



vicario cinque

COMPANY PROFILE

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Interview with founder Stefano Lora

“From Vicario Cinque’s muse:
the contemporary woman,
heedful of our values,
that loves quality clothing
but doesn’t need to flaunt it.”



founder and C.E.O

LB Where do you mainly draw inspiration for your Vicario Cinque collections?

SL From Vicario Cinque’s muse: the contemporary woman, heedful of our values, that loves quality clothing but doesn’t need to flaunt it. This woman prefers fits that are modern yet not too edgy, and is also not afraid to appreciate the value for money as she thinks that quality is supposed to have an ethical price.

LB How does it feel to dress Vicario Cinque?

SL You feel attractive, fascinating and, if I may say so, sensual, but without looking for the spotlight. We’re always searching for an elegance worthy of those who wear our clothes. Beauty must be a comfort, a real pleasure. We also think that ours is, for all intents and purposes, a DAILY product, to wear every day, but also on special occasions, be it a cocktail party, a dinner, an event... with the right accessory, of course.

LB What motivated you to create Vicario Cinque?

SL Ours is a consolidated experience thanks to thirty years in the business as an agency for clothing representation and distribution. It was high time to create a brand with the features that have proven to be the key to success for a number of years: style, product, service. We named it Vicario Cinque to honor the house of the Vicar, built in the year 1300 - our headquarters on the hills of Vicenza. We thought it was a great way to express our connection to the territory, our culture and our people.

LB Why is the territory so important to you?

SL Our territory is rich in clothing experience - many important companies dealing with fabrics and products have their headquarters here in Veneto. This was the land of the Serenissima and its refined habits and customs, Palladio... let’s not forget that our region hosts incredibly beautiful and breathtaking historic villas, very rich in art.

LB Sustainability is increasingly becoming a central theme in the fashion industry, what does it mean to you?

SL To us, sustainability means creating an ethical product, pet free and eco-friendly. We do not use a single item of animal origin, their exploitation is unacceptable to us. At the same time we use natural fabrics in order to reduce our environmental impact and improve product experience. Everything is then worked on in a short and controlled supply chain, rigorously Made in Italy.

LB How do you face the challenge of a new collection, do you by any chance have a secret you want to share with... everyone?

SL We’re constantly looking for balance, we want to be a part of the spirit of our times yet still have our own voice. We have a very recognizable DNA, especially concerning the choice of fabrics, models and symbols that we carefully present each season.

LB How’s the brand going to grow in the next ten years? will you look towards the male fashion industry?

SL I’m working with a team at the apex of its professional career, a team that matured a lot of experience over the years in the always tough job to “dress life”. Its great sense of aesthetics will take Vicario Cinque very far, towards being a real Lifestyle Brand that’s not limited to clothing but improves our homes and features distinctive fragrances. So is the male fashion industry in your sights? It’s a question we get a lot, and my answer is: “well... the name does lend itself to it...”.

Vicario Cinque was born on the Venetian hills, where taste and attention



have always guided the work of skilled hands.





“The Villa stretches out brightly, eyes in the sun,

vines and hills... nothing else to say,



one must speak of elegance.” Renato Cevese



The refinement and taste of Vicario Cinque is inspired by the countless beautiful villas in the Veneto region. The name itself is an homage to the residence of the Vicar, a secular figure in the ancient Republic of Venice, tasked with enacting the will of the Doge over the territory. Today, with the same faithfulness and devotion, Vicario Cinque obeys to one law above all: elegance.

Homage to veneto villas

Piovene's villa, whose radiance extends towards the hills and the mountains, is the place that preserves Vicario Cinque values. Noble and imposing, it features ancient symbols that have been appearing this year in our collections, accessories and pottery sets manufactured in Nove.

First of all, the Peacock, a mythical figure from the Classic Period that represents the apex on good taste.

Then the Key, an object with a high symbolic value that suggests the possibility of accessing the innermost places of knowledge and wisdom.

Finally, the "Iustitiam et honorem" motto (justice and honor), placed on the façade of stately villas, to remind of the high moral integrity of its inhabitants.

Piovene's villa is an important reference for Vicario Cinque also because it had been inhabited by prominent figures of the past that actively contributed to the intellectual and political life of the Risorgimento period.

