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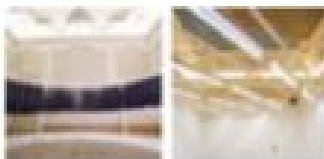


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Pitti Immagine Exhibition Honors Kiton Founder Ciro Paone

The intimate exhibition was curated by Angelo Fiaccovento.

By [Katie Foreman](#) on January 11, 2017



FLORENCE, Italy — The fashion world flocked to the Palazzo Cerchi here on Tuesday night for the opening of an intimate and playful exhibition organized by [Pitti Immagine](#) in honor of the life and career of Kiton founder **Ciro Paone**.

Curator **Angelo Fiaccovento** said he set out to create a portrait of the values that Paone stands for. "Ciro is the person who of Neapolitan tailoring in the sense that he gathered all of the values in the Naples area and created this whole world. It was as if he was in danger of disappearing completely," he said during a portion of the exhibit, titled "Two or Three Things I Know About Ciro."

"Neapolitan tailoring is a very specific kind of tailoring, when it comes to the different schools of thought, Ciro is the Dr. Bore, who is all about understanding the body through tailoring because it's very structured, whereas the Neapolitan tailoring of suits are as soft as a cloud and feather-weight. They mold to your body."

Paone, a 6th generation member of a family of Italian fabric merchants who co-founded **Kiton** in 1976, is also the recipient of this year's Pitti Immagine Career Award. The Italian entrepreneur has been 32 for more than a decade, with his employees Antonio De Marco and Antonio Paone now running the company as chief executive officer and president, respectively.

Revered in a way on the city's ground floor, the exhibition unfolds across six rooms devoted around the values that have represented Paone's world. The show's modern design — based on a series of white boxes set within the palazzo's ornate rooms pulled with rich warm relief and textures — offers a playful juxtaposition with its classical setting. "The idea was to create contemporary art using **Kiton's** values," said Fiaccovento.

Circa 100 in the opening room, "Theater," in which a large Pergola bed frames a classic dining table set for dinner. "The Ciro, important decisions, and boards of directors are shown around a dining table," the curator explained.

An installation in the next room plays on one of Paone's favorite mottoes — "the best of the best, plus one" — which emanates on loop, like a mantra, from a speaker suspended within a white box lined with spiky red foam meant to represent the idea of entering Paone's head.

In another room, visitors can try on a Kiton jacket from a curved rack filled with 30 different sizes and two Kiton tailors on hand — measuring tapes draped around their necks — to assist.

The remaining themes are "Naples," "Tailoring," "Wearing" and "Quality."

There's also a fun interactive element to the show with Fiaccovento capturing the brand's universe through plays on the senses. A white box themed around "Tailoring," for instance, features discarded fabric scraps scattered across its floor. A soundtrack by composer Max Micciche built using sounds recorded in Kiton's Naples factory fills the air, while scratch-and-sniff bands on the walls are perfumed with a metallic scent based on factory smells, created by olfactory artist Klaus Boret. "This room really expresses the factory. If I close my eyes, I can see it," said Paone's daughter, Maria Giovanna Paone, vice president and creative director of Kiton, moving through the space.

Concluded Fiaccovento: "All of the values that Kiton stands for have, in a way, been overused by other brands. The importance of tailoring, pieces that are handmade... over the last 10 years have been appropriated by brands, sometimes only for communications' sake. So I preferred to dig that obviousness and work on something more atmospheric and emotional."