



CANALI PRESENTS “THE RACE”

A short film starring Impeccabile 2.0

We are delighted to present our newest short film, entitled “The Race”, to showcase the innovative and exclusive *Impeccabile 2.0* and the five characteristics that make it an unparalleled material, fit for the daily challenges of the modern-day man: natural stretch, breathability, resistance to creases, stains and water.

“The Race” follows two contemporary commuters dressed in *Impeccabile 2.0* suits as they dash through mountains, forests, fields and city streets. Dirt paths, rivers, chicken coops and skyscrapers pose no challenge as the contest is revealed to revolve around spotlessness as opposed to speed and as the true protagonist is revealed to be *Impeccabile 2.0*, a revolutionary new fabric that can be found in suits, blazers, pants and outerwear in the Spring Summer 2018 collection.

We chose parkour artist/stuntman Chase Armitage and parkour artist/model Patrick Nodanche to demonstrate first-hand – with their acrobatic abilities – the resistance and resilience of an *Impeccabile 2.0* garment, even in extreme conditions. Their office-bound odyssey represents the *raison d'être* of our desire to offer garments that satisfy the needs and demands, both in a practical and aesthetic sense, of our clientele.

Impeccabile 2.0 is part of the *Impeccabile* line of fabrics, which was first launched in 2016 and wholly embodies the founding principles of Canali and in particular, our dedication to research and constant pursuit of innovative and high performance fabrics. Soft and responsive, *Impeccabile 2.0* is made from an ultra-fine wool whose fibers measure a mere 17.5 microns and are twisted twice as many times as traditional threads, creating an unprecedented level of elasticity that is also completely natural. The fineness of the weave creates micro-spaces that render the material exceptionally lightweight and breathable. Lastly, a special finishing makes the textile resistant to water and stains while any eventual creases are evened out by the wearer’s natural body warmth.

Impeccabile 2.0 styles can be found in Canali boutiques, online at Canali.com and Canali points of sale throughout the world starting from March.

CANALI

Canali has been a paradigm of tailor-made Italian luxury and men’s elegance for more than 80 years.

Since 1934, it has been promoting the values of Made in Italy excellence through its artisanal know-how, creating sartorial masterpieces of exceptional wearability and comfort in a perfect balance of elements that blends culture and history with style and taste. The Canali Tailoring Principle uses innovation to achieve aesthetic perfection, continuously renewing its styles with a meticulous attention to detail and the use of premium fabrics.

For a truly personalized experience, Canali offers the *Su Misura* service, which combines the expertise of our Made to Measure specialists and the artistry of our master tailors to create distinctive suits, jackets, trousers and shirts from the finest materials, all handcrafted in Italy.

A family-run company now in its third generation, Canali is a modern-day design and manufacturing group with its own production centers all located in Italy and more than 1,600 employees worldwide. In addition to its 180 boutiques, a number that continues to grow, the brand can also be found in over 1,000 retail stores in more than 100 countries across the globe.