



**LANIFICIO
F. LLI CERRUTI
DAL 1881**

COMPANY PROFILE

exclusively for

Master Luxury-goods management - EMLUX
Università Cattolica del Sacro Cuore

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The Company

The Cerruti wool mill is one of the most prestigious wool mills in the Biellese region, and the only one to have its premises in Biella itself, only a few steps from the heart of the city. It was established in **1881** by the three Cerruti brothers.

In 1940, even before the Internet and new technologies, Cerruti took on the challenges brought about by globalisation, giving itself a touch of internationality, but without losing sight of its origins or relocating.

In the 1950s, its name asserted itself more strongly thanks to **Nino Cerruti**, who has played a leading role in the world of fashion for **more than 40 years**, both as a stylist and company director since 1951.

Even today, while the Piedmontese wool mill has become a real multinational name with sales in more than 100 countries, the creation of the fabrics is still carried out entirely in **Biella**.



*"WITHOUT TOP QUALITY FABRICS, THERE CANNOT BE TOP QUALITY FASHION.
IN THE CREATION OF OUR PRODUCTS, WE CHECK EVERY PRODUCTION PHASE WITH GREAT CARE
AND ATTENTION, COMBINING THIS WITH TASTE, TRADITION AND TECHNOLOGY."*

NINO CERRUTI

The History

1770-1881

THE BEGINNING OF AN ADVENTURE

In the middle of the 1700s, the family name Cerruti appeared in the communal lists the heading “**Arti et Negotij**”, a term used in those days for somebody who manufactured cloths or had cloths manufactured. From the end of 1700 to 1881 various generations of the family worked both as self-employed, as well as skilled, expert weavers in various factories in the area, accumulating the cultural and economic capital necessary to give life to one of the most extraordinary business and personal adventures of modern times.

1881-1940

FOUNDATION OF THE ACTIVITY

Together with two brothers and a cousin **Antonio Cerruti**, founded the company, bought the mill and gave life to the activity on the banks of the **river Cervo** where the company is still situated.

Pursuing a vocation which is still alive today, they turned to serious production of **innovative and quality textiles**, enjoying the first significant successes within a few years. Soon the factory was enlarged and more modern spinning and weaving machinery put into action in the large sheds, which were already lit by electric light, uncommon in those days.

Annual production, which in the first years of the 1900s was equal to **10,000 pieces** of fine combed textile, continued to increase at a constant rhythm and was partly destined for foreign markets, in particular America. During the First World War, the efficiency of the plant guaranteed ample production for the supply of the grey-green cloth needed for uniforms; in 1917 alone, the Lanificio Cerruti produced some 170,000 metres for the army.

1940-1950

FOREIGN MARKETS AND MODERNISATION

Silvio Cerruti, Antonio Cerruti's son, managed the company together with his uncle Quintino, concerning himself personally with the quality and development of the collections.

There followed a phase of consolidation of the prestigious positions gained on the markets, in particular those in South America and the Middle East, while the work of modernising the spinning, weaving and dyeing plants continued.

In **1945**, about 700 employees were working at the Lanificio Cerruti with 140 looms and about 7,100 spindles, an extremely significant number if compared with those of other factories operating in the region in this period. In the same year, **Silvio Cerruti** was appointed **President of the Association of the Italian Wool Industry** and in a few months succeeded in resolving the problem of determining the greasy wool quota to be assigned to the various companies, stimulating the upturn of the wool sector. Besides declaring the intention of producing only the highest quality textiles, he also dedicated himself to a radical restructuring of the strategic production divisions.

1951-1962

NINO CERRUTI AND MEN'S FASHION

After the premature death of Silvio Cerruti in 1951, the eldest son, **Nino**, took over as head of the company. Although he was only 20 at the time, he immediately demonstrated a unique aesthetic sensitivity and organisational ability, which would go on to make him a fashion icon.

