

CANALI AND PAUL MCGINLEY
A special collaboration with the 2014 Ryder Cup European Team captain

London, 4th September 2014 – Canali teams up with world-renowned golfer, Paul McGinley, for a special collaboration featuring exclusive editorial content and an event in London

Canali has chosen Paul McGinley, captain of this year's 2014 Ryder Cup European Team, as the latest personality to be showcased in 200 Steps, a vibrant series named after the number of steps it takes to make one of its sartorial jackets. Each episode stars a distinctive male icon who embodies the brand's values and style and reveals the secrets to his success and the elements behind his craft, highlighting the importance of even the smallest details in the pathway to perfection. In his interview, McGinley expands upon his innate understanding of the psychological nuances of the sport. "Playing a round of golf is a little bit like life – you go through a wide variety of emotions," he says. "A little bit nervous, a little bit apprehensive, but also very focused, eager to play, keen to compete, and ready to go." In a complementary video of word associations, the celebrated golfer equates inspiration with team events and style with Italy.

This exclusive content will be accessible on Canali.com and shown at a cocktail event co-hosted by McGinley, which will take place at the brand's boutique on New Bond Street in London with themed décor and a putting green inside the store.

McGinley became a household name in the golf world after a famous 10-foot putt that secured his team's victory in his Ryder Cup Debut in 2002. He went on to represent Europe in 2004 and 2006, making him the first European player to be on the winning side in every one of his three appearances.

Since 2006, Canali has been a Preferred Supplier to the European Team of the Ryder Cup, a historic and prestigious biennial golf tournament that has become one of the most popular events in the sporting world.

"It is always very interesting to meet people of a certain caliber who are considered leaders in their field. Golf is one of the most refined sports and one that has inspired men's fashion in a very significant way, which is why our partnership with Paul and the Ryder Cup are so meaningful to us," says Group Communication Director, Elisabetta Canali.

CANALI

Canali has been a paradigm of tailor-made Italian luxury and men's elegance for 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 236 boutiques, the brand can also be found in over 1,000 retail stores in more than 100 countries across the globe.