

NICOLÒ BERETTA.

Interview by LORENZO SABATINI · Portrait by NIKOLA BORISSOV



Born: 18. November 1995.
Location: Milan.
Range of products: shoes.

Years active: /
Awards: *Vivian Infantino Emerging Talent Award*, marking Nicolò Beretta the youngest

designer ever to win that acknowledgement.
International stockists: Xoox, Farfetch, Barneys, 10 Corso Como.

Celebrities wearing GIANNICO: Lady Gaga, Dita Von Teese, Chiara Ferragni... Met Franca Sozzani at 17.

What makes you proud about being Italian today?

I am so proud of my Milanese roots. Then, certainly beyond the cliché that can be mentioned, I would say that the famous *made in Italy* thing is something relevant.

Italy is a country where I can realize my creative ideas in a very short time. It makes me proud of the fact of living in a varied country full of culture. I was born in Italy. When I was 12 years old, I moved to Sidney and I felt a great lack of art history and architecture that Italians often take for granted.

Surely, I would say also the fact of living in a beautiful country.

If you could describe the mood of this phase of your life with a song, which would it be and why?

I find myself in the most frenetic time of my life yet, so I would probably choose *Don't stop me now*, by Queen. I listen to it often in these days to recharge myself.

What is the funniest thing about being a talented shoe designer?

There surely exist many funny sides to my job.

Starting from the drawing to the final product, I truly enjoy being young and playing my part in the industry.

It is surely funny to have the chance to be in touch with so many interesting people and to travel a lot.

What is something that makes a person stylish in your opinion?

Personality above all. A person with a strong personality is always stylish - well dressed or not.

If the person knows what he/she wants. Being confident is stylish.

What is a cliché about Italian people that you would like to dismantle?

It's Versace, not Versac-ee [smiling].

I would say the fact that we are retro. I lived abroad and I realized that many people see us like that.

But we have all the modern comforts that an American or English city has.

I FIND MYSELF IN THE MOST FRENETIC TIME OF MY LIFE YET, SO I WOULD PROBABLY CHOOSE "DON'T STOP ME NOW," BY QUEEN

A love/hate relationship. Surely Instagram has been fundamental to launch my brand and to give it proper visibility, but I am not a very social person.

It is a matter of time and quality: if you want to share good quality content, you must dedicate time to it.

Talking about Facebook, I got bored of it.

I deleted my account.

I am afraid that also Instagram will end up like that, but honestly, as a millennial, I feel less represented by it lately.

Where does your passion for shoes comes from?

This is a difficult question because I have always been passionate about fashion. I used to draw total looks including clothing as far back as I can remember.

Then, at a certain point, I focused on shoes.

Probably because I had the chance with this product to express my creativity on one special project without thinking about the context.

I wasn't feeling ready to create a total look.

My love for shoes is endless, I love to work on details like the design

MY LOVE FOR SHOES IS ENDLESS, I LOVE TO WORK ON DETAILS LIKE THE DESIGNER DOES WITH CREATING JEWELRY

You draw inspiration from artists and designers. What is it about art and design that you find so inspiring?

Shapes, colors... but also contexts. If I think about artists, I think they are more fascinating and intellectual if compared to fashion people. I see them more elevated.

For me, working on references of artists that I love gives that final touch to my product.

Any preview about the collection you are currently developing?

All I can say is "bling bling."

Instagram is mainstream now, but apart from your business page, what is your relationship like with social media in your everyday life?

ner does with creating jewelry.

What is something totally out of time in your opinion talking about style?

Maybe there is so much vulgarity, lots of cheap people.

Many figures are considered celebrities thanks to social media.

They are vulgar, but not in an artistic way. Many famous people who influence new generations are out of style and that is so dangerous.

What makes you smile? What makes you sad?

Happy: smiles – love – good food – dressing up – seeing a sketch of mine becoming reality – a nice gin & tonic.

Sad: ignorance – discrimination – lazy people – cheap things – badly-dressed wealthy people.

Derek McLane.

Interviewed by LORENZO SABATINI
Portrait by JOAN MARCUS

You are currently working on the theatre remake of Baz Luhrman's *Moulin Rouge*. Is there anything special you would like to share about this production?

Getting into the theatre, walking inside it, looks like being in the Moulin Rouge. The movie had such extraordinary energy. We tried really hard to capture it. The incredible energy of the movie. I am excited about that, and that's a big part of our production. It's very exciting to watch.

Could you describe to us how is the creative process of developing a set design?

Well, every project is different from another one, but a common trait is certainly the fact that it starts with reading a script, reading a story, and then I talk with the director or the choreographer. So, we start the conversation by saying "What if" and so on, that's true for every show I produce. Looking at a picture, a video - these are the different sources of inspiration I look for. Sometimes, the relationship to the project is obvious. We collect images. As a set designer, I create a visual world and then I tell a story (that the audience finds emotional) those are the two cores of developing a set design.