The most important was Adele Sartori, wife of Felice Piovene, a woman heavily involved in the artistic and cultural life of her times. A charming woman with great ingenuity and a strong personality, Adele represents the archetype of contemporary womanhood, strong, determined and heedful of the values of her times.

Vicario Cinque owes a lot of its inspiration to her, particularly the choice to strive towards beauty of body and soul, under the banner of intelligence and sensitivity.

le pende dinanzi e le si allarga da' lati è un' alternarsi di coltivazioni varié e diverse. In mezzo a un recinto, piantato a vigne, a frutteti e ad ulivi, si aprono i giardini, vaghi di aranciere, di serre di piante esotiche, di virgulti e di fiori. Rigoglioso di cipressi, di sófore, di magnolie e di pini è il boschetto, condotto su disegno di Jacopo Cabianca. Ha nel fondo un cippo con iscrizione in onore di Domenico Sartori¹ e poco distante un piedistallo, sorreggente una statua di Bacco.² La villa de' Piovene, celebrata per l'ospitalità de' signori, è spesso il ritrovo di elette brigate. Quella, che vi fa gli onori di casa, è la Contessina Adele Sartori, moglie al Conte Felice Piovene, nella quale la squisita coltura accoppiasi in mirabile accordo alla rara gentilezza de' modi. L' unica cosa, di cui manchi la villa de' Piovene, come l' altra de' Fogaroli, de' Maluta e del Cita, è l' acqua perenné, un difetto, a cui si potrebbe supplire assai facilmente. Sarà soddisfatto a un bisogno della umanità, quando l' accordo, invocato da gran tempo, tra il Comune e gl' investiti, farà, che le acque del Lavo, anzichè divallare inutilmente nel piano sottoposto, corrano

1. « Per cara memoria - del Cavaliere - Domenico Maritani-Sartori - che nel 15 maggio 1868 - moriva d'anni 63 - la Famiglia Piovene - il dì 11 settembre 1868 - « questa pietra poneva. »

2. Sotto la Statua del Bacco e propriamente nel piedistallo si legge: *Ricordo.*



Travel of Vicario Cinque

**2015
SPRING SUMMER**
First collection launch.

**16/17
FALL-WINTER**
V5 crosses the Dolomites
and... gets to Austria.

**2017
SPRING-SUMMER**
Back to basics, territory
and Vicario villas.

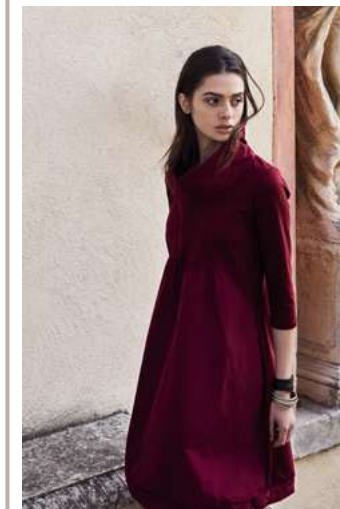


**2018
SPRING-SUMMER**
V5 crosses the Ocean..
“Youkoso Japan!”

END OF 2018
V5 updates its look with
new logo graphics.



**18/19
FALL-WINTER**
Vicario continues
expanding abroad.
Germany and
Switzerland are won
over by V5 charms
and the new “Made
in Vicenza” concept
is launched on the
market, which marks
an important chapter
for the “Veneto” origin
of our Brand and its
tight connection to
the territory and villas.



**2019
MARCH**
Let’s go online!

Vicario Cinque launches
its own e-commerce
website.

MAY
From multibrand to
monobrand store:
Pordenone welcomes
the first Monobrand.



JUNE
Thanks to the
cooperation between
an artist and a stylist,
both from the Veneto
region, V5 dedicates
a t-shirt line to the spirit
and characteristics
of Veneto and to Adele
Sartori, a historic
literary figure that
has always been
an inspiration for Vicario
Cinque.

