



DESIGN FALL 2009

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THE ORIGINALS | PHOTOGRAPH BY ROBERT MAXWELL



## Matteo di Montezemolo | Design Scion

In Italy, style is a sport and the competition is steep. Take Matteo di Montezemolo, the 32-year-old vice chairman of the Poltrona Frau Group (shown here with Dominique Perrault and Gaëlle Lauriot-Prévost's Tricot chair for Poltrona Frau). During the workweek in Milan, where he and his team oversee brands like Cappellini, Cassina and Alias, the young mogul — and son of the Fiat and Ferrari chairman, Luca di Montezemolo — favors suits from a venerable Bolognese tailor. “I did my first suit with him at 18, and he knows every inch of my body,” di Montezemolo says. On weekends in Rome, he drives a white Fiat 500 and chills out in khakis and a Brooks Brothers oxford shirt. “I’m like the typical American in Central Park,” he declares proudly. Yeah, right. J. J. MARTIN

GROOMING BY MIOK FOR CUTLER NYC/REDKEN AND MELANIE INGLESSIS

**BLOG: THE MOMENT** Paris Fashion Week Agenda | Saturday (October 3, 2009, 2:30 PM) Group Hug | Nina Ricci, Lanvin Et Al. (October 3, 2009, 12:14 AM)

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