BEN GORHAM.

Interviewed by LORENZO SABATINI · Portrait by MAGDALENA LAWNICZAK

Year of foundation: 2006.
Location: Sweden.
Range of products: Home candles,

fragrances and *Nécessaire de voyage* collection of handbags and small leather goods.

Years active: 13.
Other fields: Contemporary art.
Grew up in **Toronto, New York** and

Stockholm.
Byredo is collaborating with **Ilse**.
Style icon: Robert Rabenstein.

A milestone in your existence has certainly been the chance to meet perfumer Pierre Wulff. Could you share with us how this has happened and what did he taught you?

Absolutely instrumental to create fragrances the way I did credit to arrive where I am here. I needed to find people that knew a lot about perfume. Starting the company in the very beginning, I was trying to find people that could help me. He was important, a fundamental part of the puzzle. I spent a few months convincing him. He said perfume is a very tough industry, his very first recommendation was not to get into it. After some time, he decided to help me and now he is one of my closest friends. He is a mentor and very supportive of me.

BYREDO products are manufactured in France, Sweden or Italy with a distinct focus on craft and quality. Which are the differences in the several geographic areas' productions?

All the fragrances and most of the beauty product are manufactured in France. All of the leather goods are manufactured in Italy. I think I found a rich heritage and history in France in perfume-making manufacturing. I consider them the best. The same for leather in Italy, it's truly about the craftsman.

You collaborated with one of the biggest names in the industry right now, Virgil Abloh. How was that and on which occasion did

Could you describe the new BYREDO's *Chai Candle*?

It's very simple. It smells like the tea my Indian grandmother did when I was growing up: black tea, spices, cardamom, sugar...

It is sweet, it's near to my heart. It recurs in my life's memories and reminds me of my grandmother when she was still alive.

During last December, BYREDO opened a installation at Miami Design District during Art Basel. Could you describe to us how this came about and what it focused on?

We opened the installation in December. They are photos I took during my travel in America mixed with other sports activities. The duality of life, this direction of nostalgia to the life I was living as an athlete. A big part of my life was in America and Canada. I was a Basketball player, then a creative. It's a framework of a house without walls and doors and, instead of windows, I created boxes for the seven images. It is on display for the next six months in Miami.

Which are the sides of the contemporary society that is worth reflecting about in your opinion?

Many. I think right now I have a project that I am presenting in Paris in February which is about like-minded people and the relationship of being like-minded and the division that it causes.

There is a feeling of division in many different ways: economically,

THERE IS A FEELING OF DIVISION IN MANY DIFFERENT WAYS: ECONOMICALLY, CULTURALLY...

you collaborate?

I think it was my first collaboration during the first year of the brand. I started my company without any experience. I was able to build an audience with this kind of outsiders' perspective. To collaborate with other creatives was important for me. Another way of creating a unique perspective is to collaborate with other creatives and other friends. I started collaborating with other people. Designers, artists, fashion designers: there is no format. We share ideas and we create.

How do you communicate through olfactory techniques? What are you lately fascinated by and which is the message you are currently seeing to develop?

I think I have always been focused on memory. It was important for me from day one. I think it has become a very personal nostalgia and, in terms of ingredients, I gravitated to wood and stretched the boundaries of what you can do with smell. Now, I can experiment in more extreme ways.

What do you suggest to a young perfumer which is about to start his/her career?

I think one of the dilemmas for perfumers is that it is a very commercially-driven market. One of the things that I would recommend is probably to make sure that they explore new frameworks about how smells can be. I think it's traditional and relatively conservative and there are endless possibilities. Encouraging people to be unique, pushing the industry's boundaries, which is usually conservative. Artistic freedom. Perfumers are true artists in my mind.

culturally, racially. Like-minded also comes with a level of division in society.

Who is the typical BYREDO customer?

I don't think there is one type to be honest. One of the things pursued was the idea of appealing to many people. Man or woman. From an 18-year-old girl to a 80-year-old man. It's a great accomplishment for the brand to be able to speak to such a wide group. I don't limit the idea.

BYREDO catalog consists of home candles, fragrances and *Nécessaire de voyage* collection of handbags and small leather goods. Are you planning to produce something else?

Many things. I think it is really just the beginning. I have this idea we can do pretty much everything. We are working on an eyewear project, accessories, footwear...

Your brand sells in 39 countries. Any new markets that would love to sell in?

I don't have any specific in my mind. Methodically, I want to establish the brand in a very authentic way. Digital sphere is informing us where to focus.

