

Jacket base pattern

*Greater comfort
& fit accuracy*

New runner

*Sneaker lovers,
get ready!*

The All-Season

Flex Collection

Inspiration page

*Gallery of fresh
curated looks*

Fall & Winter 2025

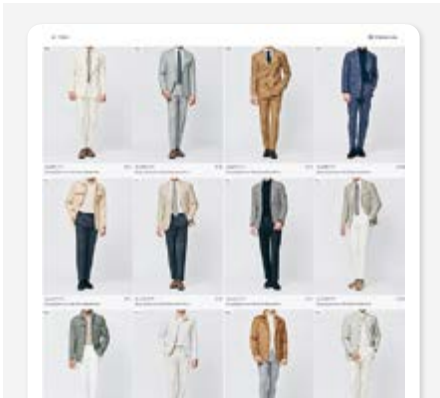
The new collection



KINGS
—house—



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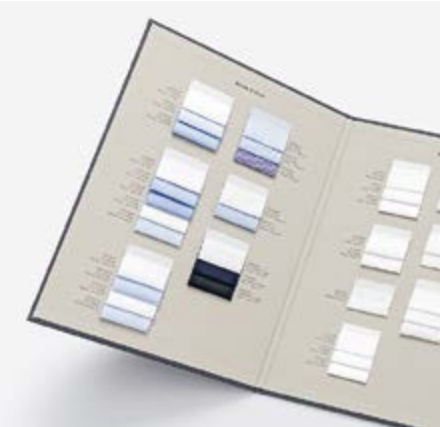


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The *All-Season Flex* Collection

A well-curated wardrobe is built on versatile staples that can be worn year-round – pieces that layer and mix effortlessly or make a statement on their own.



Nine fabric qualities

Available in nine premium stretch qualities, each fabric is carefully developed to offer exceptional comfort, movement and style. Renowned for their heritage and innovation in textile manufacturing, ranging from

stretch cashmere to technical stretch and stretch 'knit look', **including a wide selection of fabrics made in Italy by Loro Piana.** Whether you're seeking breathability, warmth or a refined aesthetic,

there's a fabric in this collection to suit every need and occasion.

You'll find styling inspiration and details about each quality on the following pages.



1. LP tropical stretch



2. LP lightweight stretch



3. LP stretch



4. Stretch flannel



5. LP stretch brushed wool



6. LP stretch cashmere



7. LP knit



8. Stretch 'knit look'



9. Technical stretch



1. LP tropical stretch

Blending the cosiness of a supple jersey knit with the durability of a classic weave, this quality is from the **Jersely** (JY) line of **fabrics made in Italy by Loro Piana**. Crafted from **high-performance stretch wool** in single-ply yarns, ensuring outstanding breathability and a lightweight feel.



Look ASF003

LP tropical stretch

Elevate your everyday look with pieces that balance precision tailoring and relaxed functionality. The steel grey stretch tropical wool utility jacket and trousers create a streamlined silhouette with a breathable, lightweight feel. Underneath, the anthracite ultra-fine merino half-zip knit adds depth and softness. Finished with dark grey knit runners, this ensemble moves with purpose: smart, comfortable and effortlessly modern.



Look ASF003 Steel grey stretch tropical wool utility jacket - K10165 Anthracite S160 ultra-fine merino half-zip knit - ASF003 Steel grey stretch tropical wool trousers - KNI08 Dark grey knit runners



Look ASF009

LP lightweight stretch

Step into a world where refined utility meets fluid comfort. The navy blue stretch wool-silk utility jacket and matching trousers blend effortless stretch with timeless texture, paired perfectly with the sleek modal-wool shirt. Ground your look with classic black summer suede penny loafers.



Look ASF009 Navy blue stretch wool-silk utility jacket - SH00401 Navy modal-wool shirt - ASF009 Navy blue stretch wool-silk trousers - SUS01 Black summer suede penny loafers



2. LP lightweight stretch

From the **Lightmove** (LM) line of **fabrics made in Italy by Loro Piana**, this luxurious quality features a breathable hopsack weave in an effortless stretch blend of **ultra-lightweight S150 merino wool with silk**. Ideal for unlined garments.





3. LP stretch

This quality combines the softness of a supple jersey knit with the strength of a classic weave. From the **Jersely** (JY) line of **fabrics made in Italy by Loro Piana**, it's crafted from **high-performance stretch wool** in a denim-inspired **twill**, providing enhanced flexibility and a modern mélange look.



Look ASF011

LP stretch

Complemented by a crisp white cotton poplin shirt, dark brown grenadine tie and finished with rich calf penny loafers – your foundation for poised, all-day confidence.



Look ASF011 Oatmeal stretch wool-silk-linen jacket - SH00069 White cotton poplin shirt - TGREN011 - Dark brown grenadine tie - ASF011 Oatmeal stretch wool-silk-linen trouser - PLA02 Dark brown plain calf penny loafers



Look FLN005

Stretch flannel

Seize the day with purpose and ease in heather grey natural stretch wool flannel, from the quilted vest to the drawstring trousers. The midnight blue extra-fine merino polo and suede mid-top city loafers bring a sophisticated edge to this cohesive look.



Look FLN005 Heather grey S120 natural stretch wool flannel quilted vest - K10183 Midnight blue extra-fine merino polo knit - FLN005 Heather grey S120 natural stretch wool flannel drawstring trousers - SDE26 Midnight blue suede mid-top city loafers



4. Stretch flannel

Made from 100% **extra-fine S120 merino wool**, this stretch flannel quality brings outstanding breathability, sophistication and a soft, lightweight feel – even to your more formal occasions. Featuring **natural stretch** and superior wrinkle recovery for a sharp, elegant finish.



Look FLN009

Stretch flannel

Indulge in the soft embrace of taupe cashmere with a full-zip cardigan layered over a light grey turtle neck. Paired with tailored drawstring wool flannel trousers and suede runners, this look invites you to experience relaxed refinement – with comfort and style woven into every fiber.

Look FLN009 Taupe S120 natural stretch wool flannel drawstring trousers - K10047 Taupe cashmere full-zip cardigan - K10041 Light grey cashmere turtle neck - SDE16 Truffle suede runners



Essential pieces:
for the considered man
Utility suit

The taupe S120 natural stretch wool flannel utility suit (FLN009), featuring a utility jacket and drawstring trousers, exudes understated elegance. Designed here with utility patch chest pockets with flaps.



Look FLN009 Taupe S120 natural stretch wool flannel utility jacket - K10194 Warm grey cashmere turtle neck - FLN009 Taupe S120 natural stretch wool flannel drawstring trousers - SDE06 Taupe suede penny loafers



5. LP stretch brushed wool

From the **Jersely** (JY) line of **fabrics made in Italy by Loro Piana**, this quality combines the comfort of a supple jersey knit with the resilience of a classic weave. Crafted from **high-performance stretch wool** with a **flannel-like finish** for added softness and textural depth.



Look ASF020

LP stretch brushed wool

Bask in the rich warmth of soft caramel brushed wool twill, paired with a light blue cotton twill shirt for a fresh, inviting palette. Dark brown antique calf tassel loafers ground this look with heritage charm — perfect for those who cherish classic sophistication with a modern twist.



