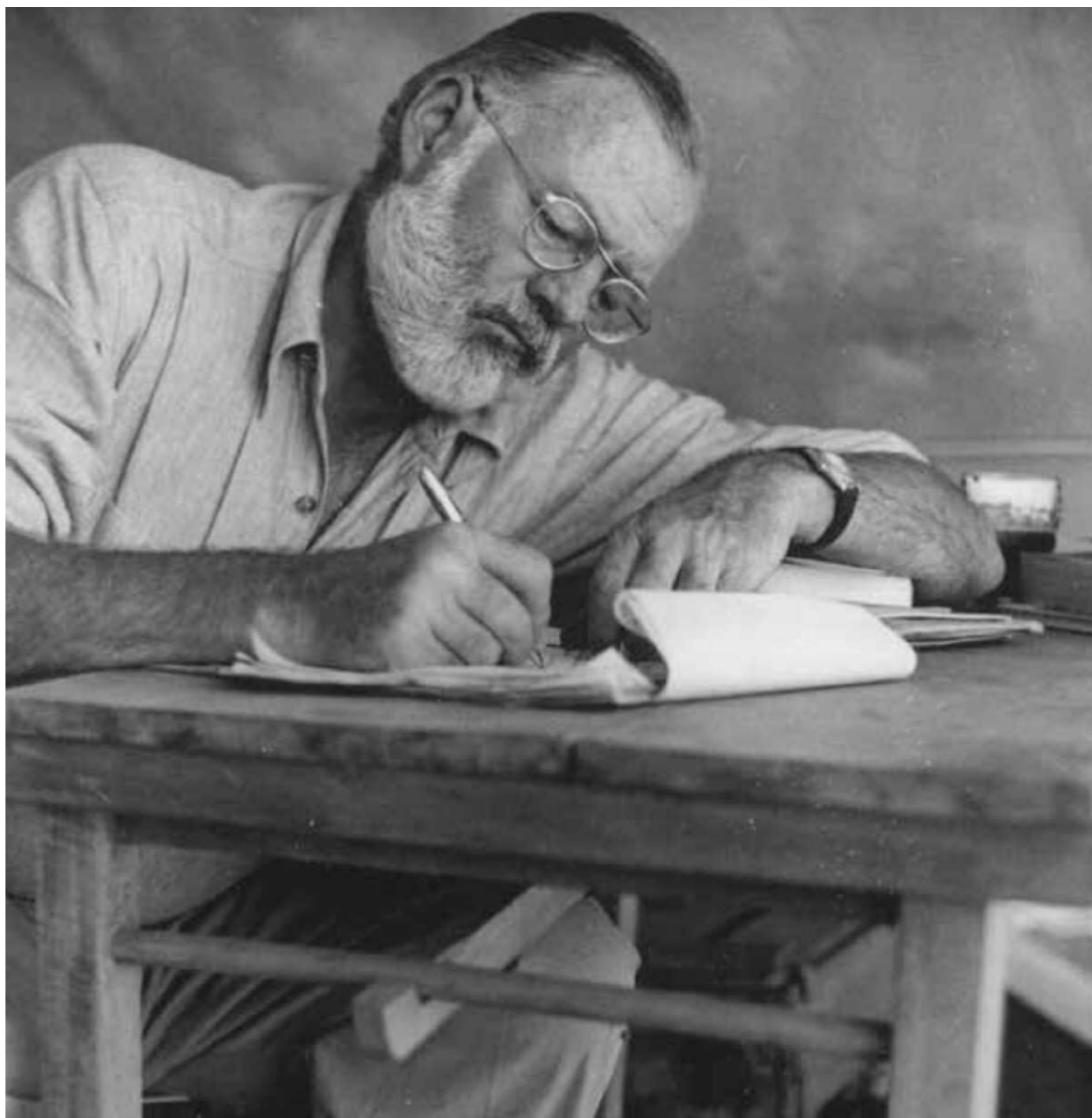




*beSpoke*  
THE CHIC & COOL

A COLONIAL  
EXPERIENCE  
THE  
SAHARAN  
THEME

OUT  
OF  
AFRICA



"To really live. Not just to let my life pass". this is what Ernest Hemingway wrote about Africa. a land of telluric emotions, irrational forces, magic. Alberto Moravia said it was: "a land where the relationship between man and nature is not mediated by history". A land where the lack of mediations triggers visceral upsets, primordial charms, fears, now as then. an explosive cocktail that during the xix century caused the fever of adventurers, explorers, aesthetes, artists.





