

Quietly confident

*With its luxurious blend of formal and casual styles,
Eleventy is reinventing fashion one stitch at a time*

In the crowded market of Italy's fashion industry, Eleventy has carved out its own space as a purveyor of "smart luxury" – the finest quality delivered in an understated and comfortable way. "The strength of our brand is our fit – it's not too tight, it's not too big; exactly what people want," says the fashion house's co-founder and Creative Director, Marco Baldassari.

The increasing popularity of a looser approach to formality blends well with this sense of "smart luxury". "We are very proud because it's our style," says Marco. "From the very beginning, we've mixed a casual item with a formal item. You can wear a beautiful pair of casual trousers with a tailored jacket."

Accordingly, in the brand's Fall/Winter 2025 collection, men could wear a clay-coloured trench coat in 14 micron wool, layered over a light grey suit crafted from a refined blend of wool, silk and cashmere. A white shirt and tonal tie enhance the elegant appeal, while tan leather accessories and brown loafers complete the look. Women might opt for a knit dress, the duster coat made from linen, silk and wool, a soft cashmere scarf, a thick leather belt and suede boots.

Founded in 2007 in Milan, Eleventy has 16 global stores and numerous franchises, from Madison Avenue in New York to Harrods in London and a boutique opposite the Louvre in Paris. But wherever a customer may be, Eleventy's professional yet comfortable clothing retains that distinctly clean, understated style.

The brand's clothing is made in Italy, and for Eleventy the concept runs deeper than most. The company works with around 100 small enterprises across the country that supply denim, knitwear, socks, shoes and other materials. "For each category, we find what I truly believe is the best," says Marco. "Many brands say their product is produced in Italy – maybe they have 'Made in Italy' on the label, but the garment has been made elsewhere. However, we provide a QR code for each item to certify its provenance." This QR code shows the customer precisely where their product comes from, and which artisan made it.

While Eleventy is a global brand, customers always receive the same welcoming Italian experience in store. "It's a mindset," says Marco. "We want to provide hospitality as much as we can and offer the best welcome possible." As part of this philosophy, the company now offers children's, home and lifestyle ranges, while the brand has also begun to move beyond conventional retail – the store in Istanbul is the first Eleventy site with a coffee bar. Marco even asked his old friend, Michelin-



starred chef Andrea Berton, to curate a menu specifically for the boutique.

Marco is keen to expand this approach throughout the company. "Providing an experience is the new challenge," he explains. "I want people to come into the store with their wife or husband, relax, have a cappuccino, have a snack, send an email. When you slow down and sip a coffee, it's a more immersive experience."

Fundamentally, Eleventy embodies the confidence that comes with being understated, a quintessentially Milanese trait. "I was born in Milano; I was lucky to grow up in this amazing city that is always evolving," says Marco. "Milano is so important to our story and therefore our style. Living here, I have always kept up to date in the fashion world and had the opportunity to meet people from across the globe. Our style is Italian, but the accent – that sense of smart luxury – is Milanese. It is something specific to this wonderful city."

www.eleventymilano.it

