

# square mile

THE VOICE OF THE CITY



## THE WOLF

LEONARDO DICAPRIO  
ON WALL ST'S WILD SIDE



A man with a shaved head and light beard, wearing a light blue textured suit, a light blue shirt, and a patterned tie, is looking off to the side. He is standing in front of a wall covered in graffiti, including a prominent 'AMAS' tag. The overall aesthetic is urban and artistic.

HIS  
TRUE

Colours



WANT TO MAKE A VIBRANT, DISTINCTIVE FASHION STATEMENT BUT AREN'T SURE WHERE TO START? ZOEY GOTO LOOKS AT HOW NEAPOLITAN TAILORING EXPERT LUCA RUBINACCI HAS MADE EVERY DAY A TECHNICOLOUR TRIUMPH

**C**ULTIVATING A UNIQUE sartorial style is an art form. It requires, first and foremost, an understanding of the tailoring rules, then the playful confidence to break a few, and finally the elegance to carry off the result. One man who has mastered this art form – with considerable panache – is Luca Rubinacci, a third generation tailoring expert from the esteemed Neapolitan house of Rubinacci.

The family's business, which began back in 1932, is credited with pioneering the Neapolitan style – a loose silhouette with a ruched sleeve head, unlined sleeves and expansive lapels. For years, this distinctive look has been popular with the older Italian generation, with its price points in

or a formal suit teamed with a fur aviator hat or woolly, fingerless gloves.

So it's clear that creating a distinctive personal style is something that he does particularly well. But how, exactly, does he manage to put these looks together without ending up looking like a bit of a clown?

We'll start with the Rubinacci jacket, the staple of his wardrobe and a simple way to inject some Neapolitan personality into yours. Rubinacci has a range of ready-to-wear hand-crafted jackets starting from £1,300. They feature the distinctive Mappina sleeve, a large sleeve hand-sewn into a small armhole to create a gentle pleating at the shoulder. Rather than



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keeping with that clientele. But times are changing.

In recent years, Rubinacci has given the brand a renaissance, showing the new generation how they can style traditional tailoring to look fresh and introducing a more affordable ready-to-wear range. He has become something of a digital-age dandy, being photographed for style websites such as *The Sartorialist* in electric blue, double-breasted suits teamed with emerald green loafers (minus socks, of course). Fashion blogs have captured him on the streets of Europe and New York wearing generously-proportioned Rubinacci suits, accessorised with long silk scarves in contrasting patterns, bright yellow braces worn with purple trousers

padding this soft shoulder, a fine piece of fabric is added to create structure. Chiara Rubinacci, who runs the London Rubinacci store, says there is a common misconception that a large armhole will give you greater comfort. "This is not the case as, every time you move, the jacket moves with you," he explains. "A tight armhole means the jacket is attached to the body, so it allows you to move while the jacket follows you."

The Rubinacci jacket also features the Barchetta pocket, which curves upwards towards the armhole and follows the contours of the chest. The rolled top button offers a look of relaxed elegance, while the winter jackets are lined with silk and the lighter jackets are left unlined. An





unlined jacket allows the skin to breathe and also enables the tailors to display their craftsmanship – mistakes cannot be hidden, meaning the seams must be finished to perfection. The Neapolitan jacket is also a little roomier at the front, as it is born out of a culture that enjoys many of the finer things in life; food, drink and a warm climate.

This jacket can be teamed with a pair of bright, super fine corduroy trousers (£180) and a round neck cashmere sweater (£190) for an informal weekend look, or you can add a splash of colour with a Rubinacci linen shirt in blue or earthy orange (£130). Rubinacci advises that starting with a ‘less is more’ approach when introducing colour into your look is the way to go. “Wearing colours doesn’t just mean going out in a bright red jacket,” he says. “You should start with the small coloured details, such as a bracelet, a colourful pair of socks or handkerchief, and – step by step – add more.” To help you experiment with colour and pattern, he has a collection of accessories including cashmere scarves, printed with classical Italian paintings, and a range of moccasins and loafer shoes in soft velvet, tweed and – for the truly daring – either white suede or metallic leather.

If you are a standard-sized man looking to invest in a two-piece suit, a well-made, ready-to-wear option should provide a pleasing fit. If you have a different body



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shape, either from working out at the gym or spending time down at the pub, it might be worth considering a made-to-measure or bespoke option. The former involves the tailor working from a pattern that most closely corresponds to your measurements and making a series of alternations on the cloth so it is tailored to your frame, while the bespoke suit is crafted from a pattern made from scratch to offer a more precise fit. Rubinacci offers both these services, with suits being made in workshops in Naples and Milan. Although the firm employs 65 tailors, only two master tailors are allowed the privilege of cutting the patterns, meaning the quality is carefully monitored. However, that also means only 1,500 bespoke suits can be created each year, so customers often have to join a waiting list. But if you are looking to take your style to the next level, a bespoke suit will offer greater creative freedom, enabling you to collaborate with the tailor on both fabrics and shape.

Finally, it is important to consider the context in which your unique tailoring style will be displayed. Very few people, after all, have a profession that means dressing as a dandy for the office is appropriate. Rubinacci, therefore, does not recommend that his customers embrace



his look in its entirety, but instead take elements for inspiration.

"I consider myself a bespoke stylist, a man who tries to help others build their identity and their passion for the hand-made," he explains. Consider the climate, the office culture and how you spend your leisure time. Above all, he recommends that, to wear your clothes with charisma, you should "always feel comfortable, be yourself and don't push your individual style just to follow a fashion". ■