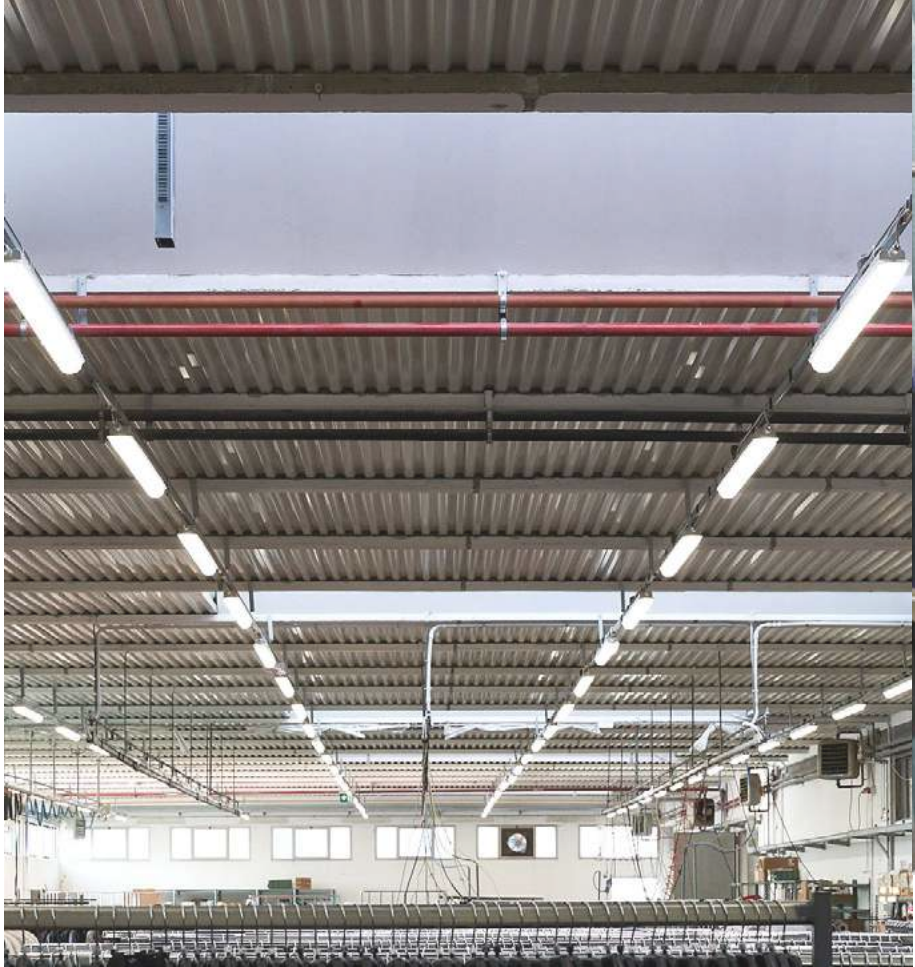
NOVEMBER
Feel at home with
Vicario Cinque.

Introduction of the
“home” collection
with a unique fragrance
that selects notes
of cardamom, red
berry and juniper,
in the candlestick and
scent diffuser version.



Vicario Cinque was created among the beauty and nature of Vicenza's countryside, where antique villas dominate the green flatland that stretches out to sea.

World of Vicario Cinque



Vicario Cinque is an Italian artisanal product, created with the greatest care and attention to detail that characterizes the tailoring workmanship of the Veneto region. The ability to choose with a high degree of good taste, the knowledge of fabrics and materials, the expert touch of skilled hands - these are the secrets of our collections.

Vicario Cinque items of clothing are neither too sober nor flashy - they're unique and refined. Colors are rarely saturated, designs are refined and lines are soft to ensure every woman the greatest comfort and wearability, at all times.

Nowadays, believing in a greener, more humane world is not just wishful thinking: it is our duty. Though the road is still long and difficult, Vicario Cinque embarked on this journey since day one embracing some key principles, such as an animal free policy

Is elegance worth the life of defenseless animals and the pollution of our water resources? We don't think so. Modern technology makes it possible to artificially reproduce high quality leathers and furs, so we must exploit it. This is why Vicario Cinque clothing items are created using only eco leather and eco fur.

Is elegance worth the sacrifice of people forced to work with no rights? We don't think so. There can be no quality clothing if there's no guaranteed safe working conditions. This is why Vicario Cinque strives every day to ensure sustainable working conditions.

Is elegance worth a supply chain that goes beyond our country's borders, disregarding our territory's unique and unmatched skills? We don't think so. Italy is a country of artisans that passionately work towards beauty and well-made things.