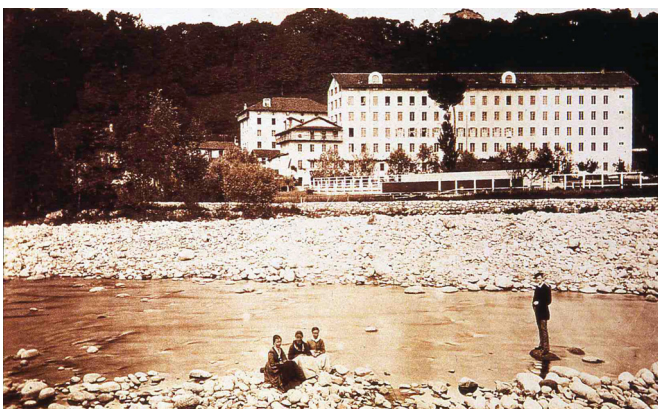
In 1957, the designer decided to enter the world of men's fashion and he established **HITMAN**, a company specialised in the **production of men's clothing**. With a staff of 350 employees, Hitman produced 120,000 garments a year in close collaboration with 10 other Italian companies. In the Sixties, more than 50% of the production was destined for the foreign market.

1963-1968

CERRUTI 1881 AND THE BOUTIQUES

Hitman launched **Flying Cross**, the first tailored luxury men's prêt-à-porter, which originated from an idea by the tailor and designer **Osvaldo Testa**. It was initially a trendier brand, which in time developed a characteristic 'Anglo-Neapolitan' style, combining traditional Neapolitan tailoring with 'Anglo-Saxon' taste in textiles. In 1967 Nino Cerruti inaugurated his 'maison de couture', making him the first designer to launch his own label of men's high quality prêt-à-porter in Paris.

In this way Cerruti 1881 came into being, alongside the single label boutique in Place de la Madeleine. It was the **first pret-à-porter boutique** where men's and ladies' collections were displayed side by side. For the occasion, the world famous architect **Vico Magistretti** studied an environment of an entirely new concept in which the furnishings were completely composed of modules and arranged according to the idea that this was the first time in fashion circles that male and female models walked along the catwalk wearing the same clothes. Nino Cerruti became famous as the creator of "**Casual Chic**", a luxurious, glamorous look which went on to conquer the world and the market with a unique, thrilling style.



1969-2000

CINEMA AND SPORT

Nino Cerruti was the unstoppable creator whose innovative solutions would suggest a new route to Style and Fashion by means of areas of more obvious visibility such as those of the highest levels of cinema and sport. This involvement also brought him to the silver screen, where he became the favourite designer of movie stars for events such as the ceremony of the Oscars or the **Cannes Film Festival**, and he briefly appeared in the movie “**Holy Man**” with Eddie Murphy, where he played himself asking Murphy to use his hypnotic powers to help him overcome his fear of flying.

2001... NOT ONLY FASHION

Nino Cerruti sold the fashion industry and dedicated himself entirely to the wool mill, his great passion. In **2005** he joined the interior design business and acquired Baleri-Italy, a leader in the industry. In the same year, he was also a member of the jury at the Berlin Film Festival.

Before this, only two other Italians had held this role in the entire history of the prestigious event, further emphasising his association with the world of show-business and with the international jet set.

In **2006**, he inaugurated the new headquarters which were designed by Vico Magistretti.

It was the last project in the long career of the renowned architect.

Nino Cerruti was once again challenging the market with his usual spirit, namely of remaining firmly rooted in the tradition of research and innovation that his family has demonstrated for over two hundred years.

2018... A NEW WAY

Lanificio f.lli Cerruti is controlled since **July 2018** by the London-based fund Njord Partners.

The aim of the acquisition is to bring sustainable growth in the potential of the Lanificio f.lli Cerruti 1881 brand. **Mr Paolo Torello Viera** is Chief Executive Officer, while the iconic **Mr Nino Cerruti** has taken on the title of President.



