

Pitti Immagine Uomo 89

IL GUSTO DELLA TRADIZIONE
DIALOGA CON IL MODERNO. /
TRADITIONAL TASTE MEETS
MODERN STYLE.

Qualità e innovazione sono i principi chiave per la nuova collezione Autunno - Inverno 2016/2017. Xacus a Pitti Uomo 89, con una rivisitata *The House Of Shirts*, propone una collezione completa e versatile, capace di accontentare le esigenze dell'uomo moderno, ricca di spunti creativi interessanti e sempre fedele all'esperienza e alla tradizione aziendale.

Quality and innovation are key principles for the next Fall - Winter 2016/2017. Xacus at Pitti Uomo 89, with a renewed *The House Of Shirts*, presents a complete and versatile collection, able to meet the needs of the modern man with many interesting, creative touches that remain faithful to the company experience and tradition.



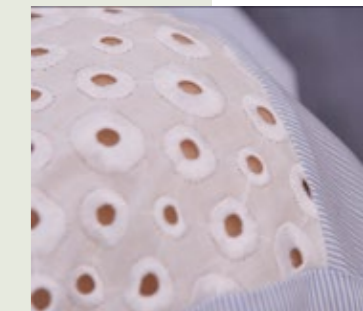
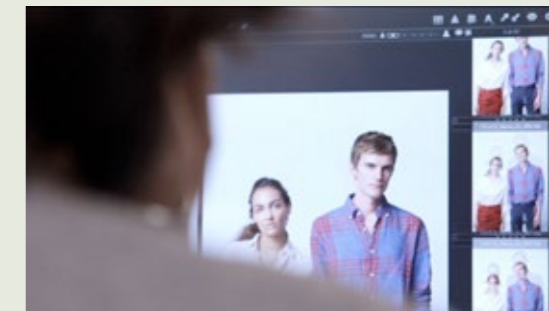
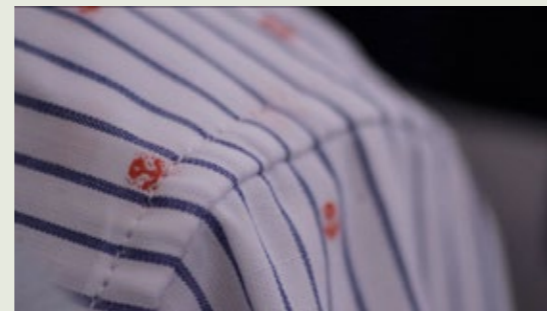
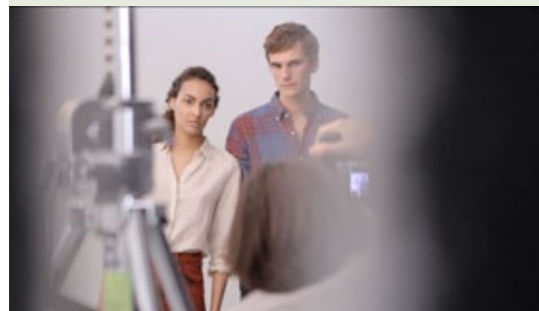
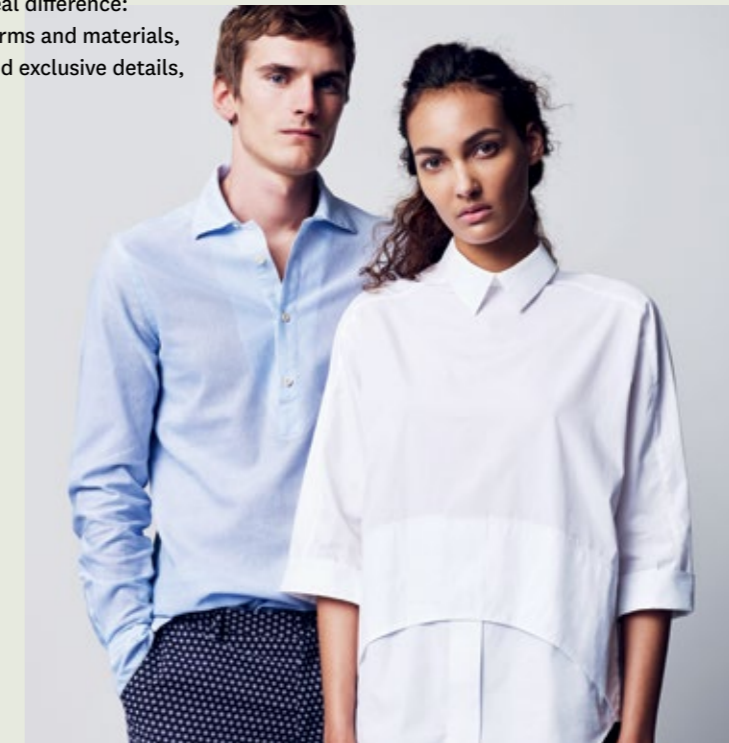
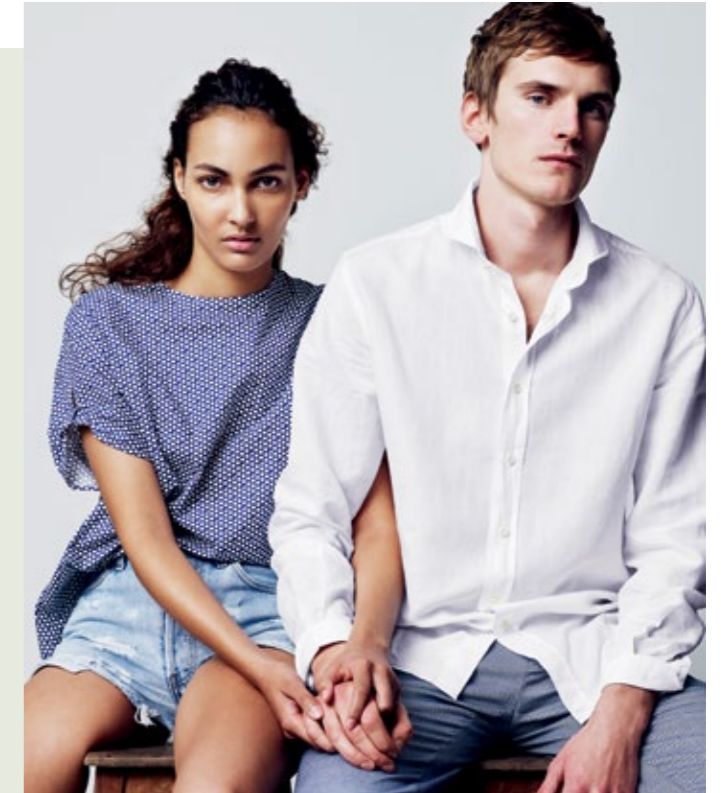
Xacus adv campaign spring summer 2016

