



NOIR CATCHER

THE ART
of
POLO SHIRT MAKING

POLO
STYLE

MADE

to

MEASURE



ITALIAN
craftsmanship

Polosophy
MILANO

TIMELESS
CLASSICS





IN THIS ISSUE

**IN CONVERSATION WITH
ALEXANDER DE ZUANNE:**

THE ART OF POLO SHIRT MAKING

ABOUT.....**5**

BESPOKE CUSTOMIZATION.....**7**

INSPIRATIONS...**8**

PRODUCTION...**10**

NOIR CATCHER is an international journal for creative individuals, curated with a selection of interviews with various influential artists. Featuring ambitious journalism, illustration and photography, we try to make a nexus between text and visual poetry. Celebrating modernity, whilst maintaining fondness of the past, NOIR CATCHER encapsulates feelings and moments, darkness and light. Sensuality, passion and awareness are at the heart of it. NOIR CATCHER strives to generate a community of thinkers who share similar vision of progression, innovation and preserving traditions. This includes an appreciation for meaningful and thoughtful art, intelligent design and a strong respect towards the creative mind and soul. One of the aims for Noir Catcher project is to further develop an understanding of the social within art, design and sustainability, and to explore and implement new practices in creating a positive social change.

We are pleased to present NOIR CATCHER's issue. Thank you for the support and time spent reading it.

Creative Director
ELIZABETH ZHIVKOVA

Illustrator
BIJOU KARMAN

Contributors in this Issue
ALEXANDER DE ZUANNE

Print
GRAPHIC ART

NOIR CATCHER EDITIONS

info@noircatcher.com

IN CONVERSATION

‘The polo shirt has an unique advantage compared to shirts - it brings people closer.’

Alexander De Zuanne



www.polosophy.com

Polosophy is a sui generis brand of timeless made-to-measure polo shirt pieces. Polosophy is a passion towards detail, towards the process of creation, towards the best fabrics and finishings a person can possibly find. The brand follows an universal approach of classic styles, quality and perfection, combined with a personal choice expressed through customization of the product, transforming it into a special, valuable and unique item.

Always in quest of virtuosity and difference, we discovered this one of a kind Italian company, in a small bespoke atelier in the heart of Milan city. We had the pleasure to interview the founder, Alexander De Zuanne.

This interview is devoted to all lovers of classic style and elegance.



How was the idea of Polosophy born? How a garment as the polo shirt, rich of history and aesthetics, position itself in our wardrobes nowadays?

The idea of Polosophy was born during my Ph.D. course in Economy and Marketing in Milan. My colleague and I Giuseppe started with a question:

“What is missing in the market today, what doesn’t exist yet?”

The answer came from observing the made to measure market, where we have noticed a growing positive trend each successive year. We found out that there were many customizable items such as shoes, belts, perfumes but nobody seemed to have thought of polo shirts. I had a previous experience in clothing manufacturing because I founded and managed a ready to wear brand in the past.

What is your brand philosophy or Polosophy?

During the brain storming, while trying to find the brand’s name, we realized that the way we dress is a way to communicate to the world even though we were doing it unconsciously.

Offering a virtually infinite set of customizations on a polo shirt was something never done before in the market and we found many customers asking themselves if they could have a design of their own choice and preference. In the end every customer became a stylist of his own polo shirt. This allowed to place polo shirts to a new level, even though it takes part of the informal occasions such as tennis, sailing, polo, golf. In the last years we’ve noticed that all around Europe, many people working for multinational companies became used to wear more casual clothing at their work on Friday (*casual Friday*). This is a new trend in Milano as well. The polo shirt has an unique advantage compared to shirts, because it brings people closer where shirts highlights the differences of status, culture, and age.

“In fact when a leader wants to get closer to people he simply wears a polo shirt instead of a shirt with a tie.”

How does a logo free product with a possible personal monogram engraving bring more value?

A logo free product is always for “mature” customers, who don’t ask the brand to communicate some status, social or group identity. The value in a logo free item has to be in what it was from the beginning of the time: it’s about the quality. The possible monogram has in some cases the sense to set personal and intimate values.

“A logo free product is always for mature customers.”

What is the role of customization in our daily lives, in our preferences and appearance?

Due to the globalization we can find the same shops in every part of the world, even the cities smell all the same nowadays. We can find clothing brands that offer amazing stylish clothing at very affordable prices (produced somewhere where the production costs are fraction of the European costs) but what happens is that you buy something that you will recognize as worn on the streets by many others. In the past, before making clothing became an industrial process, everybody, no matter what the social status, had his own tailor, and every one was dressed uniquely as in fact we all somehow are even today. And so, in my opinion, who decides to wear bespoke has the aim to be considered unique and assured about his own appearance without trying to base his own value on famous brands.

The service you provide is unique and simple. What does it lay at the core of it?

Basically, the service we offer is the same of the old shirt-makers, the new aspect is that it was not offered before for polo shirts.

What does ‘bespoke’ mean to you?

For us “bespoke” means virtually no limits in customizations of our polo shirts.

What types of fabrics and materials do you use?

We developed a proprietary piqué sewn in Italy but we also have jersey, plus we had several partnerships with the major Italian fabric producers as for example with Zegna Baruffa who produced for us the lightest wool in the world.

Is pique cotton easy to customize?

The pique cotton is one of the most difficult fabrics to manage if you have to produce a bespoke cut. This was the reason because nobody offered bespoke polos before, so we’ve discovered the mystery for ourselves finally! It took us two years of experiments to find this particular method in order to stabilize the open cells of the piqué, and assure to it durability and comfort at the same time.

What are the best combinations with polo shirts?

We have different fabrics that are meant for different seasons and combinations. Personally, due to the fact that our collar can be customized I prefer to have it slightly harder than on ready-to-wear polos. I can wear it under a single breast blazer without risking that the polo collar to disappear under the blazer collar after five minutes.

