

01 / THE HOUSE STORY

The people. The point of view.

THE BEGINNING

Nazareno Fonticoli & Gaetano Savini

Brioni was founded in Rome in 1945 by master tailor Nazareno Fonticoli and Gaetano Savini. The house developed an influential Roman approach to menswear and opened its Penne tailoring atelier in 1959, pursuing what it called prêt-à-couture: increased production capacity while preserving sartorial handwork. Useful anchors include 1945 founding, the 1952 men's fashion show at Palazzo Pitti and 1959 Penne atelier. Later pieces can be dated through label typography, model references, retailer records and tailoring details; custom/bespoke garments may preserve customer names or order information.

From the Sui Generis catalog

FOUNDED

1945

ORIGIN

Rome, Italy

WHY THE DETAILS MATTER

Ready-to-wear and made-to-measure garments may carry model, size, fabric and order/product references. These are useful for identifying the suit or jacket but are not a public universal serial/date system. Cloth-maker selvages or labels identify fabric, not Brioni authenticity on their own. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Brioni care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

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Names, lines & relationships

Brioni Mainline

1945

Parent luxury house

Men's and women's ready-to-wear, tailoring, leather goods, footwear and accessories

Brioni Bespoke / Maestria

1945

Made-to-measure and bespoke service

Custom suits, jackets, trousers, shirts and special commissions

La Donna Atelier

2025

Women's made-to-measure program

Women's tailoring and fully customizable wardrobes

Leather Goods & Footwear

1945

House product category

Shoes, bags, belts and small leather goods

Brioni Eyewear

2017

Licensed house category

Optical frames and sunglasses

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Names, lines & relationships · continued

Brioni Fragrance	2014
Licensed house category	
Men's fragrance and collector editions	

Brioni mainline → Bespoke/Maestria; La Donna Atelier; leather goods and footwear; eyewear; fragrance.

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A story in chapters

1945	Brioni House origins · Nazareno Fonticoli & Gaetano Savini
1945	Brioni Mainline Line / house introduction in the cited records
1945	Brioni Bespoke / Maestria Line / house introduction in the cited records
1945	Leather Goods & Footwear Line / house introduction in the cited records
2014	Brioni Fragrance Line / house introduction in the cited records
2017	Brioni Eyewear Line / house introduction in the cited records
2025	La Donna Atelier Line / house introduction in the cited records

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

BRIONI Size 32 Black Corduroy Cuffed Hem Dress Pants

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

Tessuto—Fabric · Modello—Style ·
CANNES · Taglia—Size · 32 R

02 / HOW TO USE IT

The label tells you which fields serve which purpose. CANNES appears in the style field; 32 R appears in the size field. Keep the fabric reference as its own field.

03 / WHAT TO CHECK NEXT

Photograph the small fabric number sharply before searching it. A fabric reference is not a written fiber composition; locate the percentage label separately.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- <https://www.brioni.com/en/us/history>
- <https://www.brioni.com/en/ww/art-of-tailoring>
- <https://www.kering.com/en/houses/fashion-and-leather-goods/brioni/>
- <https://www.brioni.com/en/us/bespoke>
- <https://www.brioni.com/en/us/la-donna-atelier>
- <https://www.brioni.com/en/us>
- <https://www.keringeyewear.com/brands/brioni>
- <https://www.brioni.com/en/in/crystal-edition-perfume>
- <https://www.brioni.com/it/it/history>
- <https://www.vogue.com/fashion-shows/designer/brioni>
- <https://suigenerisconsignment.com/products/brioni-size-32-black-corduroy-cuffed-hem-dress-pants>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item’s original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer’s tag; it does not change the item’s original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand’s own size table instead of substituting a generic conversion. Women’s clothing, men’s tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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