Look ASF020 Soft caramel stretched brushed wool twill jacket - SH00120 Light blue cotton fine twill shirt - ASF020 Soft caramel stretched brushed wool twill trousers - POA02 Dark brown antique calf tassel loafers



Look ASF019

LP stretch brushed wool

Discover understated elegance in the light taupe brushed wool twill utility jacket and trousers. Paired with an off-white S160 ultra-fine merino turtle neck and natural suede runners, this ensemble captures the essence of quiet confidence and versatile, timeless style.



Look ASF019 Light taupe stretch brushed wool twill utility jacket - K10168 Off-white ultra-fine merino turtle neck - ASF019 Light taupe stretch brushed wool twill trousers - SDE12 Natural suede runners





Look BL0032

LP stretch brushed wool

Sleek meets practical in a light grey stretch wool flannel utility jacket and quilted vest layered over crisp white selvedge stretch 5-pocket pants. Mid grey suede runners add a subtle sporty touch, making this outfit a versatile companion for city life's every rhythm.

Look BL0032 Light grey stretch wool flannel utility jacket - BL0032 Light grey stretch wool flannel quilted vest - K10188 off-white extra-fine merino turtle neck - DEN006 White selvedge stretch 5-pocket pants - SDE29 Mid grey suede runners



Look ASF022

LP stretch brushed wool

Own the room with the storm blue stretch wool twill layered utility jacket and vest, accented by a navy cashmere-silk turtle neck. The midnight blue stretch wool trousers and suede mid-top loafers combine refined craftsmanship with a bold urban spirit.



Look ASF022 Storm blue stretch brushed wool twill utility jacket - ASF022 Storm blue stretch brushed wool twill vest with zip - K10077 Navy blue cashmere-silk turtle neck - BL0030 Midnight blue stretch wool trousers - SDE26 Midnight blue suede mid-top city loafers



Essential pieces: for the considered man

Double-breasted jacket

A menswear classic, this **midnight blue stretch brushed wool twill double-breasted jacket** (ASF023) is designed here with wide peak lapels for added distinction.



Look ASF023 Midnight blue stretch brushed wool twill double-breasted jacket - K10161 LP S160 denim blue ultra-fine merino turtle neck - Cotton 037 Off-white stretch cotton moleskin trousers - SDE026 midnight blue suede mid-top city loafers



A stunning and versatile staple, this **midnight blue stretch wool flannel utility jacket** (BL0030) is designed here with a button closure, utility patch side pockets and a rounded welt chest pocket.



Look BL0030 Midnight blue stretch wool flannel utility jacket - K10177 Desert beige cashmere turtle neck - COL001 Off-white twill stretch 5-pocket pants - SDE03 Chocolate brown suede blucher with plain tip

Utility jacket



6. LP stretch cashmere

From the **Cashmere Award Move (CAAM)** line of **fabrics made in Italy by Loro Piana**, this exclusive quality is made from a blend of **99% superfine cashmere** with 1% stretch. Achieving a luxurious balance of softness and comfort that's well suited for any occasion.



Look ASF028

LP stretch cashmere

Dive into tonal luxury with a navy blue stretch cashmere jacket and matching trousers – a harmonious blend of comfort and quiet confidence. Paired with a navy modal-wool shirt for subtle texture play and finished with blue polished antique calf penny loafers, this monochrome ensemble speaks volumes in minimal strokes.



Look ASF028 Navy blue stretch cashmere jacket - SH00401 Navy blue modal-wool shirt - ASF028 Navy blue stretch cashmere trousers - POA05 Blue polished antique calf penny loafers



Look ASF025

LP stretch cashmere

Wrap yourself in the supple softness of taupe stretch cashmere, from utility jacket to trousers. Paired with a sand cashmere-silk turtle neck and dark brown suede penny loafers, this look radiates calm assurance and refined minimalism.



Look ASF025 Taupe stretch cashmere utility jacket - K10085 sand cashmere-silk turtle neck - ASF025 Taupe stretch cashmere trousers - SDE02 Dark brown suede penny loafers





7. LP knit

From the **Zelander® Punto Milano (ZS)** line of **fabrics made in Italy by Loro Piana**, this easy-to-wear stretch blend of **premium merino wool and technical fibres** stands out for its versatile mix of refinement and durability. A true sartorial knit.



Look ASF031

LP knit

Command attention in a midnight blue stretch knit wool utility jacket and trousers. Layered with a greige mélange extra-fine merino half-zip polo, a crisp white compact cotton Oxford shirt and matching suede mid-top city loafers for a timeless reimagining of versatile dressing.



Look ASF031 Midnight blue stretch knit wool blend utility jacket - K10194 Greige mélange extra-fine merino half-zip polo - SH00270 White compact 2-ply cotton fine royal Oxford shirt - ASF031 Midnight blue stretch knit wool blend trousers - SDE26 Midnight blue suede mid-top city loafers



Look TR001

Stretch 'knit look'

Merge softness with structure in oatmeal stretch wool-lyocell-cashmere blend twill, complemented by an off-white extra-fine merino polo knit. Off-white stretch cotton moleskin trousers and beige knit runners complete the look — an ode to understated, everyday elegance.



Look TR001 Oatmeal stretch wool-lyocell-cashmere blend twill utility jacket - K10188 Off-white extra-fine merino polo knit - Cotton 037 Off-white stretch cotton moleskin trousers - KNI02 Beige knit runners



8. Stretch 'knit look'

Woven as a classic twill with plenty of stretch, the **brushed flannel finish** and **enhanced flexibility** of this knit-like quality combine to deliver comfort and style in equal measure.





9. Technical stretch

A practical and elegant everyday favourite, this fine twill quality features a soft touch, exceptional **two-way stretch** and outstanding **water repellence**. Ideal for the demands of an active lifestyle.



Look OLM003

Technical stretch

Navigate any season with confidence wearing a bone stretch water-repellent technical quilted vest paired with ecru wool jersey shirt and water-repellent drawstring trousers. Mid grey suede runners add the perfect blend of function and style — ready for wherever the day leads.



Look OLM003 Bone stretch water-repellent technical quilted vest - SH00342 Ecru S120 wool jersey shirt - OLM006 Steel grey stretch water-repellent technical drawstring trousers - SDE29 Mid grey suede runners



Look OLM006

Technical stretch

Embrace the cutting edge of style and performance in a steel grey water-repellent technical utility jacket and vest. The navy blue S120 wool jersey shirt and matching technical drawstring trousers paired with midnight blue suede runners make this a statement of sleek resilience and modern sophistication.

Look OLM006 Steel grey stretch water-repellent technical utility jacket - OLM006 Steel grey stretch water-repellent technical vest with zip - SH00211 midnight blue S120 wool jersey shirt - OLM001 Navy stretch water-repellent technical drawstring trousers - SDE26 Midnight blue suede runners



Essential pieces: for the considered man.

Vest with zip

Turn up the elegance, but keep the effortlessly cool vibe in this navy stretch **water-repellent technical vest with zip** (OLM001). Featuring a slanted welt with zip side pockets and a vertical chest pocket with zip, this is a polished – yet still relaxed – weekend-ready essential.



Look OLM001 Navy stretch water-repellent technical vest with zip - K10174 Steel blue cashmere turtleneck - OLM001 Navy stretch water-repellent technical drawstring trousers - SDE27 Stone suede runners



Strike the perfect balance between style and function in this **steel grey stretch water-repellent technical utility jacket** (OLM006). Designed with a zip closure, utility patch with flap chest pockets and bellow side pockets for added practicality.