LA NUOVA CAMPAGNA ADV PE 2016 RACCONTA
LA COLLEZIONE XACUS UOMO E DONNA
ATTRAVERSO UNA SERIE DI RITRATTI. /
THE NEW ADV CAMPAIGN SS 2016 TELLS
ABOUT XACUS MAN AND WOMAN COLLECTION
THROUGH A SERIES OF PORTRAITS.



Il fotografo italiano *Gianluca Fontana* punta l'obiettivo su visi giovani e contemporanei che vestono la nuova collezione Primavera Estate 2016 catturandone l'essenza, i dettagli sartoriali, la tramatura e le nuove tendenze moda della stagione. La nuova campagna inaugura un progetto globale sui 60 anni dell'azienda dove Qualità, Ricerca ed Innovazione, dal 1956 ad oggi, rimangono i valori fondamentali di Xacus. L'azienda, conscia del valore della propria tradizione sartoriale, ha mantenuto ed esaltato nel tempo quelle caratteristiche di prodotto che fanno la reale differenza: uno stile unico, eccellenza nella ricerca di forme e materiali, accuratezza e innovazione nelle lavorazioni, esclusività dei dettagli trasmessi oggi da queste immagini.

Italian photographer *Gianluca Fontana* point the lens on young and contemporaries faces wearing the new Spring Summer 2016, capturing the essence, the tailoring details, the weave and new fashion trends of the season. The new campaign launches a global project about Xacus 60th Anniversary where Quality, Research and Innovation, from 1956 to the present, remain the core values of the brand. The company, aware of the value of its tailoring tradition, maintained and enhanced over time the product features that make the real difference: a unique style, excellence in research of forms and materials, accuracy & innovation in manufacturing and exclusive details, transmitted today through these images.



Xacus product placement

XACUS INTERPRETATA DA BLOGGERS & INFLUENCERS A PITTI IMMAGINE UOMO 89° E MILANO MODA UOMO A GENNAIO. / XACUS INTERPRETED BY BLOGGERS & INFLUENCERS AT PITTI IMMAGINE UOMO 89° AND MILAN FASHION WEEK LAST JANUARY.



— ALESSANDRO ENRIQUEZ

È un designer di moda, scrittore e giornalista per *Elle.it* ed editore per *Vogue Bambini*. Ha 52K seguaci.

—
Is a Fashion Designer, Writer and Journalist for *Elle.it* and Editor of *Vogue Kids*. He has 52K followers.

› [instagram.com/alessandroenriquez](https://www.instagram.com/alessandroenriquez)



— GABRIELE VERRATTI

Italiano, è il fashion editor del settimanale *Grazia.it*. Ha 11K seguaci.

—
Italian, he is the fashion editor of *Grazia.it* magazine. He has 11K followers.

› [instagram.com/gabrieleverratti](https://www.instagram.com/gabrieleverratti)



— LORENZO LIVERANI

Italiano, fondatore del blog *yourmirrorstyle.com*, è un Fashion, Lifestyle, Travel blogger. Ha 107K seguaci.

—
Italian, founder of *yourmirrorstyle.com* blog, he is a Fashion, Lifestyle, Travel blogger. He has 107K followers.

› [instagram.com/liveranilorenzo](https://www.instagram.com/liveranilorenzo)



— MATTHEW ZORPAS

È un consulente creativo, docente e fondatore di The Gentleman Blogger *thegentlemanblogger.com* n°1 Menswear Fashion Blog del Regno Unito. Ha 113k seguaci.

—
Is a Creative Consultant, Lecturer and Founder of The Gentleman Blogger *thegentlemanblogger.com* UK's No. 1 Menswear Fashion Blog. He has 113K followers.

› [instagram.com/matthewzorpas](https://www.instagram.com/matthewzorpas)



— MIGUEL CARRIZO

È un attore spagnolo ed editore del blog *amlul.com* di Gala Gonzalez. Ha 20K seguaci.

—
Is a Spanish Actor & Editor of *amlul.com* by Gala Gonzalez. He has 20K followers.

› [instagram.com/galagonzalez](https://www.instagram.com/galagonzalez)
› [instagram.com/miguelcarrizo](https://www.instagram.com/miguelcarrizo)



Xacus in The Netherlands



CHICA CHICO

Italian men and women's fashion for the trendy and young minded.

Owners: Pim & Martje Kruysen
— In Veghel

IN A SEA OF SAMENESS,
DARE TO STAND OUT!
BE UNIQUE.

This is the best way to describe our own style which we try to create with our collections. The way we differentiate ourselves from others is by spending a lot of time and giving the needed attention to our collections. We are constantly searching for new items in perfect quality, condition and snit. This way we end up with a unique new collection each season, including Xacus shirts. *Because fashion is an experience!*



SENSO

High end Italian men's fashion boutique on the hippest street in the Hague.

