



2026 PRESTIGE COLLECTION

Timeless Elegance, Uncompromising Quality

Excellence is in the details. Since 1954.



THE GEOMETRIC 'SIGNATURE' WHITE SHIRT

Designed for the dynamic lifestyle of the modern gentleman, this exclusive piece breathes new life into the classic white shirt with its subtle geometric navy blue details. The masterful slim-fit tailoring contours perfectly to your silhouette, while the ultra-premium cotton fabric guarantees all-day comfort and exceptional breathability. Transition effortlessly from high-stakes boardroom meetings to exclusive evening galas, showcasing an aura of uncompromising elegance.

Fit: Slim Fit | **Fabric:** 100% Premium Egyptian Cotton | **Collection:** Signature '26



THE HERITAGE CLASSIC OLIVE GREEN SHIRT

Channel the inspiring serenity of nature into your wardrobe. Woven with the uncompromising quality standards we've upheld since 1954, this olive green shirt promises timeless elegance. Whether you pair it with tailored chinos for a distinguished smart-casual ensemble or layer it under a structured blazer for a commanding presence, this piece adapts to your lifestyle. The meticulous craftsmanship and signature laurel wreath embroidery reflect our deeply rooted legacy.

Fit: Classic Fit | **Fabric:** Breathable Cotton Blend | **Collection:** Heritage Essentials



THE ARTISAN TERRACOTTA LINEN-BLEND SHIRT

Energetic, bold, and resolutely confident. Offering the warm, earthy tones of terracotta with a distinctly luxurious texture, this bespoke design is destined to become an indispensable asset for the style-conscious man. The refined button-down collar and the iconic 'Friend' embroidery perfectly merge classical tailoring with a modern interpretation. An impeccable choice for exuding a polished, relaxed posture during warm summer evenings.

Fit: Classic Fit | **Fabric:** Premium Linen & Cotton Blend | **Collection:** Summer Riviera



THE AZURE COAST SHORT-SLEEVE CHECKERED SHIRT

Embrace the refreshing breeze of summer with unparalleled style. Masterfully designed with a flawless harmony of azure blue and crisp white, this short-sleeve checkered shirt will act as the keystone of your weekend wardrobe. Its featherlight, highly breathable fabric architecture provides supreme comfort even on the most sweltering days. The perfectly proportioned collar ensures a neat, charismatic, and put-together appearance for any seaside occasion.

Fit: Regular Fit | **Fabric:** Lightweight Summer Cotton | **Collection:** Summer Riviera



THE ARISTOCRAT BURGUNDY MICRO-CHECK SHIRT

The ultimate reflection of refined taste and quiet nobility. Enriched with a subtle, easy-on-the-eyes micro-check pattern and the deep, rich tones of vintage burgundy, this shirt adds an undeniable prestige to your corporate attire. Thanks to its exclusive crease-resistant finishing, it ensures you end the day looking exactly as immaculate as when you started. Every single seam is meticulously crafted, offering a premium experience.

Fit: Classic Fit | **Fabric:** Crease-Resistant Cotton | **Collection:** Corporate Prestige



THE ROYAL SAPPHIRE PREMIUM DRESS SHIRT

The absolute go-to choice for gentlemen who wish to project a powerful and memorable stance. Drawing attention with its striking sapphire blue hue, this model is engineered to complete your evening elegance with its flawless fit and subtly lustrous texture. Characterized by a luxurious hand-feel that you will appreciate with every touch and its minimalist, sharp lines, it is destined to become the centerpiece of your formal wardrobe.

Fit: Slim Fit | **Fabric:** Lustrous Sateen Cotton | **Collection:** Evening Elegance



THE 'EXCELLENCE' DIAMOND-WEAVE PURE WHITE SHIRT

The absolute pinnacle of purity and sartorial grace. Elevating the concept of the classic white shirt to a completely new level with its luxurious diamond-weave texture, this exceptional design is the ultimate companion for your tuxedos and premium tailored suits. The specialized interfacing used in the collar guarantees a crisp, upright posture all day long. The perfection hidden in its details proudly represents our 'Excellence' series.

Fit: Tailored Fit | **Fabric:** Textured Diamond-Weave Cotton | **Collection:** Excellence Series



THE MIDNIGHT MAJESTY BLACK DRESS SHIRT

Mysterious, intensely charismatic, and eternally chic. Offering the timeless nobility of pure black within a luxurious, tailored silhouette, this shirt is exclusively produced for formal galas and elite evening events. Thanks to its top-tier fabric that gently absorbs and reflects light, alongside its modern construction, it empowers you to showcase your strength, authority, and flawless style in your most special moments.

Fit: Slim Fit | **Fabric:** Premium Mercerized Cotton | **Collection:** Evening Elegance