

ITALIAN *glamour*

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The Essence of Italian Fashion  
From the Postwar Years  
to the Present Day

The Enrico Quinto  
and Paolo Tinarelli Collection

SKIRA

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*Sometimes a collection begins without any rational decision, and the initial purchases are fairly random but gradually become more selective as the collector’s passion and knowledge grows. In our case, our collecting fad began when we set up our own street market “Garage Sale – Rigattieri per Hobby” in the Borghetto Flaminio area of Rome. From the outset it was aimed at the general public – not traders or dealers – to provide a means of getting rid of the general clutter that people amass in their houses, cellars, and wardrobes. This second-hand market was in fact what sparked our curiosity about fashion. Luckily for us, a whim was transformed into a widespread social phenomenon – namely, to actually collect used clothes.*

*Collecting clothes is a way of connecting with a particular type of item whose workmanship, colours, and shape are often a source of surprise. But above all it is through the history of these items that collecting takes on its special meaning. Down through the ages, fashion and styles of dress tell the history of men and women, of their ideological choices, their social evolution, their desires, their day-to-day existence, and their dreams. As for our contemporary world, the creations of today’s fashion designers have taken on an ever more important role, and deserve particular attention for their capacity to signify, determine, and interpret the changing tastes and customs of the society in which we live. The phenomenon of fashion is a vast and complex world that involves a broad spectrum of activities that range from the strictly creative to the organizational and industrial.*

*With this important legacy in mind, over the years we have collected clothes and accessories of all kinds, creating a vast archive that now provides a fund of inspiration for many fashion houses seeking inspiration and ideas for their new collections. Whatever was fashionable in the past and is now considered “second-hand” is basically inseparable from the present, a fact that is demonstrated by entire courses on the subject taught in schools, universities, and museums.*

*In the case of the present book, the limited space made it a hard task indeed to choose among so many garments, which items to publish and which to leave out. Naturally, we hope sometime in the future to be able to show all the ones we omitted, and fill in the inevitable gaps. That said, this volume is our contribution to the vast iconography of Made in Italy, spanning from 1945 to the twenty-first century. No doubt the vast array of images presented here will arouse considerable curiosity among the young, and stir a great many memories in the older generations.*

Enrico Quinto and Paolo Tinarelli

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