Owners: Egbert Zwier
— The Hague

TAILORED ITALIAN
DESIGN - OVERDRESSED
DOESN'T EXIST.

As the name suggests, Italy is the most stylish country on Earth and it's also the primary source of inspiration that owner Egbert Zwier proudly presents in his store. With great feeling for passion and love of the clothing industry, Senso gives their customers, the best of what is out there in the field of menswear today. For example the beautiful shirts of Xacus. *Dare to be different, but be comfortable doing so.*



BOB LAMMERS

Cool mix of classic formal wear and fashionable Italian brands.

Owners: Joris Lammers (on the left)
— In's-Hertogenbosch

DRESS TO THE NINES,
EVERY DAY.

An exclusive, trendy menswear store, in downtown 's-Hertogenbosch for the modern man. The stylish and trendy man can always score at Bob Lammers, especially if you're in for Xacus! With a high service level and lots of personal attention, they also work by appointment. Thanks to their honest personal advice you are bound to leave to shop with a beautiful new wardrobe.



STIJL

Two fashionable brothers sell their own trendy style in their own shop Stijl.

Owners: Alain van der Tholen (left)
& Dominique van der Tholen (right)
— In Alkmaar

FASHIONS FADE...
STYLE IS ETERNAL.

Stijl men's fashion believes style is a big term. They believe:
Style = Costume Style = Sportive
Style = Casual Style = Xacus
Stijl men's fashion stands for your **own** style!

Xacus @ La Rinascente

SHOPPING TIME! XACUS PROTAGONISTA
CON UNA SPECIALE VETRINA A LA RINASCENTE
DI MILANO PER LA SETTIMANA DELLA CAMICIA
DAL 15 AL 21 MARZO. /
SHOPPING TIME! XACUS PROTAGONIST WITH
A SPECIAL WINDOW DISPLAY AT LA RINASCENTE
IN MILAN FOR THE SHIRT WEEK FROM 15TH
TO 21ST MARCH.

Seguitemi sulla nostra pagina Facebook e Instagram per scoprire di più.

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Follow our Facebook page and Instagram account to know more.



laRinascente

Celebrities placement

SCOPRITE LE CELEBRITIES CHE HANNO SCELTO DI VESTIRE XACUS IN OCCASIONI UFFICIALI. / DISCOVER CELEBRITIES THAT HAVE CHOSEN TO WEAR XACUS DURING OFFICIAL EVENTS.

ADRIAN TOPOL

L'attore tedesco ha vestito Xacus durante l'ultimo *Berlinale Film Festival*.

The German actor wore Xacus during the last *Berlinale Film Festival*.



SANREMO

I cantanti *Neffa*, *The Bluebeaters* e *Irama* hanno scelto le nostre camicie per la loro performance sul palco del Festival di Sanremo 2016.

Singers *Neffa*, *The Bluebeaters* and *Irama* have chosen our shirts for their performance on stage during Sanremo Festival 2016.



CLAUDIO SANTAMARIA

L'attore italiano indossa una serie di nostre camicie durante la fiction TV *È arrivata la felicità* andata in onda su Rai Uno.

The Italian actor wears a series of Xacus shirts during the TV film called *È arrivata la felicità* aired on Rai Uno national channel.



TESSA GELISIO

La presentatrice italiana indossa Xacus Donna durante una delle sue trasmissioni TV.

The Italian presenter and showgirl wears Xacus Donna during one of her TV programs.



Xacus ends Xacus Gusto project



Xacus conclude il meraviglioso progetto "Xacus Gusto" iniziato a Giugno 2015. L'operazione Xacus Gusto, che ha visto coinvolta la maestria di quattro chef stellati quali Massimo Bottura, Antonino Cannavacciuolo, Pietro Leemann ed Ernesto Iaccarino, giunge oggi a termine nell'edizione italiana conseguendo il risultato prefissatosi con la consegna di una somma benefica offerta ad ABA, associazione per lo studio e la ricerca sull'anoressia, la bulimia e i disturbi alimentari, nella persona della dott.ssa Fabiola De Clercq, fondatrice e presidente dell'Associazione. Un'ulteriore donazione è stata destinata al neo nato progetto dello chef Massimo Bottura chiamato *'Food For Soul'*.