Look OLM006 Steel grey stretch water-repellent technical utility jacket - OLM006 Steel grey stretch water-repellent technical vest - KNIT051 Navy blue piqué shirt - OLM001 Navy stretch water-repellent technical drawstring trousers - SDE26 Midnight blue suede runners



Utility jacket

Knitwear: *made for layering*

As temperatures drop, we embrace the coziness of luxe scarves and warm sweaters. Yet, knitwear transcends seasonal boundaries – its versatility makes it a year-round essential.

Whether worn as a base layer, an outer layer or on its own, our collection of adaptable knitwear truly comes to life in the cooler months.

K10047

New knitwear shades for cashmere: fresh fall & winter additions

We are celebrating the season with a stunning array of new colours in our wool-cashmere and pure cashmere yarn collections. Whether you love deep, rich hues or soft, elegant tones, there's something to elevate every wardrobe.

Cashmere

Experience a spectrum of sophistication as we expand this luxurious range with eight breathtaking colours: **ice blue, steel blue, dark petrol, desert beige, light taupe grey, chocolate brown, wine red and terracotta.**



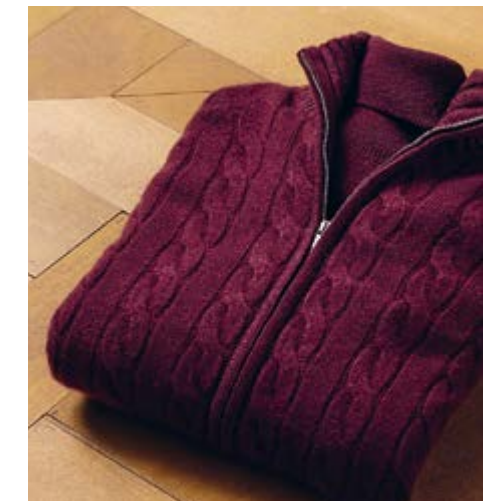
KS10199



K10176



K10173, K10174 & K10175



KS10200

Wool & cashmere

Explore two new elegant neutrals: **winter white and beige.**



K10201

New yarn quality: **extra-fine merino wool**
by *Zegna Baruffa Lane Borgosesia*

We are excited to introduce the new extra-fine merino wool by Zegna Baruffa Lane Borgosesia, a yarn of unparalleled softness crafted entirely in Northern Italy. This versatile, lightweight yarn is naturally resistant to stains, odours and grease,

sourced from fleece in Australia and New Zealand. It's an **exceptional choice for crew necks, turtle necks, polos and zip closures**. As soft and comfortable as cashmere, this new all-season quality is available in **eighteen 365 colours** –

offered in single yarn for a lighter, more refined quality and double yarn solid for a winter-ready look and feel.



K10194, K10189, K10190 & K10187



K10190



K10193



K10192, K10180, K10181, K10182, K10183 & K10193

Cotton & cashmere



New yarn qualities for scarves:
wrap yourself in luxury

Stay warm in the most sophisticated way, by adding a scarf to your ensemble. Whether you're dressing up or keeping it casual, these scarves add the perfect finishing touch.



K10095, K10102 & K10108



K10108

Discover scarves made from **cashmere, wool-cashmere and extra-fine merino wool by Zegna Baruffa Lane Borgosesia now in a luxurious double yarn solid** for an extra layer of indulgence. For added versatility, you can now also choose between two knit types: **half English rib or plain**.

Live from September.

New knitwear design option: deep v-neck

Expand your layering options with our new deep V-neck option for knitwear. Available in both 1.8 cm and 3 cm closure widths, this refined silhouette combines comfort and versatility. **When choosing the 3 cm closure, you can select between**

a standard or wide rib, allowing further customisation to suit your personal style. Perfect for layering or dressing up casual looks, it can be worn over a t-shirt, button-down shirt or even a turtleneck, offering varied styling possibilities across seasons.



K10035 & K10179



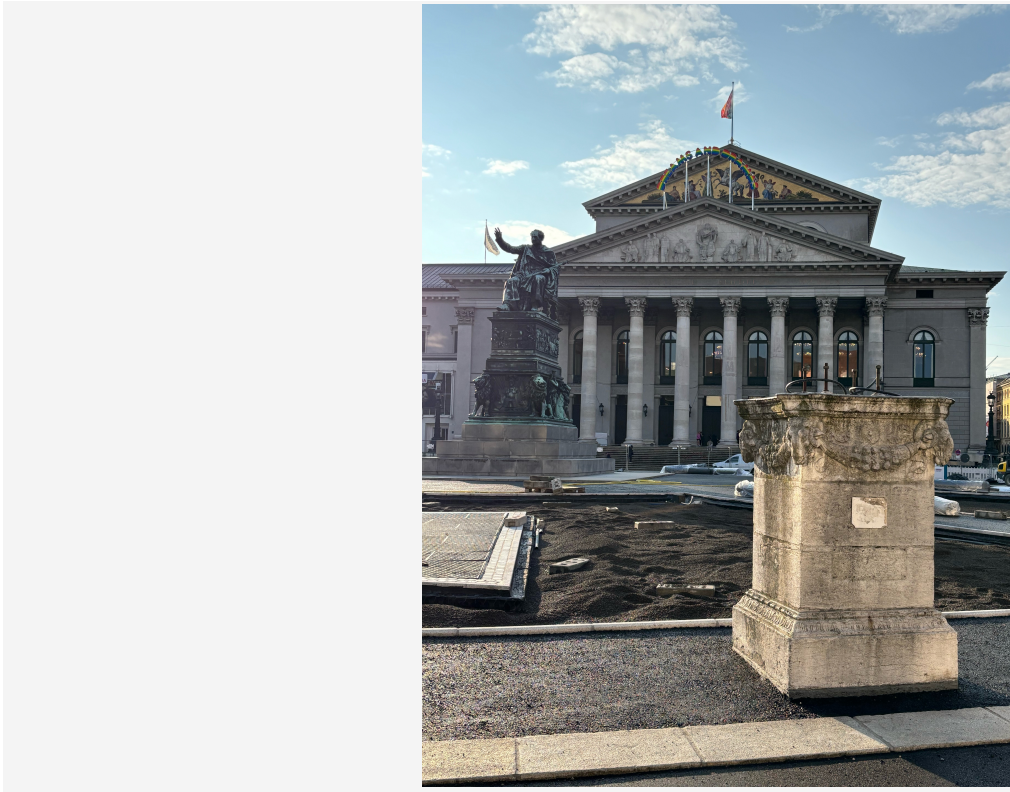
K10035



Button 60

New buttons: for knitwear

Customise your knitwear with a new mother of pearl button in dark blue.



New knitwear design option: slanted welt pockets

Customise your knitwear pockets. This new design option is available in most yarn qualities – single-yarn solid, double-yarn solid and half English rib – with the exception of cable knit.



K10165



K10162

Essential pieces: for the considered man

Full-button bomber

Great for travel and long weekends, the **dark petrol cashmere full-button bomber** (K10175) is made for lounging in style. Featuring patch side pockets and a chunky ribbed finish on the cuffs, hem and collar, this is elegant leisure wear done right.



