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Sartoria Lazzarin

"How we turn your dreams into tailormade suit."

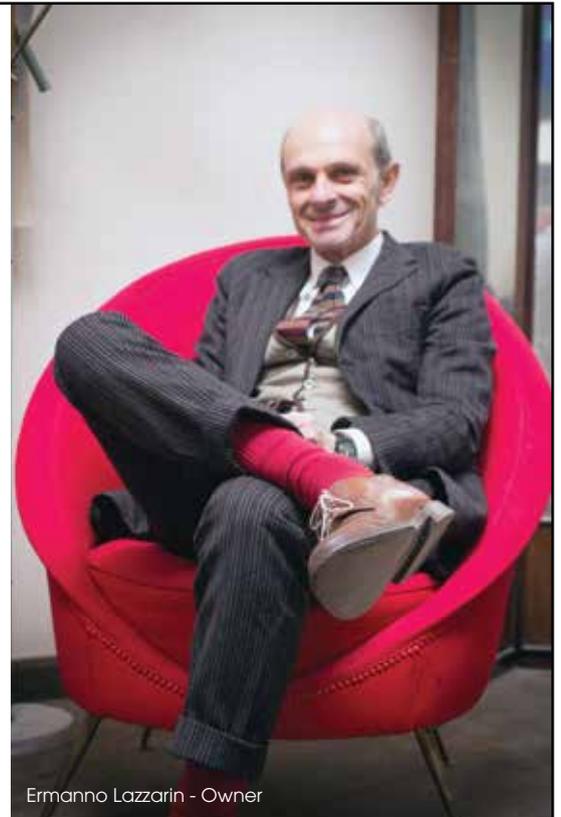
by Giorgia Mauri, photos by Emiliano Di Mauro

Aldo Lazzarin, the founder, after he graduated at garment making school Accademia Snob in Rovigo, moved, at the beginning of fifties, to Milan and there began to work for Sartoria Comini.

In 1954 he opened his own firm and started his own history. We met his son, **Ermanno Lazzarin**, today's owner of the tailor's shop, Sartoria Lazzarin, and of Eral55 shop, both in Corso Como's area, in Milan.

"Attending my father's tailor's shop and observing my father at work, I got my passion for style and textile, above all for the unique pieces, thought and taylormade following the client's desire.

The sartorial evolution and the opening of Eral55 Shop in Corso Como, Milan, which I did in 1976, have been attained with a lot of time and experience which let us become the unique and recognizable benchmark for trendmakers all over.r.



Ermanno Lazzarin - Owner

In the tailor's shop, **deep passion** and **curiosity** drove us to finalize some treatments on tissues or suits and jackets. Directly on tailored suits, washing and dyeing are made with a fine method: many proofs and a deep knowledge let us have a stable size and help us to prevent any damages like tissue shrinking or seams breaking.

Only the deep experience makes this goal possible:
realizing unique taylormade suits in an excellent way.



The achievement of these garments, suits and man-jackets, is entirely handmade. We have the chance to use stuff from our quality stock which are lost by now or that come from last century's ancient looms. Today's high-tech looms cut time in the productive process, taking from the charm of the slow-productions.



Stuff from ancient looms

“One in a million decorations on tissues inside our jackets: our clients love this type of bespoke artworks to wear.”



Painting on jacket made by artists

Realizing a tailor-made suit requires about 30 hours, keeping out dyeing and finissage steps.

Customising the inside liner is also possible, with embroideries or paintings made by artists.

During our longlasting story, we have worked stimulating relationships up with many **creative artists**, who can decorate our tissues inspired by the client's suggestion.

One in a million decorations on tissues inside our jackets: our clients love this type of bespoke artworks to wear.

Our clients put themselves into our hands and let us drive them through our **“tissues menus”**, choosing solutions close to their feeling; they do this because we can turn their dreams into garments that talk about them, and this is why **our clothes are unique**. Sometimes we realize also tissues on the client's request. Colour combinations are often the result of different inspiration or are the outcome of a restyle of mixture from the past or from elsewhere.

We have restyled some old polo players' jackets (jackets worn during the early years of the twentieth century) using new colours, drawing on their original sport spirit and turning it into **today's creative power**. For years we are working also with a market far away from our home, in geographical and cultural terms, in Tokyo, Japan. We periodically invite our customers at private shows of our last creations. That's perfect to raise orders from clients who ask about bespoke made in Italy, enriched with brand new details. With this market, which has distinctive features, we have made a creative relationship that inspires us continuously.

Everything we do in the tailor's shop really means "luxury": creations made by artists who are completely at the client's disposal to propose them exclusive and personal garments.

We have been working for years about the concept of luxury, as outcome of **long-time knowledge**, handcrafted **high quality** and **inspiration** from the street as an ideas' lab."





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So far, which is in your opinion the most important feature that next generations must have?

*“Passion, that turns our job into a hobby,
in the next future will be always more valued.
I’m sure I’ll win the bet.”*