This is why Vicario Cinque chose to manufacture its clothing items with a short and controlled supply chain, selecting smaller laboratories that exhibit great skill and sincere love for the clothes they work on.



Vicario Cinque collections are characterised by soft and feminine lines that find their ultimate expression in the iconic Vicario outfits, available in a wide variety of fabrics and models.

wide
volumes

Product evolution



SS18

Iconic taffetas and punto milano, hi-tech neoprene and the fresher linen and cotton to get to vintage patterns drawn from historical archives - summer and winter collections traditionally include the perfect mix of fabrics and color hues.

Other than knitwear, created with high quality yarn, another distinctive symbol is the large volumes and modern-designed linear cuts that appear on all the collection items of clothing, from coats to shirts.

The collection, with its carefully constructed look, has been entirely designed by tastefully coordinating functional garments with feminine patterns and details, conceived for a dynamic and discreet woman that wants to feel comfortable on every occasion.

Everything is embellished by practical and fun accessories: bags, hats, wraps and bijoux.

The Collection is completed by a rich footwear selection, oftentimes made with the same fabrics, which helps recreating the mood.

Vicario Cinque means color and fantasy interpreted with a distinct style.





SS18



FW19

SS18



FW20



practicality
of neoprene



FW20



FW20

winter
notes

FW20



FW20



tomboy
attitude



FW20



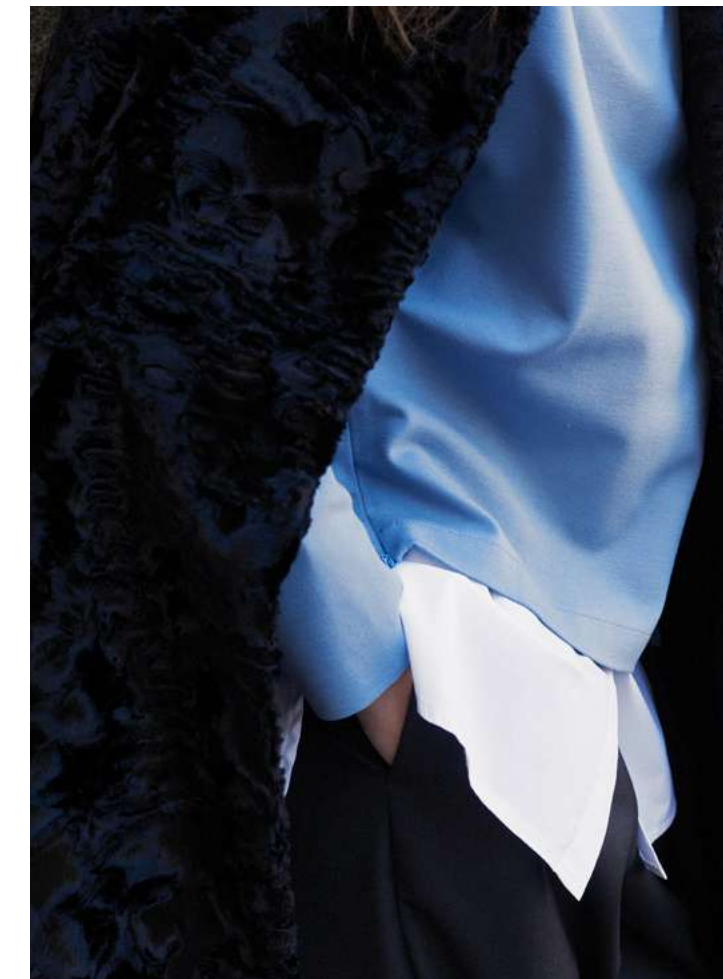
FW20

expression of
femininity

SS18



FW19



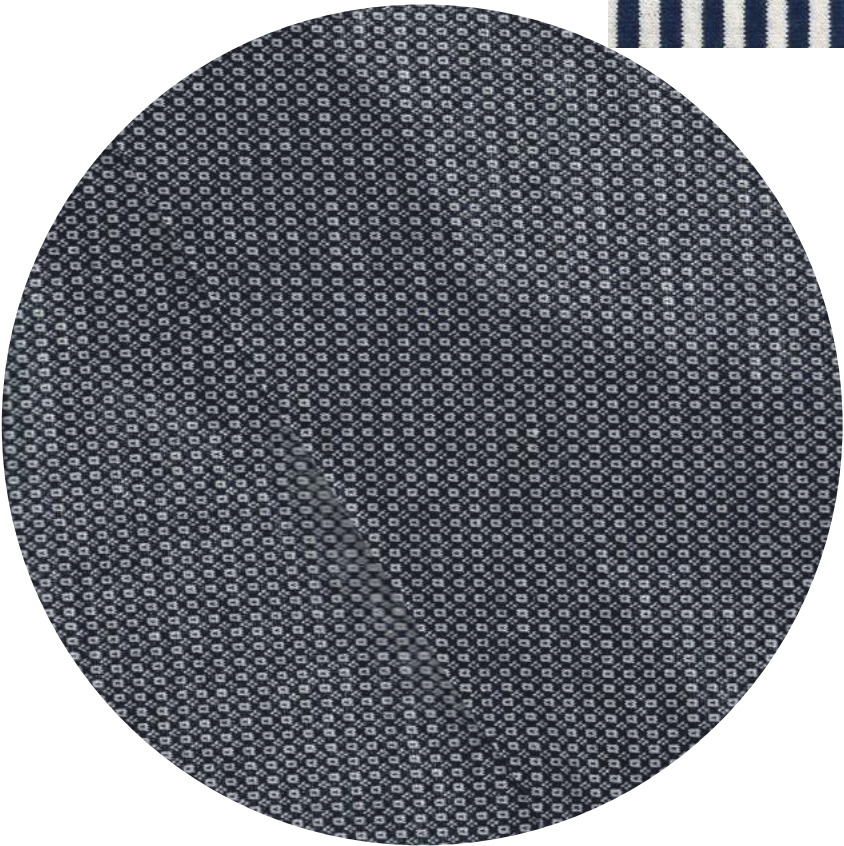
Vicario Cinque decided to embark on a eco-friendly journey, not just by avoiding the use of animal-derived materials, but also as a sign of respect for the unique skills of the artisans work. Keeping always in mind a short and controlled supply chain.

Vicario Cinque fabrics are mostly natural yarn of vegetable origin, such as cotton, linen, jute.

DRESS
ACCADEMIA

FABRIC
NEOPRENE
STRIPED
FABRIC
JAQUARD

Vicario Cinque fabrics



DRESS
AGEROLA

FABRIC
TAFFETTAS
FABRIC
COTTON



DRESS
APOSTOLI

FABRIC
STRIPED
VISCOSE
LINEN
FABRIC
COTTON



COAT
CALENDULA

FABRIC
Twill
FABRIC
LINEN



vicario.cinque

DRESS
ANCONELLA

FABRIC
JACQUARD
LINEN
FABRIC
STRIPED
VISCOSE
LINEN





Some noble materials, typical of the Veneto region, are the brass of the ornamental exhibition arches, that recall the three-mullioned windows of the Venetian palaces and the imposing central table, manufactured with marble from the area.