Look K10175 Dark petrol cashmere full-button bomber - K10175 Dark petrol cashmere leisure pants - SDE26 Midnight blue suede runners

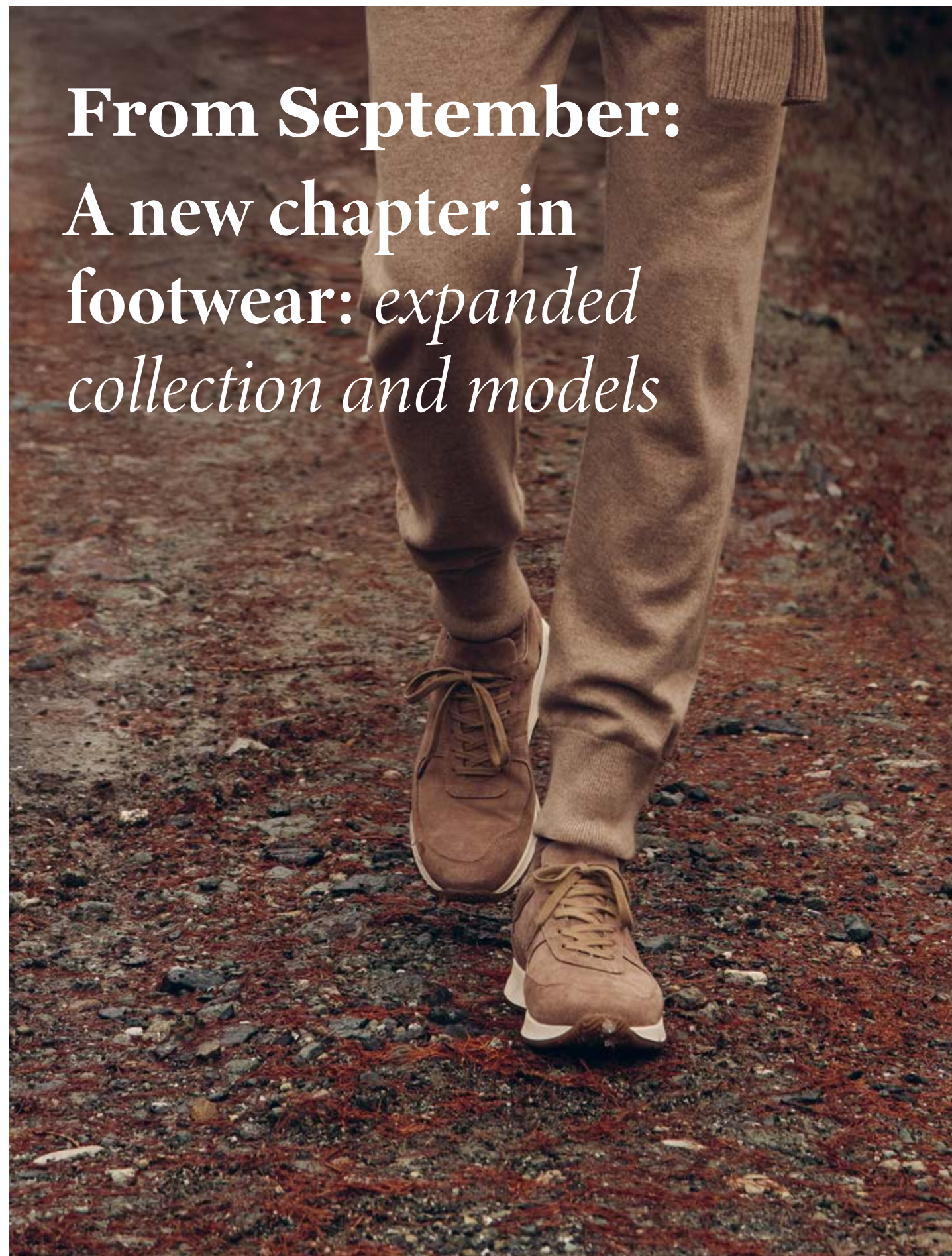


Add a touch of refined comfort to your wardrobe with the **ice blue cashmere cable knit turtle neck** (K10173). The rich cable texture and soft turtle neck collar create an elegant silhouette.



Look K10173 Ice blue cashmere turtle neck – K10173 Ice blue cashmere leisure pants - KNI06 navy knit runners

Cable knit



From September:
A new chapter in
footwear: *expanded
collection and models*

K10047 & SDE12



New and improved:
casual shoes

New model: low-top city loafer with laces

Where comfort meets sophistication. Our new hybrid model seamlessly blends elements of loafers, dress shoes and casual sneakers. This style **bridges the gap between easy-going and formal**, offering effortless adaptability for any occasion, whether you're dressing down or elevating your look.



SDE20



With a stylish lace-up design and a loafer-like silhouette, it's crafted for versatility in city settings, perfectly straddling the line between loafers and dress sneakers. Choose from **four sole colours** — now including two **new options: anthracite and black** — and a range of velvety smooth suedes, as well as fine and grain calf leather to create an ideal everyday pair of loafers.

New model: runner

Sneaker lovers, get ready! We are launching a new customisable runner. Whether you're always on the go, a fashion enthusiast or

someone who refuses to compromise on comfort, this innovative sneaker is designed to adapt to your needs.

Choose from a range of materials and colour combinations – **mix and match leather, mesh, or knit** to create a look that's uniquely yours.



KN107



SDE26



SDE15

New quality: knit

We are excited to introduce knit as one of the new materials for our runner model.

This option **combines breathable comfort with the soft support of an elastic construction**, allowing for natural movement and a snug fit.

Its rich texture contributes to the modern aesthetic of the runners, making them stand out in both look and feel. Offered in **nine colours**, the knit version delivers a perfect balance of innovation, comfort, and style.



KN108, KN105, KN104 & KN102



Expanded customisation options

With a choice of **seven updated sole colours** and premium materials – including **21 suede, 4 fine calf leather, 5 grain calf leather, and the 12 new mesh and 9 knit fabrics**. This runner seamlessly blends performance and elegance, perfect for those who embrace an aesthetic that is both sporty and refined.

The runner is handcrafted in Portugal with high-quality materials. And the best part? Your custom pair will be at your doorstep within just four weeks.

New quality: mesh

The second new addition to our runner model is mesh – a material chosen for its **exceptional breathability** and performance.

With its **open structure and elastic composition**, mesh supports natural movement and keeps the foot feeling fresh

throughout the day. Visually, the fine texture adds a sleek, athletic look that enhances the overall design.

Offered in a striking palette of **12 colours**, this modern material brings energy and versatility to the runner lineup.



SDE26



SDE31, SDE15 & SDE14

New model:
mid-top loafer sneakers

A fusion shoe that artfully blends design elements of a loafer, the height of a mid-top and the sole and comfort of a sneaker. A highly versatile **shoe that combines elegance with casual functionality.**



SDE26

New model:
boat shoe sneakers

Feeling sporty or more refined? Whichever look you're going for, this new model helps to complete the ensemble.



