

# Feel The Spirit



Special  
edition

CADINI Newsletter  
Issue 9, 2008

## The best suit's friend

**G**oing shopping to CADINI stores worldwide (the full list you can find in the website [www.cadini.com](http://www.cadini.com)) opens up an opportunity to dress from top to toe. How to buy a great suit, you have read in the Newsletter "Feel the Spirit", Nr.5. Now we present another important men's garment - the shirt.

### COLLAR

**Spread** : a collar with anywhere from 3½ to 6 inches between the collar points. The spread is the most formal style outside of formal wear.

**Point or Straight**: a collar that appears narrow, with 2½ to 3¼ inches between the points of the collar.

**Tab** : a point collar that has two loops of fabric extending from the middle of the collar which meet behind the tie. Meant to give the tie an arc, the tabs can be closed with either a metal snap, button or stud.

**Button-down** : a collar, usually a point, that buttons to the front of the shirt at its points. It is a more casual style and not recommended to wear with a suit.

The term "button-down" is also commonly used to mean all dress shirts, as opposed to just those with a button-down collar.

**N.B.** If you wear a necktie, you must button the dress shirt to the top. While the shirt is buttoned, you should be able to slide two fingers between your neck and collar.

For informal usage, you can leave the top button unfastened.

### CUFFS

**Barrel**: a cuff that is fastened by one or more buttons.

**Turnback or Portofino**: a double cuff that is closed with buttons.

**Single**: a normal length cuff that is closed with a cuff link.

**N.B.** When you bend your arm, sleeves should be long enough so that cuffs do not ride up your wrist when you move your arm. Don't be afraid to roll your sleeves up when necessary.

**Double or French**: a cuff that is twice as long as a barrel cuff and is folded over itself.

A Double cuff can be closed with a cuff link.

**Suggestion for wearing French cuffs.** That brilliant flash of shirt linen that was once so much a part of masculine sartorial allure is today almost extinct. It is suggested that a half inch of shirt cuff should be revealed, when the arms are at one's sides. But the cuff should never pop all the way out.

Ultimately, the shirt cuff attracts the eye, making one's arms appear long and limber.



CADINI Fall/Winter '08-'09 collection

### PLACKET

The overlapping layers of fabric that cover or disguise an opening in the shirt. It is used to cover buttons, or zippers, and provides support for such fasteners.

### Suitable for formal & casual usage

**Formal**: A dress shirt should be ironed and free of wrinkles. The hem, or base of the shirt should usually be tucked into the trousers during formal occasions. A coat, necktie or bowtie are mandatory for the formal usage of a dress shirt.

In these cases, the top button of the shirt must be fastened, so that the tie will fit securely around the neck, and portray a look of neatness and elegance.

## The best suit's friend (continue)

Casual: When wearing a dress shirt for a casual occasion, one has many more options. The dress shirt may be worn without a jacket or tie, partially unbuttoned, with an undershirt and jeans. A wider variety of colors and materials are worn.

N.B. The correct and most accepted way to put on a dress shirt, is to button from the bottom up, and not from the top down.

### TEXTILES

CADINI dress shirts are most commonly made of 100% cotton. However we also produce dress shirts made of 100% silk and a silk-cotton blends. During the summer season, our collection of shirts are also made up of linen shirts. Linen exceeds cotton in coolness, luster, strength, and length of fiber, which is why it is a

preferred fabric to wear during the hottest seasons.

N.B. A more formal feature that can be found is a white collar and white cuffs on a coloured or striped dress shirt. These are most appropriate when worn with a suit.

### SUPPLIERS

CADINI uses the finest quality materials from prominent Italian textile manufacturers, such as: Leggiuno, Albiate, Carlo Bassetti, Testa, Tessitura Monti, Canclini, Sic. Tess.

### CADINI SHIRT MODELS

We have designed numerous *body styles for our dress shirts. Here is a list of the many options one has when selecting the perfect CADINI shirt:*

Capricorno. Includes a pocket; a one-buttoned cuff; placket without seam.

Sagittario. Same model as the capricorno, but without pocket.

Gemelli. Covered placket; French cuff rounded; without pocket.

Pesci. Placket without seam; French cuff rounded; without pocket.

Bilancia. Placket without seam; 2-buttoned cuff; with pocket.

Acquario. Same as Bilancia, but without pocket.

Virgine. Placket without seam; round pocket; half-sleeve.

Giove. Same as Virgine, but with covered placket.

Leone. Double placket with seam; 1-buttoned round cuff; pointed pocket.

Scorpione. Same as Leone, but with a buttoned, pointed pocket.

Saturno. Placket without seam; 1-buttoned round cuff; pointed pocket.

Mercurio. Covered placket; 1-buttoned round cuff.

Venere. Double placket with seam; 1-buttoned round cuff; without pocket.

Vega. Covered placket; french cuff round; without pocket.

Terra. Placket without seam; 2-buttoned verticle blunt cuff; blunt pocket.

