

# ASPESI

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## Type

|                     |                                                    |
|---------------------|----------------------------------------------------|
| <b>Industry</b>     | <a href="#">Retail</a>                             |
| <b>Founded</b>      | 1969                                               |
| <b>Headquarters</b> | <a href="#">Legnano, Italy</a>                     |
| <b>Key people</b>   | Alberto Aspesi                                     |
| <b>Products</b>     | <a href="#">Apparel</a>                            |
| <b>Website</b>      | <a href="http://www.aspesi.com">www.aspesi.com</a> |

Alberto Aspesi & C. S.p.A.

**ASPESI** is an expert purveyor of chic basics and luxury casual wear. Founded by Alberto Aspesi in 1969 in Italy, the brand is renowned its outerwear staples defined by its unwavering pursuit of basic, timeless classics. Frill-free, the emphasis of the clothes is on impeccable cuts and exceptional materials. Year after year, the Italian brand undergoes extensive fabric research, bringing the latest developments to its selective offering. Located in Legnano, Italy an arsenal of favorite materials is updated and tweaked slightly each year, just as its iconic models are re-featured each season and gradually added upon as needed. In addition to its new e-Commerce site ([www.aspesi.com](http://www.aspesi.com)), the brand is sold exclusively in Aspesi stores in Europe and Japan. Unconventional and purposefully under-promoted, Aspesi has nonetheless captured a dedicated following of discerning customers who respond to superb quality and distinction.

## Company History

Alberto Aspesi, born in Gallarate, Varese - a small city in Northern Italy, started his career making a line of high quality silk, cotton, an linen shirts. Being an visionary designer with an innate sense of colour and style, he soon expanded production to cover more areas of fashion demands.

Starting from the late nineties, Mr. Aspesi started the collaboration with the designer of Aspesi Lawrence Steele. The first fruit of this collaboration was presented in 1999 and was called LSD. At that time, they launched new models of jackets of different lengths (long even to the foot), and even silver or shiny materials. In 2007 Mr. Aspesi launched an innovative line "This Is a Door, Here Is a Sea", with which Aspesi adapted its production to the fashion trends. In 2003 the brand Alberto Aspesi & C is sold by Intek to Grayling, which is part of the group 2G investments.

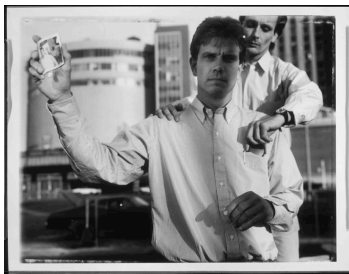
Since its founding, Aspesi has always devoted to updating its timeless offerings with the new shapes and premium material, such as Japanese cotton, Irish linen, and Italian silk and cotton. Over the years, the brand has created numeral staples for men and women, especially the Field Jackets, Agile vests, Cotton shirts, and Japanese cotton trousers.

## Advertising Campaign

Titled as one of “fashion’s most anti-fashion players” by Wallpaper, Alberto Aspesi rejects most industry elements such as extravagant shows, fashion calendars, tiring PR and celebrity usage. It is no surprise that his advertising campaigns look nothing like the average glossy, glamorous fashion spreads; instead, they are characterized by the timeless message of artistic content.

Throughout the years, Aspesi has worked with many phenomenal photographers, ignoring and also redefining industry standards at the same time. Robert Frank, Peter Lindbergh, Saul Letter, Iken Griffiths, and Oliviero Toscani had all been the interpreter of the brand’s distinctive quality.

Since 1991, Dirk Van Dooren, a former founding partner of Tomato in London, has taken over the creative and conceptual creation of Aspesi’s advertising campaign. Given the simple “be different” brief from the boss, aiming for “an amazing energy and opportunity”, Van Dooren is able to refresh the cluttered fashion ad. space with instinct and imagination.



Spring-Summer 1989  
New York Shirts by Robert Frank



Autumn Winter 1988-89  
(New York) Linda Evangelista by Peter Lindbergh



Autumn-Winter 1997-98



Autumn-Winter 2002, by TOMATO



Spring-Summer 2009

## Distribution

The brand is also known for its theme-inspired and contemporary gallery-like store space and window displays. In 2011, the autumn window from the Milan flagship store on Via Montenapoleone was filled with miniature duplicates of its wardrobe essentials.



The distribution of this Italian brand is full of attitude as well. Before not long ago, Aspesi is only available through limited monobrand stores mainly in Italy, Spain and Japan. Almost fifty years after its founding, Aspesi launched its official online store in September 2011, developed and run by The Level Group, an e-Commerce partners to the fashion world, granting brand loyalists full access to a cult classic.

The site offers rich product imagery, brand content and enhanced shopping features such as “searchandising” – a dynamic merchandising tool driven from real time customer preferences – to provide a seamless, functional and superior shopping experience.

“We waited to establish a presence on the Internet and get access to a truly worldwide distribution until we were satisfied we would be able to convey the same experience that our clients can have in our shops without compromises. We partnered with The Level Group and Dodicitrenta to help us in reaching this goal, and we feel very happy with the result. We hope our clients will like it as well”, as an Aspesi spokesperson once said.

## References

[www.aspesi.com](http://www.aspesi.com)

[www.facebook.com/AspesiOfficial](https://www.facebook.com/AspesiOfficial)

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<http://yatzer.com/A-Flashback-to-the-ASPESI-world>

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