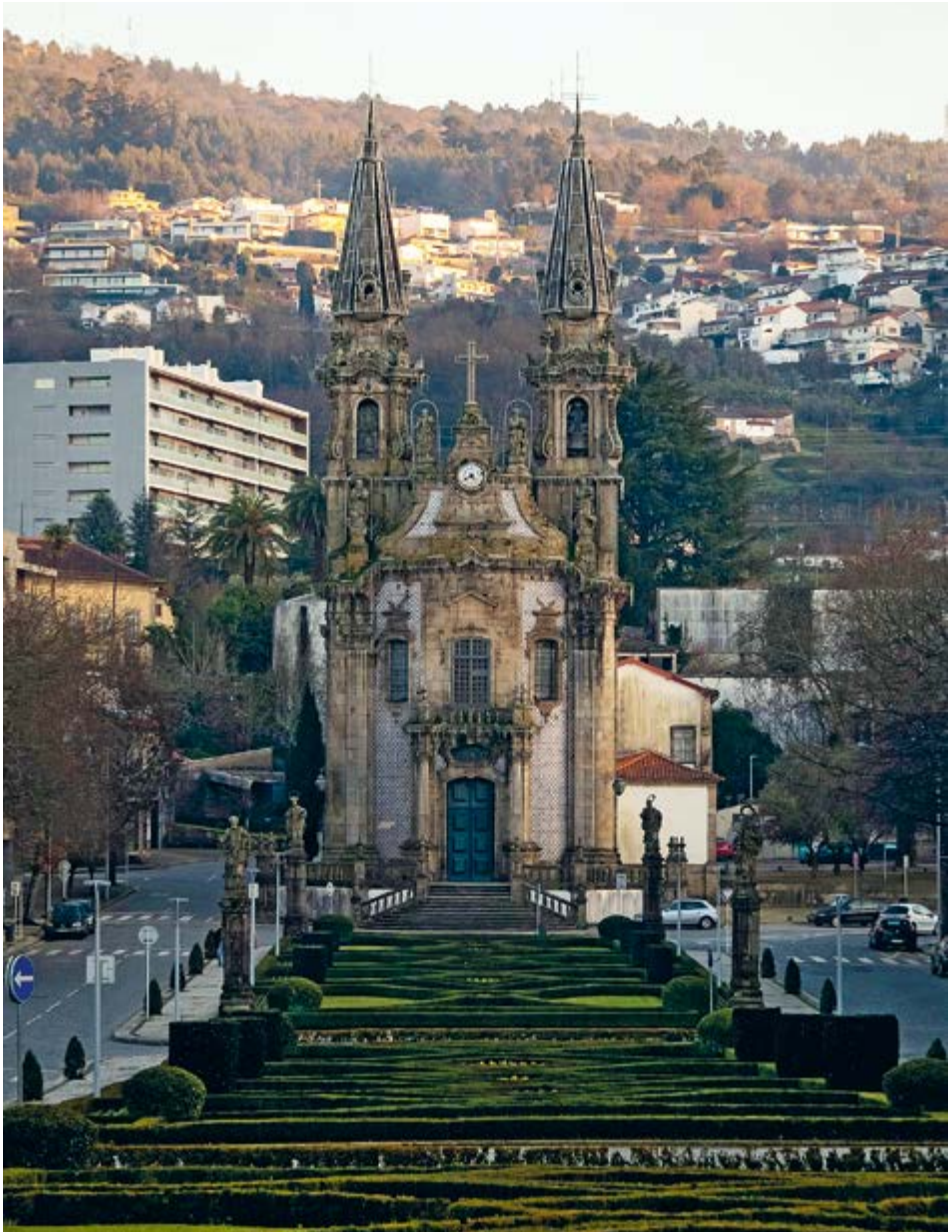
SDE14



SDE29

Choose from a wide range of nine classic sole colours – **now including a new off-white option.** Crafted from quality materials that stand the test of time to deliver enduring style and reliable performance.

Designed for everything from city strolls to weekend sailing, this handcrafted, hybrid style combines features from traditional boat shoes with the comfort and construction of sneakers.



FW25 jackets

The modern man needs a dependably chic selection of **34 seasonal jackets** to greet the cooler seasons. Discover our newest lineup of heritage-meets-on-trend qualities, including a variety of fabrics made in Italy by Loro Piana.

Jersely redefines flexibility by combining the resilience of woven fabrics with the supple comfort of jersey. Crafted on a shuttle loom with pure wool and a hint of stretch, Jersely is ideal for versatile, ultra-comfortable jackets that move effortlessly with you.

Pecora Nera® showcases dark Merino wool from rare, natural shades of black and melange, celebrating the heritage of New Zealand's original wool breed – a true rarity in premium wool fabrics.



The **Bactrian** collection introduces a rare and noble fibre from the legendary two-humped camel of Central Asia. Harvested from the gentle combing of young camels' ultra-fine underfleece, this fabric offers a lustrous, soft touch combined with exceptional temperature regulation – perfect for timeless and luxurious winter jackets.



9155, 9157, 9144, 9158, 9145, 9143, 9146, 9152 & 9153



9171, 9144, 9155 & 9157 (Bactrian)

And in our **Silk Air** collection, a merino wool-silk blend delivers a fabric with a sophisticated, textured appearance. Known for outstanding lustre and elasticity, Silk Air delivers a refined tactile experience for winter.



9149, 9154, 9156, 9160 & 9168 (Silk Air)



9168 (Silk Air)

Discover luxurious new blends, including a mid-weight **wool-silk-linen** blend composed from S130 merino wool, perfect for garments that transition effortlessly between formal and sporty occasions.



9169, 9164, 9171, 9163, 9170, 9175 & 9176



9175 (Alpaca-wool-silk blend)

This collection also features two lightweight Baby Alpaca giro inglese fabrics, a classic wool-Alpaca blend in a glencheck and a houndstooth, bold Alpaca-wool-silk blends with distinctive patterns, and naturally stretchy S130 Merino wool for versatile elegance.

Cashmere Wish® elevates comfort with its extraordinary blend of Super 170 merino wool and finest cashmere. Fluid, enveloping and warm, this fabric offers a host of options in weight and finish, making it ideal for creating the most luxurious, cosy jackets in your wardrobe.



9165 (Cashmere Wish®)

Finally, **Capolavoro Tweed** joins our fall/winter collection with its iconic, textured pattern made from select merino wool. Warm, super-soft and versatile, this fabric strikes the perfect balance between classic refinement and casual elegance, easily adapting to a range of styles and weights.



9174 (Capolavoro Tweed)

Experience the future of luxury fabrics this season, where tradition meets innovation in every thread.

FW25 suits

This collection of **42 seasonal qualities**, featuring many fabrics made in Italy by Loro Piana, embodies the perfect fusion of performance, comfort and elegance, for a versatile, stylish wardrobe.

Jersely delivers pure wool with stretch for adaptable, ultra-comfortable garments. Designed for performance and a sleek appearance, these fabrics adapt seamlessly to movement. Crafted on a shuttle loom, they blend the soft, knitted feel of jersey with the resilience and ease of a woven fabric.

Mooving 2Ways ensures flexibility and crease resistance, ideal for the modern traveler. Designed to respond to the needs of the man on the move, this quality is high-performance, refined and practical.

Favola offers warm, soft wool and cashmere fabrics with a refined texture. Available in a range of different weights, this twill construction offers a sophisticated, textured look.

Baby Alpaca provides rare softness, warmth and durability with hypoallergenic properties.



6021, 6022, 6025, 6020, 6015, 6014, 6018, 6031 & 6030



6017 & 6016 (Jersely)



6030 (Wool-alpaca blend)



6022 (Wool-alpaca blend)

Pecora Nera® highlights the natural beauty of dark merino wool in unique, undyed shades. Sourced from dark merino sheep in New Zealand, this lustrous, resilient wool offers fabrics with unique, natural patterns, all shaped by its rich, warm hues.



6040, 6041, 6046 & 6047



6046 (Stretch wool-cotton-cashmere blend)

Wool Attitude Natural 2Ways enhances fluidity with natural two-way stretch, ensuring comfort without synthetic fibre. Wool's natural ability to return to its original

shape after being pulled or twisted is enhanced in this fabric's bi-directional stretch. The result is a garment that feels incredibly pleasurable to wear, combining flexibility and refined comfort.



