

italy

the **NO.1** magazine for lovers of all things italian

NOVEMBER 2009

Issue 80

£3.75



www.italymag.co.uk



people - **property** - holidays - **style** - culture - **food**



Like gloves and watches, the scarf is an essential fashion accessory.



lastly the ironing, all carried out to the highest standards by the company's craftsmen and women.

Today 60% of production is exported abroad to Europe, Japan and America, whilst the other 40% is made for the Italian home market. 50% of production bears the Gala Gloves branding, the other half their various prestigious designer customer logos.

AN IDYLL IN TIME

A few hundred miles up the coast on the idyllic island of Elba is the headquarters of the Italian fashion watch brand Locman. The brainchild of founder and CEO, Marco Mantovani, the company's headquarters overlook the wonderful bay of Campo.

Having spent his childhood on Elba the island 'just got into his blood', so when he returned as a young man he decided to stay. It is from here that Mantovani co-ordinates a network of offices in Milan, Florence and New York. While the production and marketing of the watches is in Milan, Mantovani and his design team remain on the island living in extraordinary creative harmony.

Mantovani's family business was in leather and it was through working on designs for leather watch straps that he became interested in watch design. All Locman watches are designed to be both perfect in their function and beautiful. They use the best materials and have the highest production standards.

The workshops in Milan assemble the watches. The use of modern technology combined with traditional expertise is one of the brand's strong points. The high-quality movements are imported



but the brand invests a great deal in design and use of new materials. Their ultra-sophisticated laboratories mean they can master advanced technology and they are the first watch-making industry to make watch cases out of carbon fibre and titanium.

From Tokyo to New York, Locman watches can be found in 1,200 of the best luxury jewellers and shops across the world, and some 400 in its homeland, including the new flagship store in Florence, located in the 15th-century Palazzo Tornabuoni, once the Renaissance style palace of the Medici family, now lovingly restored.

SCARVES THAT DREAMS ARE MADE OF Jane Carr has become something of a cult-label with its distinctive signature print scarves and wraps and has been at the forefront of the great scarf revival in fashion.

A scarf is an easy way to freshen up or add an individual dimension to a look. Whether it be a cute new Necker (an edgy, long lozenge shaped multi-coloured tulle print scarf) or the Classic Square, the graphic colourful prints are irresistible.

Printed in Como, the centre of high quality Italian printing, the hand-finished scarves are made in exquisite fabrics including silk, silk chiffon, cashmere, and silk satin, with hand rolled or hand-frayed hems.

Launched in 2005, the company's Creative Director, Jane Carr graduated from the prestigious Central Saint Martin's College in London with an MA in Fashion. After winning the International Wool Secretariat Prize she was subsequently snapped up by Donatella Versace in Milan where she worked in-house for four years as head of printed textiles for women's wear.

With this experience behind her she was confident in setting up this exclusive label. New designs include the ultra-chic Carre, an oversized square (*top, left*) that can be worn many different ways for day with jeans or at night over a Little Black Dress; the Stole (*inset, centre*), the ultimate oversized wrap, perfect for adding extra warmth on chill winter nights; or a sassy Satin Square, a modern take on the Classic Foulard (think Grace Kelly in the 1955 film 'To Catch a Thief') and you are on the right road.

Like gloves and watches, the scarf is an essential fashion accessory for day or evening. They complete the fashion picture – and they all make great Christmas gifts too! 