

01 / THE HOUSE STORY

The people. The point of view.

THE BEGINNING

Pietro Loro Piana

Pietro Loro Piana formally founded the maison in Quarona in 1924, building on a family textile tradition. The house is especially associated with exceptional cashmere, vicuna and fine wool, and today spans clothing, shoes, bags and accessories. Material quality is therefore a central authentication signal, not merely a luxury marketing claim. Use 1924 as the formal house founding anchor. For contemporary product, official product pages, style references and digital-certification information can tie a piece to a material program and model. Vintage material labels should be assessed with the garment's age, fiber and construction.

From the Sui Generis catalog

FOUNDED

1924

ORIGIN

Quarona, Piedmont, Italy

WHY THE DETAILS MATTER

Modern Loro Piana product references can help identify style, material and color through official or retailer archives. Treat those as model identifiers. For special certified fibers, follow the brand's official digital process rather than trying to infer authenticity from an unrelated printed number. 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 Loro Piana 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

Loro Piana

Parent luxury house

Women's and men's ready-to-wear, knitwear, leather goods, shoes and accessories.

Loro Piana Interiors

Interior textiles, furniture and home category

Interior fabrics, furniture and home objects.

Loro Piana main house → Loro Piana Interiors. Men’s and women’s fashion are categories within mainline.

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A story in chapters

1924

Loro Piana

House origins · Pietro Loro Piana

COLLECTION CONTEXT

Pietro Loro Piana formally founded the maison in Quarona in 1924, building on a family textile tradition. The house is especially associated with exceptional cashmere, vicuna and fine wool, and today spans clothing, shoes, bags and accessories. Material quality is therefore a central authentication signal, not merely a luxury marketing claim. Use 1924 as the formal house founding anchor. For contemporary product, official product pages, style references and digital-certification information can tie a piece to a material program and model. Vintage material labels should be assessed with the garment's age, fiber and construction.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

LORO PIANA Size M Grey & White Striped Cotton Long Sleeve Oxford Shirt

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

Loro Piana · MADE IN ITALY

02 / HOW TO USE IT

The name and country can be recorded from this label. Pair that record with a close view of the fabric’s weave rather than relying on the brand’s reputation for a particular fiber.

03 / WHAT TO CHECK NEXT

A striped fabric photograph does not prove a cashmere, wool or cotton composition. Request the percentage label before naming the blend.

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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://us.loropiana.com/en/faqs>
- <https://be.loropiana.com/en/cm/le/100-years-popup>
- <https://kw.loropiana.com/en/our-world/the-gift-of-kings>
- <https://www.loropiana.com/>
- https://www.loropiana.com/interiors/collection-2025/form/index_EN.php
- <https://www.vogue.com/fashion-shows/designer/loro-piana>
- <https://suigenerisconsignment.com/products/loro-piana-size-m-grey-white-striped-cotton-long-sleeve-oxford-shirt>

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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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