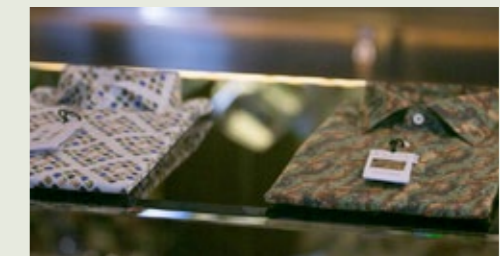
The wonderful "Xacus Gusto" project started in June 2015 comes to an end. The activity Xacus Gusto, which involved the mastery of four starred chefs such as Massimo Bottura, Antonino Cannavacciuolo, Pietro Leemann and Ernesto Iaccarino, now comes to an end in the Italian edition with the delivery of a beneficial amount offered to ABA association for the study and research on anorexia, bulimia and eating disorders in the person of Mrs. Fabiola De Clercq, founder and president of the association. Another donation has been assigned for the new-born project by chef Massimo Bottura called *'Food For Soul'*.



Un ringraziamento speciale ai clienti che ci hanno seguito in questa avventura!
A very special thank you to all clients who followed us in this adventure!

TRENTINO OBERRAUCH, Bolzano - VENETO SEARS, Bassano del Grappa MARINOTTI, Cortina - CORONA, Oderzo - FERRACIN, Treviso CORSO 15, Verona - LOMBARDIA HARRISON, Bergamo - KILTO, Brescia LA RINASCENTE, Milano - PIEMONTE WHIM, Cuneo - CARAMELLO, Torino J. BERRY, Alessandria - VESTIL, Torino - LIGURIA ORIZZONTE, Portofino SPINNAKER, Sanremo - EMILIA ROMAGNA HOMBRE, Modena - FERRETTI, Riccione - BRANDO, Parma - DONATI, Bologna - TOSCANA DONATI, Arezzo GERARD LOFT, Firenze - ZOE UOMO, Pietrasanta - MARCHE MILTON, Ancona - LAZIO SUSI STORE, Latina - WILD BUNCH, Roma - BOTTIGLIERIA, Roma - KILT, Roma - CAMPANIA RICHARD, Napoli - BRANCACCIO, Salerno TUFANO, Scafati - D'ANNA, Positano - ACANFORA, Sorrento ABRUZZO GI.MAN, Pescara - PUGLIA CANDIDO 1859, Maglie - CUPERTINO, Fasano HOMO ET, Bari - CALABRIA TREBISONDA, Reggio Calabria SARDEGNA LOI 1926, Cagliari - SICILIA CLAUDIO MICELLI, Zafferana Etnea UCCELLATORE, Catania - CHIRICO STORE, Messina

OLANDA WOSJH, Amsterdam - BELGIO NEW CHECK POINT, Mol



Best editorials — 2016

I migliori editoriali usciti sulla collezione Xacus PE2016 pubblicati in Gennaio e Febbraio 2016.

Best editorials featuring Xacus ss2016 collection published in January and February 2016.



Femina
December 2015



Arbiter
January 2016



Cronaca del Veneto
January 2016



Corriere Della Sera
January 2016



Fashion Illustrated
January 2016



Fashion
January 2016



GQ Italia
January 2016



Il Giornale di Vicenza
January 2016



Gentleman
January 2016



Gq Türkiye
January 2016



Il Giornale
January 2016



Il Messaggero
January 2016



La Repubblica
January 2016



MF Fashion
January 2016



Ulisse
January 2016



Vanity Fair
January 2016



Il Sole 24 Ore
January 2016



Vanity Fair
February 2016



GQ Italia
February 2016





L'Uomo Vogue
February 2016







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