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Manufacturing

MISSION

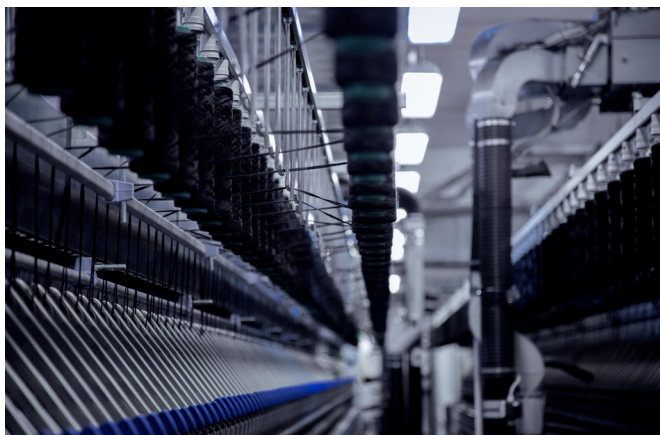
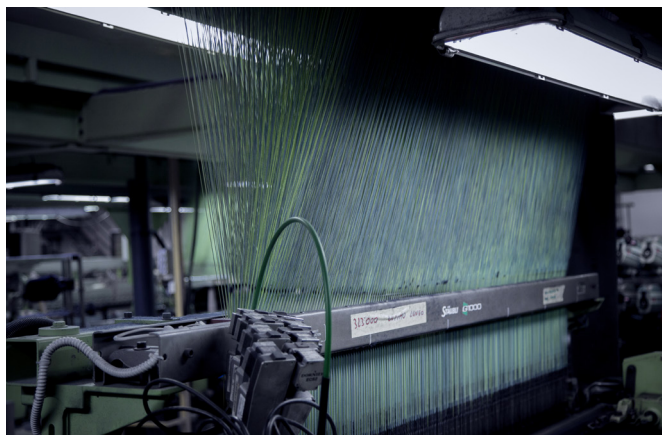
The **mission** and philosophy of Lanificio F.lli Cerruti is to create and innovate continuously, as modern alchemists extolling the sublime beauty of the noblest raw materials. Combining **ancient knowledge** and **modern technology** to produce **high-end fabrics**, where research is married with tradition in a perfect match. Creativity is the basis for all qualitative development, to shape the style and to create up-to-the-minute fabrics, full of personality and charm.

Starting from an idea, a feeling, until you get to a concrete product, contemporary, top quality: all this is the ultimate goal of the company, and it is based on six pillars: **Nature**, as inspiration; **Alchemy**, as a passion for the combination and shades of raw materials; **Exigencies**, as constant attention to detail, innovation, continual research and creativity; **Allure**, as concreteness, work, study, pleasure, harmony and naturalness, in one concept “a world to live, projected between history and future”; **Quality**, as an essential condition on which every element of the wool mill product rests.

QUALITY

The highest quality is the essential condition upon which the creativity and the style of Cerruti fabrics lie. In addition to meeting all technical specifications that make it a suitable object for use, this product is able to give a concrete response to customer demand, ensuring maximum satisfaction of their wishes and expectations.

The **best raw materials**: only Australian wool, only Mongolian cashmere for tailoring fabrics, synthetic fibres to give the women's fabrics fresh style and appeal, but also cotton, linen and hemp for new sports and casual fabrics.





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PRODUCTION: FROM THE SHEEP TO THE SHOP

From inspiration to realisation, from design to the finished product, a complete production process where high technology, top quality and respect for the environment are perfectly balanced. Everything is planned with the aim of creating men's and women's collections with over 4,500 items each season.



RAW MATERIALS

The Lanificio Cerruti invests a large part of its resources in the search for raw materials which comply with the quality standards of excellence. The best Australian wool and the best Mongolian cashmere are stored in a protected area where temperature and humidity are maintained at a constant level.



COMBING

Combing operates on the fibre staple to obtain a homogeneous and soft wool/cashmere sliver. In order to achieve a perfect result from this processing phase, a control system has been developed to monitor all the possible variables of this complex operation.



SPINNING

Spinning operates on the combed sliver in such a way that the fibres undergo a twist which ensures the necessary yarn resistance for the subsequent operations. As a result of Cerruti's high level of competence, worsted yarns are obtained which are extremely thin, uniform and high performing.

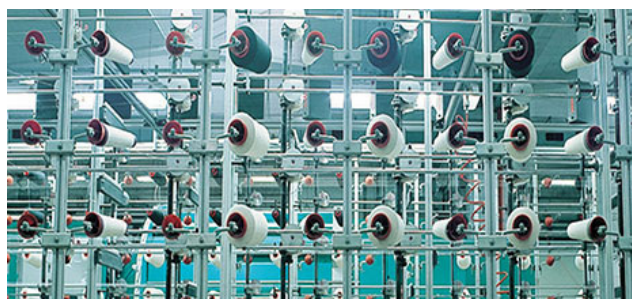


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DYEING

Dyeing is the moment in which fibre meets colour. Cerruti is able to dye flock, combed sliver, yarn, raw fabric in accordance with the customer's requirements. By also using colour at mélange levels, the Lanificio F.lli Cerruti produces over 8,000 new colours every year.