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2. Australian Outback shirt p. 50  
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A COLONIAL  
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# OUT OF AFRICA



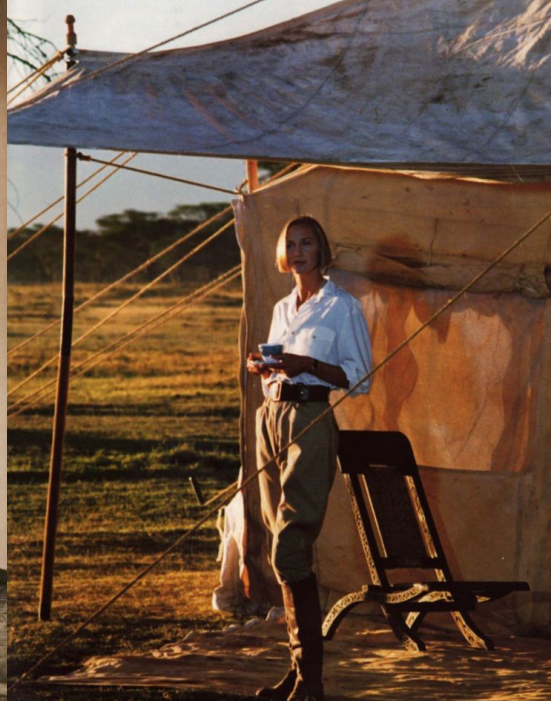
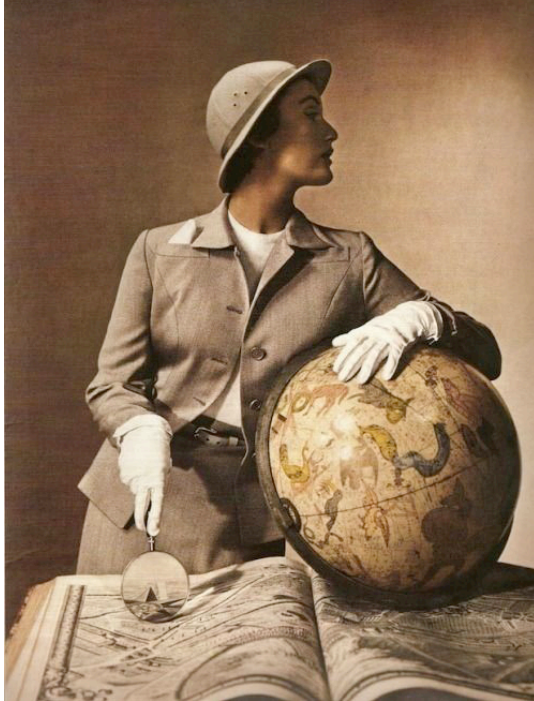
Everybody in search of places where and again the pureness of the emotion and inspiration. Africa becomes a symbol of the perfect Elsewhere, dividing line between fantasy and reality. and, in order to satisfy more ore less noble desires, Everybody goes there. From David Livingstone, who discovered Victoria falls, to the explorer Henry Morton Stanley; from Gertrude Bell, archaeologist,

writer and British secret agent, to the couple of American filmmakers Martin and Osa Johnson, authors of the first documentaries about Africa. Martin, adventure companion of Jack London, created the reportage and the naturalist cinema; Osa inspired the heroine of King Kong (1933). From Hemingway to Moravia, Georges Simenon and Karen Blixen, Andrè Gide and Saul Bellow ("Africa tou-

