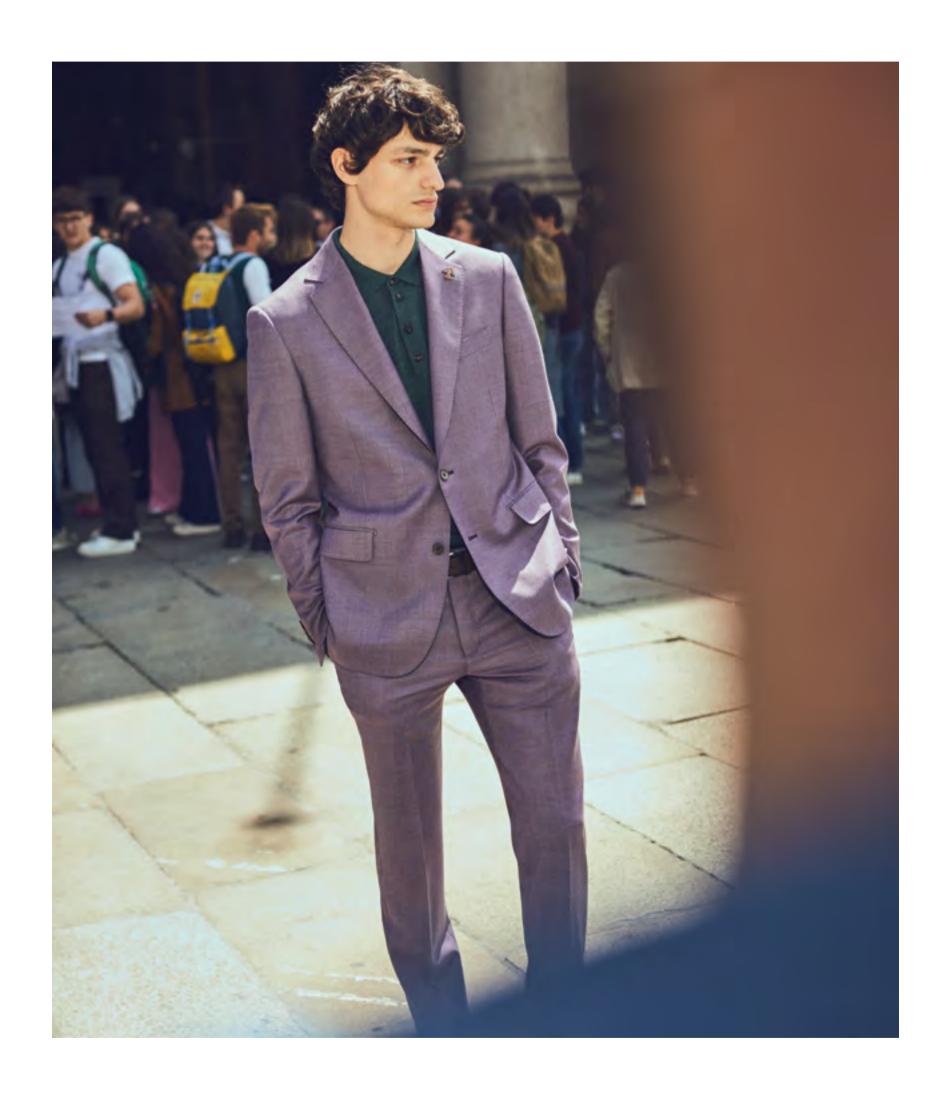
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PAL ZILERI HEADQUARTER VIA FABIO FILZI, 34 36050 QUINTO VICENTINO (VI) - ITALY

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