

The people. The point of view.



THE BEGINNING

Brunello Cucinelli

Brunello Cucinelli established a small company in 1978 around the idea of colored cashmere and later moved the business to Solomeo, Umbria. The house expanded into complete men's and women's collections, footwear and accessories while keeping cashmere, muted color and refined casual tailoring central to its identity. Use 1978 founding, the early cashmere focus and the later development of complete lifestyle collections as broad anchors. Modern product references and official product photography are especially useful because many designs are intentionally subtle and recur with small seasonal changes.

FOUNDED

1978

ORIGIN

Umbria, Italy

WHY THE DETAILS MATTER

Modern garments and accessories carry product/style references that can often be reconciled with official or retailer product pages. Use them to verify category, material and color. No universal public serial/date decoder should be applied across all Brunello Cucinelli products. 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 Brunello Cucinelli 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.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Brunello Cucinelli Mainline Parent luxury house Women's and men's ready-to-wear, knitwear, accessories, footwear and leather goods 1978
Sartoria Solomeo Tailoring service Made-to-measure and high-level men's tailoring 2018
Brunello Cucinelli Kids House product category Children's ready-to-wear and accessories 2010
Brunello Cucinelli Eyewear Licensed product category Optical frames and sunglasses 2021
Brunello Cucinelli Fragrance Licensed product category Women's and men's fragrance; Incanti Poetici 2023

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Names, lines & relationships · continued

Brunello Cucinelli Lifestyle House product category Home, travel, leisure and lifestyle objects	2018
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Brunello Cucinelli mainline → Sartoria Solomeo; Kids; eyewear; fragrance; lifestyle.

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A story in chapters

1978	Brunello Cucinelli House origins · Brunello Cucinelli
1978	Brunello Cucinelli Mainline Line / house introduction in the cited records
2010	Brunello Cucinelli Kids Line / house introduction in the cited records
2018	Sartoria Solomeo Line / house introduction in the cited records
2018	Brunello Cucinelli Lifestyle Line / house introduction in the cited records
2021	Brunello Cucinelli Eyewear Line / house introduction in the cited records
2023	Brunello Cucinelli Fragrance 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

BRUNELLO CUCINELLI Size 8 Brown Leather Cap-toe Lace Up

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

BRUNELLO CUCINELLI · 41

02 / HOW TO USE IT

The outsole records branding and a printed size. Keep the size alongside sole length and condition photographs when comparing fit and resale examples.

03 / WHAT TO CHECK NEXT

Wear can obscure shallow stamping. Do not infer an age from the amount of wear; request interior markings and any original product label for further identification.

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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.brunellocucinelli.com/en/company/the-origins-of-the-company.html>

<https://investor.brunellocucinelli.com/en/governance/board-of-directors>

<https://investor.brunellocucinelli.com/en/business-model/exclusivity>

<https://shop.brunellocucinelli.cn/en-cn/sartoriasolomeo.html>

<https://shop.brunellocucinelli.com/en-us/>

<https://shop.brunellocucinelli.com/en-de/goldcraft-1978.html>

https://investor.brunellocucinelli.com/yep-content/media/BC_1Q_23_EN.pdf

<https://www.brunellocucinelli.com/en/>

<https://www.vogue.com/fashion-shows/designer/brunello-cucinelli>

<https://suigenerisconsignment.com/products/brunello-cucinelli-size-8-brown-leather-cap-toe-lace-up>

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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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