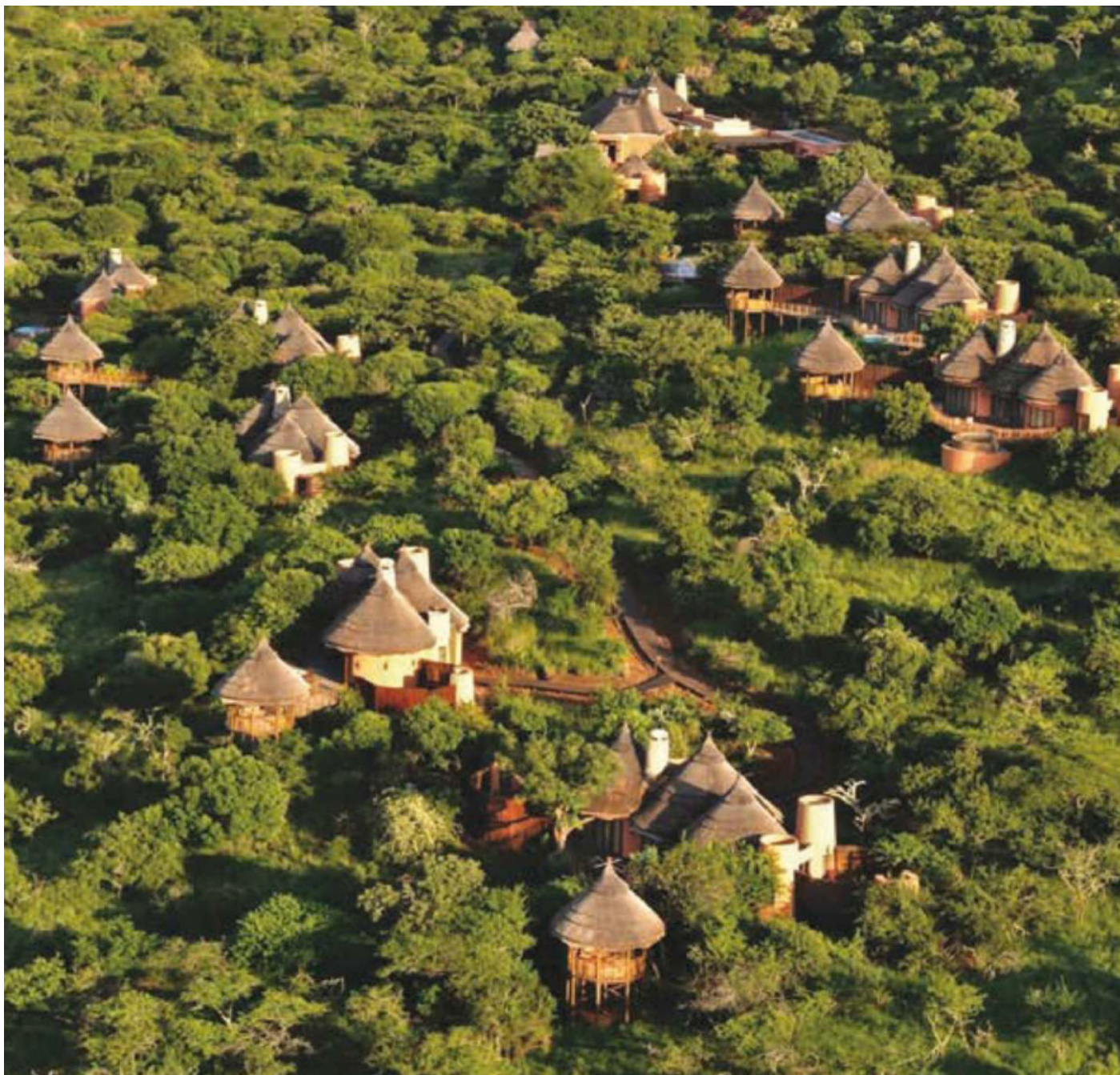












# OUT OF AFRICA

ched my soul already during the flight: up there looked like a bed of ancient humanity"). Peter Beard goes there, the great photographer who tells about the disappearance of elephants in Kenya through the book *The End of the Game* (1965), and Hollywood goes there. From this nature, who "claimed to be herself a monument". Cinema draws inspiration for extreme passion stories. any title? *The African Queen* (1951), where Humphrey Bogart falls

in love with the missionary Katharine Hepburn, and *Mogambo* (1953), where Clark Gable is divided between two beautiful ladies: Ava Gardner and Grace Kelly. The endless spaces of the savannah are the background of one of the most romantic love stories of the big screen, between Meryl Streep and Robert Redford, protagonists of *Out of Africa* (1985), based on the namesake autobiographical book of Karen Blixen. The movie won seven academy





**KRUGER JKT** - The Beretta by Larusmiani Kruger jacket combines elegance and outdoor style thanks to the suede details on the pockets and the collarless neckline. The adjustable drawstring waist ensures maximum comfort. The 100% cotton keeps you cool.  
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## OUT OF AFRICA

awards (more than other four nominations), like best director (Sidney Pollack) and best Cinematography (David Watkin).

