



HYSTORY SILVANO LATTANZI

Today

Today , after 40 years, the Silvano Lattanzi brand is renowned by many 'appassionati' followers. We are, with great humility, a reference point throughout the world. Refined, exacting and expressive, our creations do not just represent a business card to underline one's own economic status, but wish to be a symbol of quality; they are the key that opens the doors to a very exclusive circle, of which are part declared 'appassionati' who want to defend passionately and with pride the Italian creativity and the joy of owning a truly exclusive object.

"A great, affectionate thank-you from all of us goes to the maestro Ferruccio Apolloni of Caldarola who, with skill and patience, for 40 years created with us the first, perfect Norvegesi, Berlino and Stagno stitches and who, with infinite generosity, taught his art to my son Paolo." + cursive signature of my father.

1971

Sant'Elpidio a Mare Silvano Lattanzi, just twenty-one years old, after a few years of apprenticeship in a craftsman's shop, decides to open his own craftsman's laboratory and he names it Zintala, inverting the letters of his own surname.

A smiling, Silvano recalls, with regards to the choice made:

"It was the first years just after the war and it was difficult to make ends meet. The prospects for a career for us youngsters, especially in my area, were very few: electrician or shoemaker.

Determining factors for my decision were the alarming mortality rates amongst the apprentice electricians and my great love for Life..."

1971-1974

Besides his work, Silvano has another two great passions: motorbike and cycling. It was thanks to the competitions that he took part in, that he starts travelling around Europe. Paris and London bewitched him.:-"In the evenings I would roam the alleys of Montmartre and I was incredibly fascinated by the old shoemakers.

It is then that I got to know the old boot makers: They would see my great passion for their art, some of them confided in me their craft secrets, others showed me their lasts and their models,

and this is what allowed me to perpetuate in my Italian laboratory that traditional European culture, which at that time was about to be completely lost. It was for this reason that I decided to leave the races: for the love of creating with my hands unique and precious objects”

1974

Bologna. Silvano creates his first collection. Composed of 24 models that he presents at the Bologna Exhibition, the collection brings on a shock reaction: in those years men shoes were conceived only as black or brown, Silvano proposed provocative colors like red, blue, yellow and green mixed together and with an ‘aged’ look.

1975-1990

This is the fifteen year period that gets Silvano Lattanzi well known. It is amongst the jet-set that Silvano finds his first followers: champions of sport, men and women of the film and theatre world, writers and journalists, whose Guest he is at Portofino or at Cortina so they may choose or to let him advise them on a boot or a mocassino. They all wish to personalize their own shoes so as to be able to wear a unique object and it is in fact from these home visits that the Silvano Lattanzi “su misura” [“made-to-measure”] is born.

1975

In 1975 comes the first official acknowledgement: a very emotional Silvano receives the prestigious prize “Qualità Italia”. It will be one of the most important moments in his life: he now understands the importance and the value of the road that he has undertaken and decides to transmit it to the world with his handmade objects.

Dicembre 1992

At n° 59 of Via Bocca di Leone , a traverse of Via Condotti, the first Silvano Lattanzi Boutique opens its doors, side by side to other historical luxury and high-fashion names. The boutique, becomes a meeting point of ‘appassionati’ followers from all over Europe. What they love most is that they can always find in the shop someone from the Lattanzi Family: Silvano, or the young Paolo and Roberta Lattanzi.

Dicembre 2001

After the opening of other two Boutiques in Milan, comes the inauguration of the one in New York, on Madison Avenue, which made Silvano Lattanzi an international brand.

Silvano Lattanzi remembers: “When I inaugurated my shoe shop in New York, on Madison Avenue, I was so excited and scared at the same time. Yet in a short time I became the reference point for the New Yorkers who loved Beauty and Italian fashion. When early morning I used to cross Central Park to get to the shop, I was greeted continuously by men and women who were jogging and who smiling greeted me in Italian : ”Ciao Silvano!”

2001-2009

These are the consolidation years of Silvano Lattanzi as a global ‘griffe’. Paolo and Roberta, Silvano’s son and daughter, who have always been highly involved in the life of their company, enter officially to become part of it, supporting the international development of the Italian company.

Not only the eleven mono-trademark boutiques present in the most prestigious places of the world, but also their selected retailers that from Japan to Australia with the Lattanzi product are spokesmen of the true quality and of the authentic Made in Italy.

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