6044 & 6036 (Wool Attitude Natural 2Ways)

Zelander® features pristine, resilient merino wool, crafted into year-round fabrics. All of these properties are accentuated by the superlative quality of the raw material selected and the refined production techniques used to create fabrics for impeccable, ultra-comfortable suits.

S130 Doppio blends technical sophistication with luxury – Super 130's Merino wool with natural stretch innovation for elegance and flexibility in both formal and casual wear.



6039, 6048 & 6032 (Solaro)



6019 (Corduroy)

Finally, beyond these Italian masterpieces, the collection also features **Corduroy Stretch**, offering durability and breathability for versatile jackets and trousers.



6019, 6012, 6033 & 6038 (Corduroy)

The collection is a tribute to innovation, craftsmanship and effortless style.



6052 (Jersely)

Urban elegance

Elegance meets edge in an unexpected yet harmonious blend that commands presence.

Step into the city in style with refined tones of soft caramel and ivory cream – a polished palette that exudes modern sophistication and effortless confidence.

Look 9155 Soft caramel brushed camel plain weave utility jacket - K10103 cream wool-cashmere turtle neck - WAS010 red cast rinse selvedge rigid 5-pocket pants - SUS02 Dark brown summer suede mid-top city loafers



Look 9144 Warm sand brushed camel utility jacket with buttons - K10044 Sand cashmere turtle neck - FLN006 Anthracite S120 natural stretch wool flannel trousers - SDE01 Black suede penny loafers

Warm monochrome

Redefine warmth and presence with this season's camel and caramel tones in luxurious wool blends.

Step out in style with refined tones of soft caramel and ivory cream – a modern city uniform that exudes sophistication and effortless confidence.

Look 9161 Rust brown wool-silk-linen herringbone safari jacket - K10177 Desert beige cashmere turtle neck - FLN005 Heathered grey S120 natural stretch wool flannel trousers - SDE12 Natural suede runners



Look 9158 Cream-caramel wool-alpaca blend glencheck utility jacket with buttons - K10020 Brown mélange extra-fine merino turtle neck - K10178 Chocolate brown cashmere turtle neck - COL027 Sand stretch cotton moleskin trousers - SUS03 Chocolate brown summer suede bluchers with plain tip

Impress with intention

Stand out from the crowd with sharp sophistication.

A palette of camel hues – from a cinnamon brushed utility jacket to a wool-cashmere suit – help you stand out from the crowd with sharp sophistication.

Look 9157 Cinnamon brushed camel utility jacket with zip - K10043 Grey-beige cashmere turtle neck - K10043 grey-beige cashmere full-zip knit - FLN004 Light grey S120 natural stretch wool flannel trousers - SDE18 Nut brown suede mid-top city loafers



Look 6031 Camel wool-cashmere double-breasted jacket - SH00426 Ice blue mouliné modal-wool shirt - TFLAN003 Midnight blue S120 wool flannel tie - PS614 Light blue silk twill with blue-brown kilim design and dark blue edges pocket square - 6031 Camel wool-cashmere plain weave trousers - CAL02 Dark brown fine calf tassel loafers

Elegant earth tones

Embrace relaxed refinement with earthy tones ideal for creative settings.

Rich jade and taupe hues in houndstooth and twill capture an easygoing charm and an effortlessly cool vibe.

Look 9146 Light grey-taupe stretch wool 2.5-button jacket - SH00396 Cream cotton flannel shirt - TFLAN008 Taupe S120 wool flannel tie - SH00396 Cream cotton flannel pocket square - Cotton 037 Off-white stretch cotton moleskin trousers - SDE12 Natural suede runners



Look 9150 Jade green-bone wool-alpaca-linen-blend houndstooth utility jacket with buttons - K10105 Beige wool-cashmere turtle neck - Cotton 037 Off-white stretch cotton moleskin trousers - SDE16 Truffle suede runners

Tonal minimalism

Elevate your style with a neutral palette, offering sophistication and a minimalist aesthetic.

The smooth hues and timeless texture of corduroy is ideal for those who appreciate understated elegance.

Look 6012 Off-white stretch cotton corduroy double-breasted jacket - SH00376 Ivory mouliné modal-wool shirt - TFLAN008 Taupe S120 wool flannel tie - PS609 Sand silk twill with beige symmetrical square design and sand edges pocket square - 6012 Off-white stretch cotton corduroy trousers - SDE06 Taupe suede penny loafers



Look 6019 Ice grey stretch cotton corduroy quilted vest - K10085 Sand cashmere-silk crew neck - K10179 Winter white wool-cashmere half-zip knit - 6019 Ice grey stretch cotton corduroy drawstring trousers - SDE12 Natural suede runners

A striking impression

Dress to impress with luxurious details that demand attention.

Slate blue and stone grey make a timeless statement, while leaving a lasting impression.

Look 6024 Stone grey wool-cashmere with chalk stripe 2.5-button jacket - SH00270 White compact 2-ply cotton fine royal Oxford shirt - TFLAN005 Heathered grey S120 wool flannel tie - SH00270 White compact 2-ply fine royal Oxford pocket square - 6024 Stone grey wool-cashmere with chalk stripe trousers - SDE06 Taupe suede penny loafers



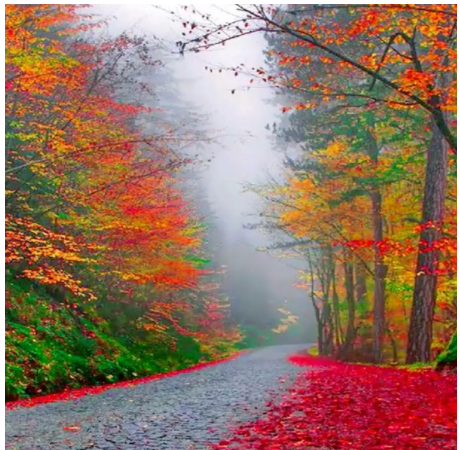
Look 6047 Dark slate blue stretch alpaca-wool blend with ice grey stripes double-breasted jacket - K10181 Dark blue mélange extra-fine merino turtle neck - PFLN027 Blue flannel light blue handstitched pocket square - 6047 Dark slate blue stretch alpaca-wool blend with ice grey stripes trousers - SUS01 Black summer suede chukka boots

The power of colour

From bold rust to deep wine, these two looks combine standout colour with luxurious textures.

Whether you're dressing to impress or embracing relaxed refinement, each outfit captures the spirit of the season with confidence and style.

Look 6033 Rust orange stretch cotton corduroy double-breasted jacket - K10173 Ice blue cashmere turtle neck - PFLN006 Beige flannel white handstitched pocket square - 6033 Rust orange stretch cotton corduroy trousers - SUS03 Chocolate brown summer suede parajumper boots



Look KS10200 Full-zip knit, turtleneck & leisure pants

Festive contrast

From contrasting black and white to the soft elegance of winter neutrals, these festive looks explore refined menswear through luxurious textures.

Designed to make a polished impression at any holiday gathering.

