

NEW IMAGINE

personal tailor

From more than 20 years we are specialized in tailoring production, with full satisfaction of our clients. From businessmen to the jet set, our service offers always the best solution for each needs. Our tailors travel around the world to meet clients to take body measurements with our special made to measure bespoke service. We are specialized in suits for any kind of ceremony: tigt, frac and tuxedo.



Made to measure

New Imagine offers a service that embodies the true values of the “made to measure”, reaching customers anywhere in the world for a style consultation, to take measurements and choose fabrics and colors. The production is done entirely by hand by expert tailors.

New Imagine PersonalTailor® is a concept created to offer an exclusive service to a refined and sophisticated target, who loves the Made in Italy concept.

The service is not concentrated only to the mere figure of the tailor but it goes further. We offer to his clients a **service of consultancy**: new look, new wardrobe, analyzes the client style and creates for each one a special and personal collection. Jacket, suites, shirts, ties, socks: everything is important concerning a total look to appear in public with a great style.



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Orchestral Haute Couture®

The **New Imagine** offers a unique service to all the musicians and artists related to the field of high masculine tailoring.

The service of **Orchestral Haute Couture®** offers the high quality product and guarantees the customer an all-inclusive service, that starts from the measure taken by the hand from the designer Federico Borlandelli in a location chosen by the customer and give him the chance to create with the designer a customized line, with an obsessive attention to details. A total look and a new wardrobe to change the look or to achieve the dresses of his own dreams. Very precious fabrics and the design of the collection according to the customer tastes and needs, make this service a must to have.

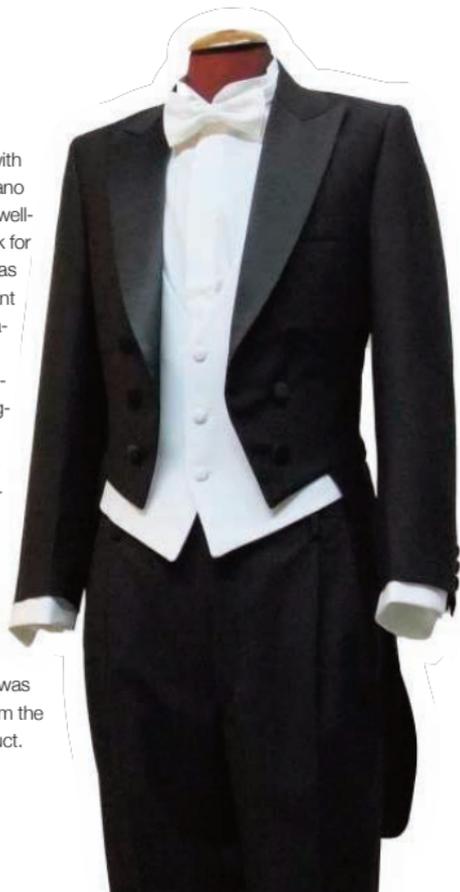
The **New Imagine** can provide in a single location, concentrating appointments in three/four days, a new wardrobe for an entire orchestra.





The designer

Federico Borlandelli since the early 90's worked with leading fashion houses such as Carlo Pignatelli, Luciano Soprani, Gianfranco Ferré, to name some of the most well-known. He has worked in Milan, London and New York for several artisan Italian men's fashion companies and has played a leading role in the implementation of important campaigns as a stylist and art buyers, with internationally renowned photographers, including Patrick Demarchelier, Avi Meroz, Randall Mesdon and many others. Many male fashion magazines and agencies have entrusted his professional figure. **The personal tailor** business has emerged also thanks to his participation in some movie productions where he had the opportunity to meet his first customers of the American jet set. From here his name start to be well known reaching soon the houses and the offices of important businessmen. The choice of never having used the classic forms of advertising and press office services was dictated primarily by the demand for total privacy from the customers but also for the exclusivity of the product.





Our mission

To dress customers in a exclusive and impeccable way, helping them to identify a personal style, in which recognize themselves and be recognized every moment. **New Imagine** combines, cleverly, innovation, modernity with a return to classicism, in a synthesis that is synonymous of elegance, good taste and distinction.

The clothes are 100% handmade using high quality fabrics such as Fratelli Cerruti , on which is based most of our production, and also, according to the client desire, Holland&Sherry, Aris-ton, Reda, and Zegna, offering also an exclusive service for the production of custom fabrics: every client can choose the material, his favourite colour, and a design (patch, square, stripe, Galles, plans, points...) and he will have a personal and exclusive fabric. A way to be unique as well unique are our clients. The service is done all around the world.

The same concept concerns the accessories: buttons, thread, embroidery, buttonholes, interior and customizations.



NEW IMAGINE



The Frac

NEW IMAGINE



The Tuxedo





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