

01 / THE HOUSE STORY

The people. The point of view.

THE BEGINNING

Isaia family

Isaia traces its history to 1920 in Naples, where the family began with a fabric business, and moved production to nearby Casalnuovo in 1957. The house is closely associated with Neapolitan tailoring. Its red coral emblem is a recognizable brand sign, but tailoring, cloth and internal construction remain more important than the emblem alone. Use 1920 company origins and 1957 Casalnuovo tailoring development as broad heritage anchors. For modern suits and sportswear, compare interior labels and model/product references with official or trusted retail examples. Made-to-measure garments require allowance for client-specific labels and alterations.

From the Sui Generis catalog

FOUNDED

1920

ORIGIN

Naples, Italy

WHY THE DETAILS MATTER

Tailored Isaia garments can carry size, model, cloth, order or production information on internal labels. Those references are valuable for consistency checks, but they are not a universal public serial/date code. Record every line and compare with documented examples from the same tailoring/product family. 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 Isaia 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

ISAIA

Parent Neapolitan luxury tailoring house / mainline

Menswear, tailoring, outerwear, knitwear, casualwear and accessories.

ISAILA Woman

2024

Women's category line

Women's tailoring, outerwear, shirts, knitwear and accessories.

Casa ISAIA

Home / lifestyle category

Home, lifestyle and hospitality/design objects where offered.

ISAIA Eyewear

Eyewear category / capsule

Sunglasses and optical eyewear.

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DESIGNER COLLECTOR'S GUIDES

Isaia

A story in chapters

1920	Isaia House origins · Isaia family
2024	ISAIA Woman Line / house introduction in the cited records

COLLECTION CONTEXT

Isaia traces its history to 1920 in Naples, where the family began with a fabric business, and moved production to nearby Casalnuovo in 1957. The house is closely associated with Neapolitan tailoring. Its red coral emblem is a recognizable brand sign, but tailoring, cloth and internal construction remain more important than the emblem alone. Use 1920 company origins and 1957 Casalnuovo tailoring development as broad heritage anchors. For modern suits and sportswear, compare interior labels and model/product references with official or trusted retail examples. Made-to-measure garments require allowance for client-specific labels and alterations.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

ISAIA US 44 / IT 54 Navy Cashmere Twill Hidden Placket Collar Coat

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

ISAIA and coral emblem

02 / HOW TO USE IT

Record both the name and emblem, with the label’s position inside the garment. These are useful visual details when comparing the same type of tailoring.

03 / WHAT TO CHECK NEXT

The emblem is not a composition or season record. Photograph the inside-pocket production label and care label to find the fields needed for a fuller description.

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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.isaia.it/pages/about>

<https://www.isaia.it/pages/made-to-measure>

<https://www.isaia.it/>

<https://www.isaia.it/pages/discover-the-isaia-womens-collection>

<https://www.isaia.it/collections>

https://www.firstview.com/collection_designer.php?s_d=8642

<https://suigenerisconsignment.com/products/isaia-44-navy-cashmere-twill-hidden-placket-detachable-lining-collar-coat>

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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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