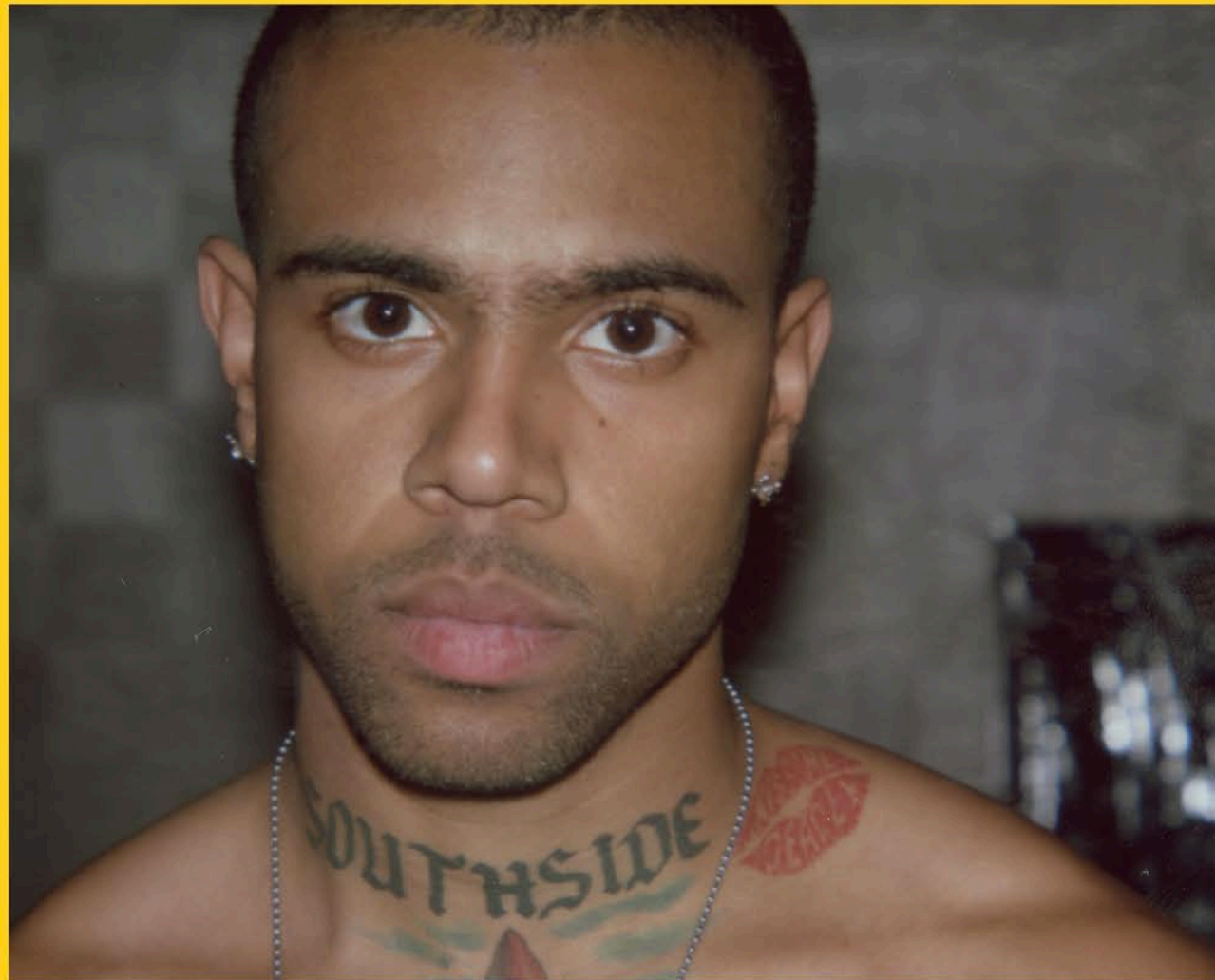
Who or which is your main inspiration nowadays?

Culture, nature... over the last two years they are very much tight to my interest. Climbing, hiking, surfing... and will continue to be so.

Vic Mensa.

Interviewed by **LORENZO SABATINI** · *Photographer* **DIEGO VILLARREAL**
Fashion Editor **DAVID MARTIN** · *Hair Stylist* **JOHNNY STUNTS** @Crosby Carter MGMT
Special thanks to **KENDALL WERTS**

Famous for his lyrics that always go beyond the limit, whether it's a diss or a controversy, the Chicago-born rapper always gets the last word. After the release of *Hooligans*, Mensa continues to give back with his charity project Save Money Foundation, which benefits from the same laser focus as his rhymes. Read on to learn more about the life lessons that have shaped the soul of his latest solo album.



Shirt FENDI
Trousers BALMAIN