

## Toasting the Italian Lifestyle

Iwona Adamczyk (April 29, 2012)



Eredi Pisanò Made to Measure Event with a special toast to the Italian Lifestyle brought to you by the Italian Trade Commission's Fashion of the Vine Project.

On April 18th [Eredi Pisanò](#) [2] opened the door of its flagship New York City location to invite the public to yet another event celebrating the Italian Lifestyle. [The Made to Measure](#) [3] event featured guided wine tasting brought by the [Italian Trade Commission's Fashion of the Vine Project](#) [4].

Eredi Pisanò's stylish menswear has successfully served the New York clientele for the past ten years. The family run, single label store crossed the ocean to arrive on Madison Avenue in 2001, after serving the population of Rome for more than forty years. The fashion forward gentlemen of the Big Apple warmly welcomed its classically tailored athletic fitting style and Italian Made, superb quality.



To this day the Eredi Pisanò store is completely under the Azra family's operation. The oldest brother Armando designs the clothes while Raffaele manages the stores and the youngest brother Isaaco takes care of all the finances.

The general manager of the New York City store, [Mory Kaba](#) [5], showed i-Italy around the store. "Our main focus here is the SHIRT. Look at the detail work, even on the inside" – he said.

It is true. The products are meticulously finished and are made of quality Italian materials. We didn't expect any less... After all it is MADE IN ITALY!

Kaba, himself dressed to perfection and holding a bag with the newest purchase, stated: "I can't resist but to shop here all the time." "I probably leave most of my paycheck here!" – he jokingly added.

The stores window display was especially designed for the event. The Spring/Summer Eredi Pisanò collection and bespoke menswear mixed with wine bottles and glasses intended for toasting Wines of Italy lured the passersby to peek in and be part of the Made to Measure Event and wine tasting.

[Italian Trade Commissioner, Aniello Musella](#) [6] noted: "Eredi Pisano' exemplifies Italian excellence and design as its collections are exceptional, innovative and impeccably finished. It is a pleasure to partake in this celebration of Italian Lifestyle with a special Wines of Italy Tasting. Those who value quality, innovation, tradition and the creative process understand what MADE IN ITALY means whether it is presented on a runway or simply decanted."

And so the wine was poured. The tasting featured a selection of wines from producers [Franco Todini](#) [7] and Valdora. Wine Importer and Educator, Sam Ramic, of International Wine Masters led the tasting and discussed characteristics of the wine with consumers. The tasting was accompanied by a presentation of artisanal Italian cheeses: [Piave Vecchio PDO](#) [8] and [Pecorino Toscano Stagionato PDO](#) [9] from producers Agriform and Il Forteto courtesy of [Atalanta Corporation](#). [10]

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