About the present

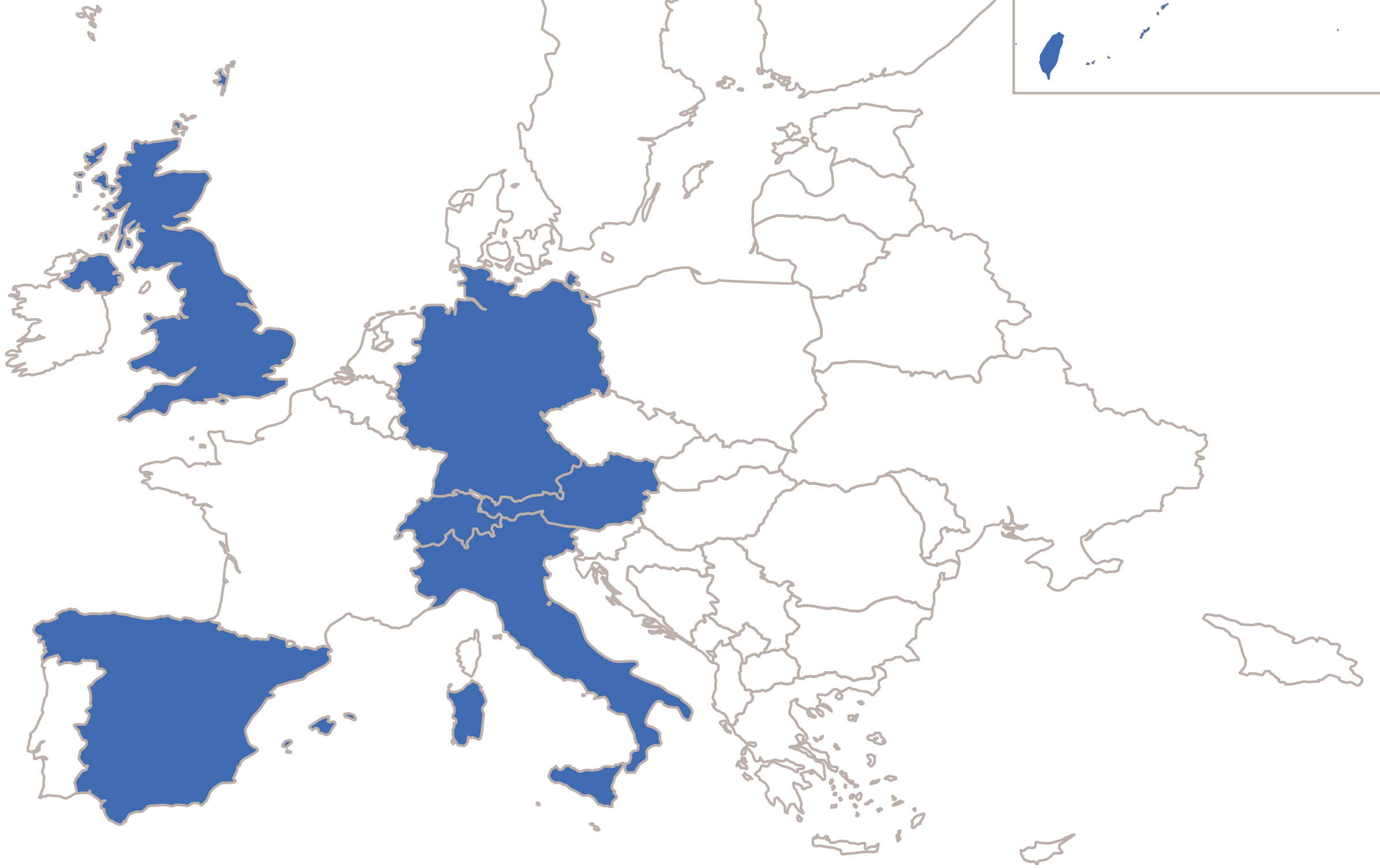
The idea of creating the first flagship store comes from the intention of turning Vicario Cinque into a lifestyle brand; Pordenone store paves the way for a retail plan that will witness, in the upcoming seasons, the opening of new Vicario Cinque branded stores in Italy and abroad.

The Interior design has been meticulously supervised, from the colour of the walls, green smoke, greige and white, to the use of the five poufs, recalling the corporate identity.

The 5 Vicario poufs are the heart of the store - they're made in brass and covered by the seasonal fabrics of the collection.



The distinct Italian taste of the Vicario Cinque collections is highly valued abroad and made it possible for the Brand to break through to overseas markets, such as Japan, Taiwan and Korea, and to be well-represented in Germany, Austria and Switzerland.



In order to spread the Brand's message, Vicario Cinque has recently opened its new Milan show-room close to Central station. This location is the managerial HQ, a perfect meeting spot for buyers and international press.

Milan show-room



V5 Home



One very important project for Vicario Cinque is the “home” collection, made of the refined and elegant V5 fragrance, whose notes remind of an exotic, warm, blossoming world, thanks to the cardamom and red berry, followed by the inebriating, pervasive and noble character of Juniper.

Available both in candle and diffuser, the fragrance has been created with selected ingredients to recreate the Brand’s “taste”.



Ceramics



Another Home project, reflecting our lifestyle concept and enhancing the Venetian tradition and manufacture, is V5 ceramics collection tribute to Nove, one of the most renowned Italian villages in the ceramic tradition.

"This object was made in Nove, close to Vicenza one of the most renowned ceramic art centers in Italy...Land of unique skills in the World."



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36040 Brendola (VI)

Showroom Milano
Via San Gregorio, 53
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