“My customers show a deeper respect towards the others and the environment.”



“Who decides to wear bespoke has the aim to be considered unique and assured about his own appearance, without trying to base his own value on famous brands.”

What are your favourite timeless style icons?

“The Duke of Windsor and Gianni Agnelli, two timeless examples of sophisticated masculine style.”

We made a lot of research in the clothing history, discovering that all the most worldly recognized and known gentlemen wore polo shirts at some occasions. We have set our eyes particularly at the Duke of Windsor and Gianni Agnelli, two timeless examples of sophisticated masculine elegance.



Who are your customers?

As mentioned before, while talking to my customers, most of the time I'm under the impression that I'm dealing with very mature individuals in terms of style. These are the people who are extremely attentive to how they actually appear, however not in terms of superficial attention but instead in a form of deep respect towards the others and the environment.

In our age of mass production and consumption, do you feel like people are starting to invest in timeless pieces instead of filling their closet with fast dying fashionable clothing?

Sometimes people think that in order to dress bespoke you have to be necessarily extremely rich. In my opinion that's just an illusion by those who had not yet fully developed in regards of creative thinking. They have probably never thought of creating a piece of clothing on their own due to complexity of such work. I think that the pleasure in going bespoke is related to the creativity and desire to create but as well to the ethical aspect that in the high quality bespoke business you deal with artisans who are in most cases the executers of the items you design.

What is the future of Customization according to you?

For many reasons these are the difficult times I currently observe all around the world. However, thanks to this limitations there are emerging extraordinary examples of creativity and a renovated attention to quality, materials, and forms. I've noticed that there are many more customers who are disposed to pay a little extra to have something unique and this trend will probably increase in the next years.

How does your virtual customization work?

The customization tool we have online was designed for customers who cannot come directly to our production site/atelier in Milano and because of this we offer different options: you can send us your anatomical measurements, you can send us a shirt that fits you perfectly, that we use as sample, or if you are particularly lucky and you have a very regular shape, you can tell us your standard size so we can start from there in customizing all the other details.

Where can we find your polo shirts, besides your online store?

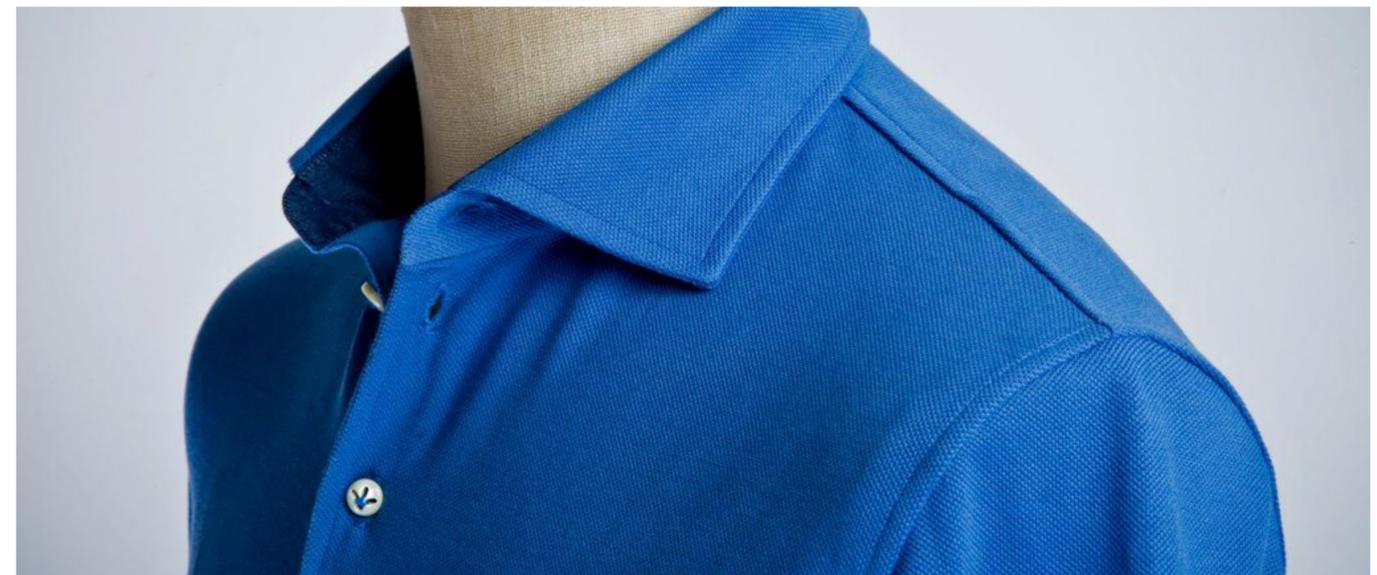
We have recently moved our showroom directly above our production site in viale Carlo Espinasse in Milano. Even the online customization shops work perfectly and we strongly recommend you to visit us in order to discuss together the fit you prefer and to show you all the options we have in designing your perfect polo shirt. In my opinion the options we suggest are not easy to find elsewhere.

*Interview by
Elizabeth Zhivkova*

PRODUCTION OF POLOSOPHY SHIRTS



Polosophy collaborates with a Milanese family owned factory (viale carlo Espinasse, Milano, Italy), producing shirts over tree generations. The factory embodies the spirit of quality and historic style of truly elegant iconic style figures, once making their bespoke clothing there. The ancient factory is still functioning, responsible for the production of various specialized sophisticated brands, sharing the same values.



Every polo shirt is carefully hand cut and manufactured for every client. Every pattern is cut individually and every polo shirt piece is elaborated and finished according to the ones specific needs and aesthetics.

©NOIR CATCHER 2015