

My Fashionable Life
CAROLINA CUCINELLI

IN DUBAI RECENTLY TO PRESENT THE UPCOMING SS2023 COLLECTION 'TAILORED TO EXPLORE' AS WELL AS A SPECIAL COLLECTION OF ABAYAS AND KAFTANS, THE CO-CREATIVE DIRECTOR AND CO-PRESIDENT OF BRUNELLO CUCINELLI TALKS TO ELLE ARABIA ABOUT WORKING WITH HER FATHER, THE IMPORTANCE OF WOMEN STANDING TOGETHER AND MORE...



Interviewed by VALIA TAHA

My father and mother started building the company when I was young. It was established in 1978. I used to pass by the office after school, and so I lived the spirit of the brand every afternoon. Our artisans used to hand me pieces of cashmere and they taught me how to design dresses for my dolls, this is how they passed on the passion to me.

I like to create and to design, so I attended fashion school. I decided to enroll in the company for one year only, for training. Today, I have been there for the past 12 years and I love my role; I spent five years in the production department another three years in e-commerce where I digitized the company. In 2017, we launched our first online boutique in Solomeo. I am lucky to have the chance to work and stay close to my father, to learn from him and to be involved in each department.

It was not easy at the beginning, my father used to advise us to work a lot, and even harder in comparison to anyone inside and outside the company. He used to say, 'if someone delivers 100%, then you have to deliver 200%'. Today, I'm very confident and comfortable in what I do.

My advice to women when it comes to their career? It's important to trust ourselves, and be confident. Women are very smart and multitaskers. We can manage and balance among family, work and friends. We have a very strong voice and if we stand together we are stronger.

Brunello is not only known for its luxury cashmere and knits, but also the ethical and sustainable approach to the business. My father's idea was to build something that respects all beings and their values. To give dignity to a particular job, like tailoring or knitting. It's not very common to find high quality artisanal workers but it was important for us. He had the vision to build a company in the middle of nature; the offices have large windows with sunlight seeping in, and people can go outside to enjoy a walk and a breath of fresh air. He set the working hours to be exactly 8 hours - not more - each day, which was not common back then with companies. We want our people to feel like they are a part of a big family and to feel at home. This is how our company started growing, and our essence did not change.

I'm here to present some special pieces for the region, abayas and kaftans. It's important to approach the culture in the right way by respecting it, that's why it took so long. We decided to pay homage for the region and to create this collection. We decided to launch it here on a smaller scale to get the feedback from our clients, which is more logical.

My plans and projects for 2023 definitely include coming soon to Dubai in the Spring, and I will be visiting the whole region more often.



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