Look 9173 Smoke grey wool-cashmere houndstooth Nehru jacket - K10042 Off-white cashmere turtle neck - PSILK029 Off-white silk pocket square - 6012 Off-white stretch cotton corduroy trousers - SDE06 Taupe suede penny loafers



Look 9175 Black-white wool-alpaca-silk glencheck 1-button jacket - K10184 Black extra-fine merino turtleneck - SH00268 Black stretch cotton blend sateen pocket square - REV013 Black S150 wool twill trousers - SDE01 Black suede penny loafers



Timeless yet ever-evolving, the tuxedo remains the ultimate expression of formal elegance.

Elegant black tie

Look 9176 Black alpaca-wool blend giro inglese 1-button jacket - K10184 Black extra-fine merino turtle neck - TGREN014 Black grenadine pocket square - REV013 Black S150 wool twill trousers - SDE01 Black suede penny loafers

Look 9170 Midnight blue alpaca-wool blend giro inglese double-breasted jacket - K10163 S160 midnight blue ultra-fine merino turtle neck - REV032 Midnight blue S150 wool plain weave trousers - SDE01 Black suede plain toe loafers

Look WWM009 Black wool-mohair tuxedo jacket - K10164 LP S160 ultra-fine merino wool turtle neck - WWM009 Black wool-mohair tuxedo trousers - PAT01 Black patent calf tuxedo shoes

Look TUX001 Navy wool-mohair barathea tuxedo jacket - SH00102 White compact cotton poplin shirt - TUX001 Navy wool-mohair barathea tuxedo trousers - PAT01 Black patent calf tuxedo shoes - TSAT002 Midnight blue satin bow tie

FW25 shirts

Elevate your wardrobe with our selection of innovative fabrics that combine style, comfort and performance.

Whether you're dressing for winter weddings, fall city outings or year-round wear, the newest collection of shirts embodies effortless sophistication.

Our **modal wool** shirts in ice blue are a true innovation – **soft, breathable and multifunctional**. Thanks to a unique blend of modal and merino wool, they offer a luxurious feel, natural stretch and a wrinkle-resistant, thermoregulating, moisture-managing surface.



SH00426

When sophistication calls, our **stretch satin** delivers. Crafted from stretch cotton satin, it offers a luminous sheen, a soft touch and high elasticity for a flawless, comfortable fit. This fabric balances elegance and ease, making it perfect for both professional and evening wear. For casual elegance, our **washed cotton denim** shirts exude authen gygtic quality craftsmanship. Inspired by traditional



SH00424 & SH00425

"spazzino" cloth, they feature a delicately faded indigo hue. Over time, they soften beautifully, becoming even more sustainable and stylish.

Finally, our **stretch cotton** fabrics, **available in twills, pinpoints and oxfords**, are renowned for their natural elasticity thanks to innovative finishing

techniques. With breathability, durability and shape retention, they promise long-lasting performance with a seamless blend of style and practicality.

Explore choices that elevate your tailored wardrobe – crafted for comfort and designed for impact.

KINGS

—house—

The *Shirt Highlights* Collection



Pocket squares

Celebrate the richness of fall and winter with our selection of **seven new 100% pure Italian silk** pocket squares.

Perfect for weddings and special occasions – or adding some extra personality to your every day look – these pieces add a timeless touch of refined charm in vibrant seasonal hues.



PS613



PS612

Explore designs ranging from **symmetrical squares and abstract zigzags to kilim motifs, diamond-circle patterns and architecture-inspired** elegance.

Each pocket square features hand-rolled edges, for an extra detail of sophistication.



PS614 & PS615

Highly suitable for purchase as instant ready-made given their universal size, and because they're best appreciated in person.



PS611, PS609 & PS610

Ties

They're the finishing touch that defines your individual style.

Our collection offers a diverse range of luxurious fabrics and intricate designs, carefully crafted to add personality to any ensemble.

Explore our selection of **four seasonal jacquards in pure silk and four seasonal options in cotton-silk blends**, featuring patterns ranging from floral motifs to subtle micro patterns. With their elegant drape and natural shine, these ties effortlessly elevate both classic and contemporary looks.

For a refined winter finish, our **two new seasonal wool basketweave ties and one new wool-silk blend in a striped design and a twill weave** bring texture and depth to your look. Available in matte finishes and with subtle shine, these ties in deep blues and browns are perfect for the discerning gentleman seeking understated luxury.

Looking to make a bold statement? Our **365 silk twill ties in five vibrant colours** offer a smooth texture and elegant drape, making them ideal for weddings and formal occasions or as a modern twist on a classic look. Whether layered under a suit or worn as a standout accessory, these ties effortlessly combine sophistication with contemporary style.



TS827, TS825 & TS824



TSILK036, TSILK037, TSILK034 & TSILK033



TS830

Don't forget to update your instant ready-made collection with your seasonal favourites! This not only enhances your profit margin and keeps your selection enticing for upselling, it also helps you better cater to walk-ins in search of a quick fix. Finished, as always, with your logo and delivered within 3-5 weeks.

FW25 outerwear

We are proud to introduce a new 365 seasonal fabric made in Italy by Loro Piana. This outerwear quality, in two new shades, embodies our commitment to rare, precious fibres and timeless elegance.

Harvested using gentle, animal-friendly techniques, **the camel** is celebrated for its exceptional softness, insulation and resilience. Sourced from fibres under 17 microns on Mongolia's Alashan plateau, our pure camel fabrics reveal the true beauty of nature – each fibre's unique thickness and texture absorbing dye differently, creating a rich tapestry of natural depth.

This subtle variation in colour is a mark of authenticity, celebrating the genuine character of hand-dyed camel hair.



OC0108



No two pieces are alike, making every garment a truly one-of-a-kind masterpiece – an ode to the gentle spirit and warmth of this noble fibre.

The new collection features **two stunning shades, both crafted from luxurious brushed camel**. The first is a **rich dark blue** with a soft finish that enhances its warmth and velvety texture. The second is a **smooth, warm caramel**, inspired by the noble ancestry of the Bactrian camel.

Both new colours and qualities can be used to make a range of garments. **Ideal for classic overcoats, pea coats, informal jackets, vests and more**, these fabrics deliver a truly timeless aesthetic rooted in natural heritage and artisanal craftsmanship.

OC0108 & OC0107



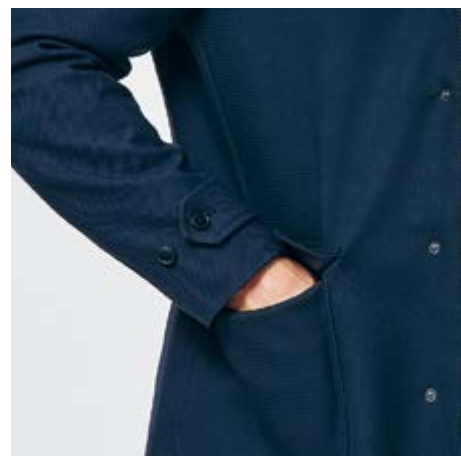
OCS0101 & DCCL001 (quilted lining)



Essential pieces: for the considered man

Technical coat

Look OC0106 Dark blue storm system high-tenacity wool structured twill car coat - 6019 Ice grey stretch cotton corduroy quilted vest - K10043 grey-beige cashmere full-zip knit - COG043 Grey garment-dyed stretch broken twill chino - SDE29 Mid grey suede runners



A polished layer for daily transitions. **This dark blue storm system high-tenacity wool car coat (OC0106)** combines refined warmth with practical design, featuring patch pockets with flaps for added functionality. An ideal outer layer for commuting, client visits or weekend strolls through the city.