WARPING

During this phase the longitudinal part of the fabric, where the number of threads varies between 3,000 and 11,000, is prepared for weaving. In order to avoid the smallest errors which can create defects in the fabrics, the machine has over 300 points of control.



WEAVING

Weaving results in the final product. Warp threads and weft threads are worked together to create the fabric. Designers and technicians monitor, one after the other, the jacquard patterns, the colours, the progress of the work- using follow-up procedures for the final completion of Cerruti fabrics.



FINISHING

The raw fabric hides a secret beauty that only the finishing will be able to reveal: many operations, specifically studied, in which water, steam, pressure and heat interact to give light and softness. During this process, Cerruti maintains the exclusive ability to achieve perfection and fulfil the customer's wishes.



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Special and Social Projects

The Cerruti wool mill is also committed to supporting social projects both at a local level (**Exodus**) and at an international level (**Humana**).

The Cerruti wool mill also pays great attention to the sharing and development of skills and talents. From time to time, collaborations are activated with organisations and educational establishments on a national and international level (Turin Polytechnic, Bocconi University Department of Technology, Bunka University, ESCP Europe).

Our company is also very supportive of cultural initiatives: numerous vintage cars and clothes have been donated to museums and other cultural entities in the area.

It also took part in the **STOF.F.A** project dedicated to the safeguarding of the Biellese region, sharing historical short films and videos and taking part in interviews.

Since the 1960s, Nino Cerruti has been a committed promoter of the links between **art, architecture and the world of textiles** and he has connections with artists (Christo, Pistoletto), architects (Vico Magistretti) and the cinema.

For example, he supported the artist **Christo** by assisting both in the research for the right fabric and also in the realisation of the **Pont Neuf Wrapped** project in Paris in 1985. Alpine guides from Chamonix wearing T-shirts made from Lanificio Cerruti 1881 fabrics assisted in the creation of the work of art.



In Harmony with the Environment

In the spirit of the **Kyoto Protocol** of **1997**, in order to take care of the present and future common good, Cerruti has created a harmonious rapport with the environment by installing, as a first among fabric manufacturers, a co-generating facility for the production of electrical energy, steam and hot water by using vegetable oil instead of traditional fuel.

This oil is obtained from the seeds of the *Jatropha Curcas*, a non-food plant able to grow in marginal, semi-desert areas. Even if it is not required by current environmental legislation, the facility is equipped with a **DENOX - SCR system** that drastically reduces NOx emissions. The results are mission levels 20 times lower than those established by the current regulations for the substance (Legislative Decree no. 152, 03/04/06).

The company has taken all necessary precautions to reduce environmental impact with solutions aimed at every sector. A rationalisation plan of processes has been introduced for the reduction of consumption and the re-use of waste water. Furthermore, a biological treatment complex has been implemented for the treatment of waste water. This allows water to be reintroduced directly into the adjacent river (Legislative Decree 152, 2006). Through such measures the wool mill is able to maintain the vital minimum flow of the river without impoverishing the ecosystem.

A special machine for the disposal of fine dust has been installed, which, through a filtering system, allows completely purified air to be expelled into the atmosphere, in full compliance with the current legislation. A suction and conveyance system in disposal towers purifies all emissions generated in each production phase. Planning for the future through tireless research in sustainable progress, Cerruti confirms itself as a pioneer and reference point also in the environmental field, also by proposing Bio Cashmere in its own collection, the first product to obtain the European textile health certificate





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Our Presence in the World

LANIFICIO F.LLI CERRUTI 1881 - OFFICES

ITALY

Headquarter and
Manufacturing Plant

HONG KONG

LFCAP - Lanificio F.lli
Cerruti Asia Pacific LTD

JAPAN

Lanificio F.lli Cerruti
JAPAN KK.



IL LANIFICIO OUTLET - STORES

ITALY

Biella
Vicolungo The Style Outlet
Torino Outlet Village
Serravalle Designer Outlet
Noventa di Piave Designer Outlet
Barberino Designer Outlet

SWITZERLAND

Foxtown Factory Stores



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