

The people. The point of view.



THE BEGINNING

Gimmo Etro

Gimmo Etro founded the company in Milan in 1968 as a textile business. The house introduced Paisley into its vocabulary in 1981 and developed it into a signature; the winged Pegaso/Pegasus is another long-running emblem. Etro's own history stresses print, textile archives and collecting, making material and pattern analysis central to authentication. Anchors include 1968 textile-company founding and 1981 Paisley introduction. Later garments can often be placed through runway/retailer archives because seasonal prints are distinctive. Pegaso has been a long-running emblem, so its presence alone is not a precise date marker.

FOUNDED

1968

ORIGIN

Milan, Italy

WHY THE DETAILS MATTER

Use style/product references on care tags and retail tags to locate the exact garment, scarf, bag or accessory. No universal public serial/date code was identified across Etro categories, so avoid decoding isolated numbers without a model match. 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 Etro 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

Etro

Parent luxury fashion house / mainline

Women's and men's ready-to-wear, bags, footwear and accessories.

Etro Kids

Children's category line

Newborn, baby, girls' and boys' apparel and accessories through approximately age 10.

Etro Home

Home and interiors category

Décor, textiles, bath, bed linens, cushions, throws, porcelain and related home objects.

Etro Fragrances

Fragrance category

Eau de parfum, eau de toilette and fragrance-related product.

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A story in chapters

1968

Etro

House origins · Gimmo Etro

COLLECTION CONTEXT

Gimmo Etro founded the company in Milan in 1968 as a textile business. The house introduced Paisley into its vocabulary in 1981 and developed it into a signature; the winged Pegaso/Pegasus is another long-running emblem. Etro's own history stresses print, textile archives and collecting, making material and pattern analysis central to authentication. Anchors include 1968 textile-company founding and 1981 Paisley introduction. Later garments can often be placed through runway/retailer archives because seasonal prints are distinctive. Pegaso has been a long-running emblem, so its presence alone is not a precise date marker.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

ETRO Size 29 Black Stretch Cotton Floral Trim Boot Cut Jeans

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

ETRO · 29

02 / HOW TO USE IT

Record the sewn brand label and the printed size. Keep the attached retail tags in a separate photograph so readers can distinguish them from labels sewn into the garment.

03 / WHAT TO CHECK NEXT

Do not treat a retail barcode as a unique garment serial number. Photograph the care tag for fibers and production references, and compare measurements with the printed size.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

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- https://www.etro.com/us-en/about-us.html

https://www.etro.com/mt-en/company-profile.html

https://www.etro.com/

https://www.etro.com/us-en/kids/

https://www.etro.com/us-en/home/

https://www.etro.com/us-en/fragrances/

https://www.vogue.com/fashion-shows/designer/etro

https://suigenerisconsignment.com/products/etro-size-29-black-stretch-cotton-floral-trim-boot-cut-jeans

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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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