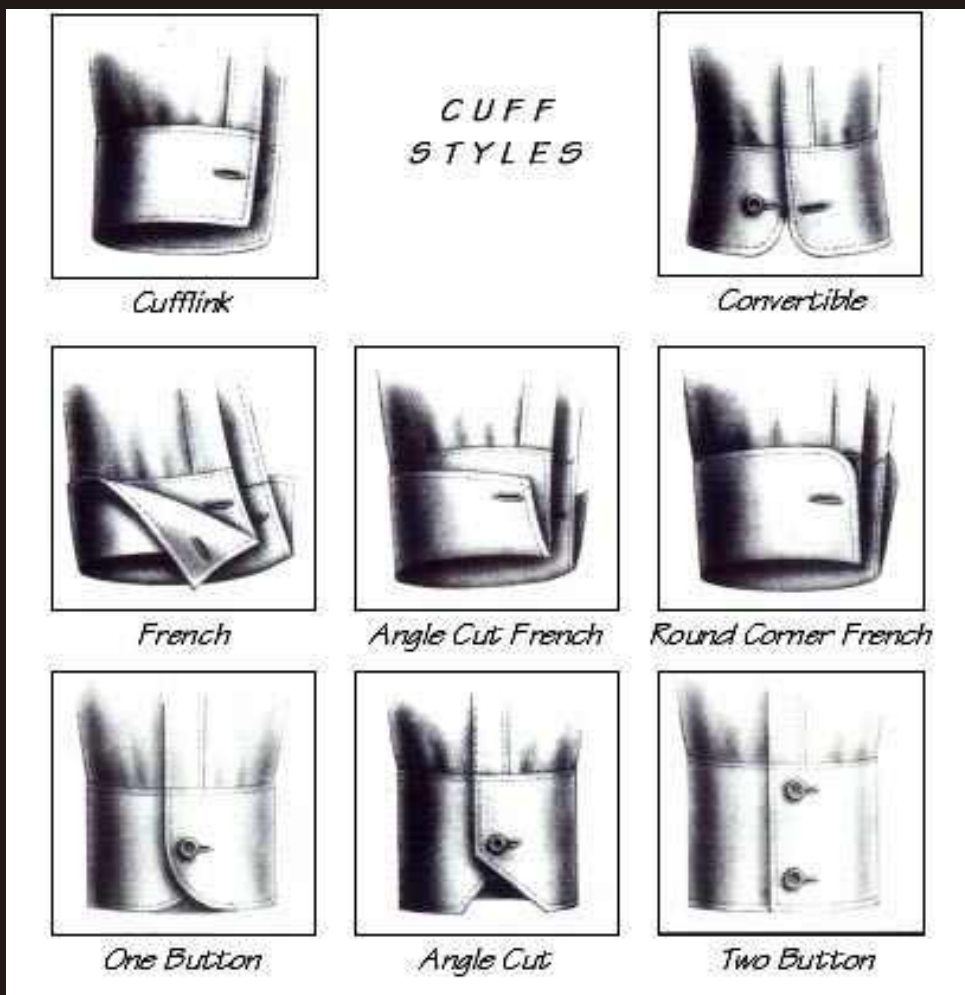
Nettuno. Placket without seam; French cuff round; round pocket.

### POCKETS

The more formal shirts usually have no pockets, but the standard dress shirt can also have a single discreet pocket on the wearer's left side, which is a sewn-on patch with a plain upper hem, optionally with a single button for closure. This small pocket is just large enough to hold a pack of cigarettes or a few pens and a pocket protector.

Less-formal dress shirts may feature larger pockets, dual pockets, or pockets with flap closures.

N.B. Short-sleeve shirts have a plain (no-button) hem above the wearer's elbow. Short-sleeve shirts are considered casual wear, though it is not uncommon for them to be worn under jackets or coats where the lack of sleeves is less obvious.



## HOW TO TAKE CARE FOR CADINI SHOES

Every pair of CADINI shoes is made by craftsmen with experience and tradition of shoemaking, using some of the finest leathers in the world.

Leather is a living material, which adapts to your feet, whilst absorbing and dispersing moisture produced during wear. As your shoes will be subject to some adverse conditions, we would like to make the following suggestions on care, to help you to obtain a long and comfortable service of your CADINI shoes:

1. always use a shoe hore and shoe threes to help to dry your shoes and to keep them in good shape.

2. the moisture generated during the day needs at least a day to dry our totally. Therefore, try to not to use the same pair on two consecutive days.

3. if your shoes become wet, they should be dried at normal room temperature, perhaps with newspaper stuffed inside, to absorb the moisture.

Never leave shoes to dry in front of a fire or on

a radiator, as this will provoke the leather to crack, as the heat will dry out the tannage of the leather.

4. cleaning shoes is the most important. Dirt and mud is best removed with a wet cloth or sponge while the shoes are still wet, and again with a dry cloth, or suitable blunt instrument, once the shoes are dry. It is essential to remove all the dirt before polishing, otherwise the dirt will discolor the leather.

The following suggestions will be helpful:

A) Calfleather and grain leather shoes should be polished with a goodwax polish of the correct colour; darker polishes will discolour the leather. For an extra polish finish off with a white cream, rubbed off with a soft duster.

B) Suede shoes should be brushed with a stiff bristled, or wire brush. Stains can be removed by a suitable solvent and "bald" patches should be roughed with sandpaper.

C) Kid and patent shoes should be cleaned with a good cream and rubbed with a soft duster.



## NOT JUST A STORE

CADINI HAS OPENED ONE MORE STORE IN FLORENCE, TOGETHER WITH THE RE-  
LOUNCH OF THE MADE-TO-MEASURE PROJECT



Interior of the CADINI STORE in via Gioberti, Florence

CADINI STORE - this new name is often pronounced while passing on of the main shopping streets in Florence via Gioberti. A new big store has been opened a few months ago and is a great center of attraction for the admirers of the classic men's wear.

Together with the opening of a new store CADINI has re-launched the Made-to-Measure project, where all the men's dreams are fulfilled. A great variety of textiles, vast offer of models and any body matching fits are now available at the CADINI Store, via Gioberti 32/B. For more information: +39 055/676218.