But the African mood also creates a timeless, refined and exotic form of elegance: the safari or colonial style. The iconic garment is the bush jacket, the linen or lightweight cotton jacket traditionally beige or khaki in colour, multi-pockets, slightly elongated and cinched at the waist by a belt, so beloved by style icons like Ernest Hemingway and Fidel Castro, Che Guevara and prince Charles of Wales, just to name a few. Also James Bond, Alias Roger Moore, wore it in some movies. Ted Lapidus and, most of all, Yves Saint Laurent (1968) launched it in haute couture fashion system. But the YSL'S

item became legendary thanks to a shot where the sexy Veruschka wore it; sold in millions of copies, it remains one of the greatest successes of those years. Since then, Africa has never stopped to be in fashion. With its jungle and leopard patterns, it continues to be a source of inspiration for all fashion giants, from Krizia (and the animal prints shirts) to Gianfranco Ferré, from Gianni Versace to Roberto Cavalli, from Dolce & Gabbana to the fashion designer-philosopher Angelo Marani. For everybody the coat of the princes of the forests and of the savannah, that are willowy, lofty, royal in their natural elegance, are symbol of femininity in its more feline and savage way. Symbol of a femininity which answers to the call of



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**MAJI JKT** - Beretta by Larusmiani Maji jacket, in 100% water-repellent high-tech fabric. This gently flared jacket guarantees comfort and elegance. The slanted pockets on the chest give it a unique style.

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**MILANO TROUSERS** The Beretta by Larusmiani Milano trousers combine elegance and comfort thanks to their classic style. 100% cotton.

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Page 114

### Safari Outfits

The Safari outfits illustrated on the following pages are made from an imported English cotton drill material that has been specially "Creaseproofed" to shed rain. Of very tough substance, practically untearable, yet soft and pliable. Has a smooth, suede-like finish. Resistant to lightening, summer wear. Color is near khaki. Swatches of the material will gladly be sent on request.

#### THE SAFARI

A practical jacket of coat-shirt style, that allows perfect freedom of action. Regular short collar and sleeves with full belt and large, roomy pockets. Two lower pockets are buttoned style. No. 4315.....\$12.50  
Women's Safari jacket in same style as above. Sizes 12 to 40.....\$12.50

#### SAFARI TROUSERS

A fine, lightweight fishing helmet. Has a low crown, 2 inch brim and leather sweat band. No. 4030.....\$1.75

#### SAFARI TROUSERS AND BREECHES

Safari Trousers. With smooth, easy of the Safari jacket or camp. Well cut and finished, with two lower and two hip pockets, hip pockets. No. 4316.....\$12.50  
Safari Breeches. Loose cut style, cut especially to allow full freedom under all conditions. Made with double topstitch. No. 4317.....\$9.75

#### SAFARI SHORTS

A very practical and serviceable pair of shorts for camp or tropical wear. Cut with ample room for additional comfort. Has two hip pockets, a watch pocket and two over hip pockets. No. 4318.....\$4.25

#### SAFARI HOOD HELMET

A slightly higher crown than the Safari Trout helmet with a 2 1/2 inch green velvet-like, warm, covered side worn and leather sweat band. No. 4031.....\$1.75

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nature with instinctive impulse. "Without animal print there would not be divas or divine women", said Dolce & Gabbana with that irony that, like a leit-motif, goes through their fashion philosophy. Every version of animal print leopard, giraffe, zebra, python or ocelot skin is a hallmark of a glamour style that stands out in a total look or just in a detail on evening dresses, shirts, jackets, trousers, overcoats, lingerie, swimsuits and accessories, from shoes to foulards, from leather good to furnishings. The neo-colonial style signs the luckiest Ralph Lauren's collections; African style is also the campaigns of Louis Vuitton, the spirit of travel, shot by Peter Lindbergh, that chose South africa in or-

der to tell of a new exoticism beauty. The land of Nelson Mandela (that not by chance on the back of each banknote denomination shows one of the big five, the five lords of the savannah: elephant, lion, leopard, rhinoceros and buffalo) is one of the most glamour destinations for that adventure called safari, swahili word which means "long journey", spread in the west by the passionate pen of Ernest Hemingway. A journey that, in luxury lodges and five stars tented camps inside natural parks or private reserves, in an aesthetic way, offers a high emotional experience with an amazing nature and wild animals in their natural habitat.

# OUT OF AFRICA





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**BOMBER JKT** -The Beretta by Larusmiani Bomber jacket is inspired by the urban-outdoors, combining style and simplicity with lightweight and cool fabric. 100% cotton  
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**MOULINE' ROUND NECK** -The Beretta by Larusmiani round-neck pullover offers comfort and coolness thanks to its casual style and the use of materials such as linen and silk.  
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