A smart, weather-ready, everyday uniform. **The dark blue storm system high-tenacity wool structured twill utility jacket (OC0106)** features bellow pockets and utility chest pockets with a flap. Ideal for commuting or casual meetings.

Look OC106 Dark blue storm system high-tenacity wool structured twill utility jacket with zip - K10186 Grey mélange extra-fine merino crew neck - COL032 Grey stretch cotton-lyocell corduroy drawstring chino - SDE06 Taupe suede low-top city loafer with laces



Technical utility jacket

Essential pieces: for the considered man

Drawstring corduroy

Look COL032 Grey stretch cotton-lyocell corduroy drawstring chino - K10186 Grey mélange extra-fine merino crew neck - SDE06 Taupe suede low-top city loafer with laces



Laid-back function with a refined finish. The **light grey stretch cotton-lyocell corduroy drawstring chino** (COL032) blends comfort and utility, featuring a relaxed elastic waistband and practical utility pockets. Ideal for off-duty days or a casual office setting with style.



A refined essential with everyday ease. This **grey garment-dyed stretch dress chino** (COG043) features a single pleat for a modern silhouette and a subtle broken twill texture.



Look COG043 Grey garment-dyed stretch broken twill 5-pocket pants - 6019 Ice grey stretch cotton corduroy quilted vest - K10043 grey-beige cashmere full-zip knit - SDE29 Mid grey suede runners



Chino

The finishing touches

Fancy linings

Express your individuality and elevate your style with our selection of **two new refined, fancy linings**, including an iconic New York City skyline in printed viscose.



Fancy 493



Fancy 493

Stretch linings

If you're looking for the ideal blend of style and flexibility, we have **two timeless stretch linings in off-white and sand**. Offering a smooth, comfortable feel while maintaining a polished appearance, these linings deliver a refined fit with added ease of movement.



Stretch006 & Stretch005

Blazer buttons

Customise your blazer down to the last detail. Choose from buttons in three finishes: **gold, silver or antique tin**.



B10, B11 & B12



DCCL001

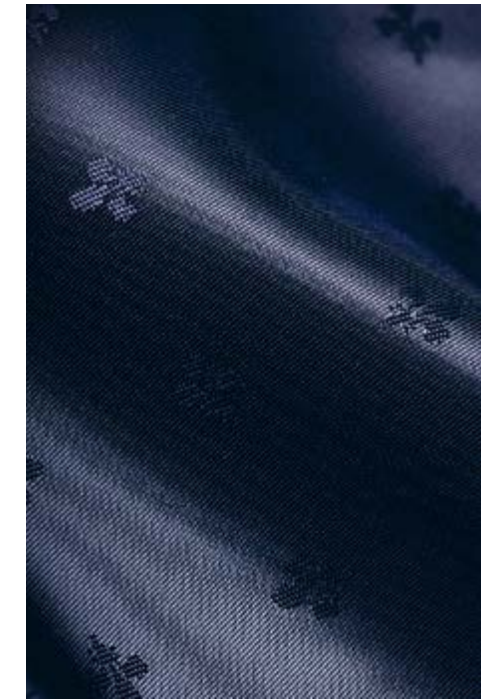


Jersey004, Jersey005 & Jersey006

Jersey linings

For a natural, versatile option, opt for a solid-toned cotton jersey lining, available in **three rich hues: black, dark brown and dark green**.

Made from 100% cotton, they provide breathability, durability and softness – designed to perform across all seasons while maintaining a polished, pilling-resistant surface.



Jacquard 8507

Jacquard lining

For special occasions, the new jacquard lining showcases a sophisticated lily pattern, making it perfect **for special occasion** suits, including weddings or business ensembles.



Button 60

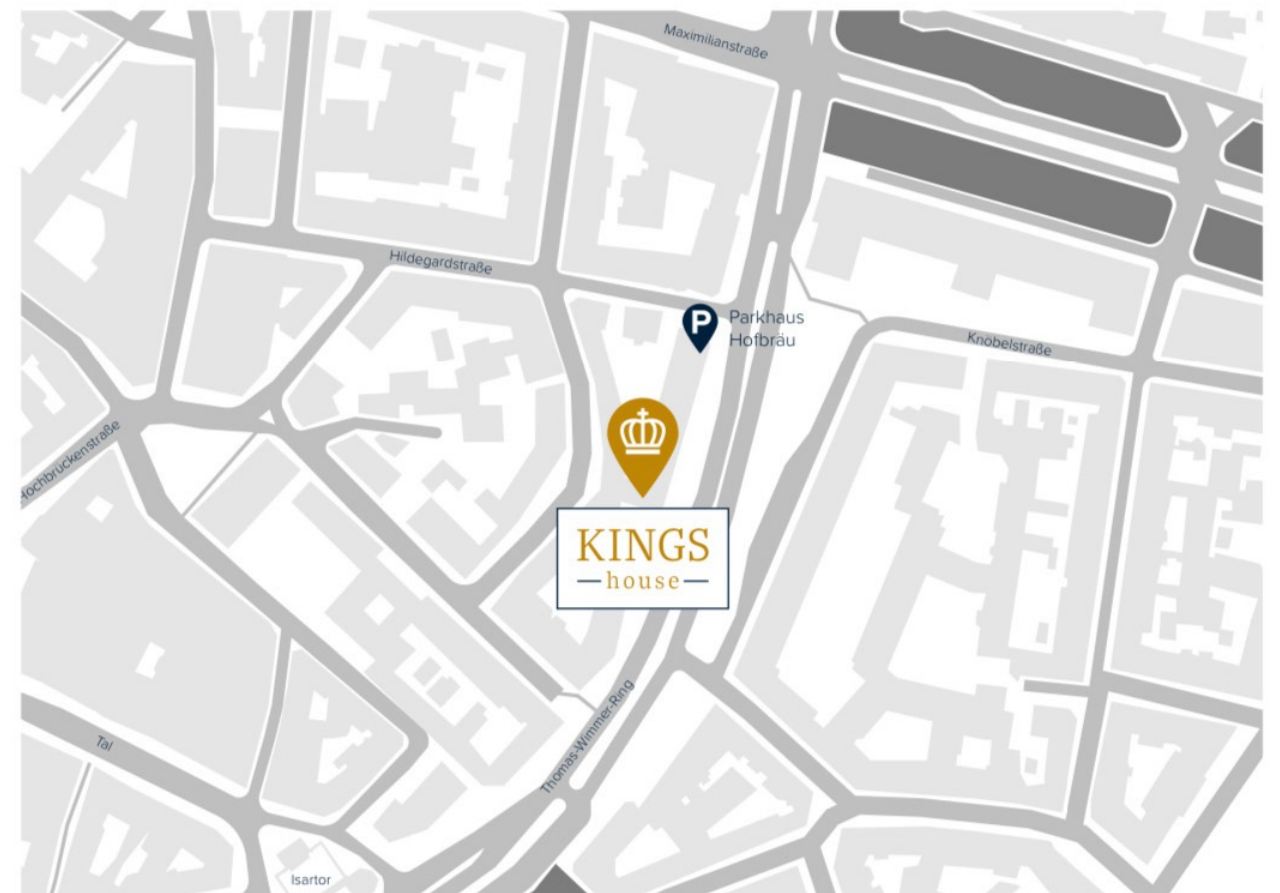
Pearl buttons

Elevate your suits and knitwear with a new mother of pearl button **in dark blue**.



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