



Fashion Scoops

Do Your Part

In yet another sign of his commitment to "humanistic capitalism" and his personal attachment to his native Umbria region, Brunello Cucinelli unveiled on Thursday a new initiative aimed at fostering civic culture and responsibility.

Conceived by the designer and entrepreneur, the project is called "Week of Guardianship" and aims to raise public awareness around the preservation of and care for urban and natural landmarks of the city of Perugia, the capital of the Umbria region, some 9 miles from Solomeo, the hamlet home to the Brunello Cucinelli headquarters.

A registered trademark, the "Week of Guardianship" is to be held Sept. 15 to 21 in the city in partnership with the municipality, as

well as with the support of the Umbria Region and the University for Foreigners of Perugia.

"I like to think that this Week of Guardianship will find joyful participation from all Perugians and beyond, urging them to recognize the importance of each person caring for a small part of our splendid city of Perugia, a heritage of humanity," Cucinelli said.

In typical Cucinelli parlance, he referenced ancient Athenians who said that "if the doorway to your home is clean, the whole city is clean," and Roman Emperor Hadrian's sense of responsibility toward beauty in the world.

The project stems from the simple premise, Cucinelli stressed, that citizens should be triggered to engage in a shared effort

toward "beautification" of the public spaces, beginning with simple touch-ups to the facade of one's home, nurturing the plants in one's garden, and maintaining the cleanliness of one's gate.

"I believe that everything can begin with caring for one's own doorway. A cleaned and polished door will be more beautiful... [driving] a virtuous circle to be sparked whereby all will feel responsible for the city's beauty and respectful of its territory. You will see, I am certain, that when we restore dignity to certain corners of the city, our very souls will benefit and feel lighter," Cucinelli said.

"We need to give back dignity to the city and its citizens and this will ensure prosperity for both," he offered.

The project is to be presented to local associations and businesses on Friday evening at the Teatro Cucinelli theater in Solomeo, laying the foundations for defining the week's agenda of initiatives and activities.

Cucinelli said that the project is intended to dismantle the misconception that public spaces only concern authorities and governments, trying instead to instill the idea that anyone can and should care.

"By learning to take care about public spaces people feel like they belong," said Vittoria Ferdinandi, the mayor of Perugia

— MARTINO CARRERA

