

brunello cucinelli textile humanist enterprise



Project author or developer:
brunello cucinelli

Where:
IT / Italy / Perugia

Website:
www.brunellocucinelli.com/it

Humanist Enterprise in the fashion industry works according to an ethical, humanist-inspired entrepreneurial model

Known for its cashmere products, Brunello Cucinelli is now one of the most exclusive casual-chic fashion brands in the world (*).

Positioned at the top of the luxury pyramid in the "absolute luxury" segment, the group is one of the world's top companies that design, manufacture, and distribute luxury clothing and accessories collections.

Brunello Cucinelli combines its Italian heritage, outstanding quality and superb artisan craftsmanship with great creativity, contemporary style, and a capacity for innovation and renewal.

The group works according to an ethical, humanist-inspired entrepreneurial model based on values such as the dignity of people and the dignity of work, which allows it to successfully combine efficient business practices with its social mission.

Great attention paid to the quality of life and the human capital of the company, support of socio-economic development, and a respect of and integration with the local area are aspects that have distinguished the company's growth and increased the brand's distinctiveness and recognition.

In the medieval village of Solomeo, where the peacefulness of the Umbrian countryside and the wind still evoke the ora et labora (pray and work) ethic of Saint Benedict of Nursia and the mysticism of Saint Francis of Assisi, Brunello Cucinelli launched a new kind of business in 1985. "Making work more human, with people at its core": is the dream of this Umbrian entrepreneur now famous around the world for his colorful cashmere collections. Scholars and journalists have written of the profound affinity linking Brunello to ancient Masters of the Soul such as Socrates, Seneca and Saint Francis of Assisi: and that is why they refer to Cucinelli's corporate philosophy

as "ethical capitalism" and a "Humanist enterprise". "I have always dreamed of creating useful work for an important objective. I felt that profit for profit's sake was not enough, and that there had to be a higher, collective purpose. I understood that alongside economic well-being there has to be personal well-being, and that the former means nothing without the latter." It is a courageous theory

summarized in what Brunello Cucinelli calls "supreme good", which is centered on people: "giving business a meaning that goes beyond profit and reinvesting to improve the lives of workers, to enhance and restore the beauty of the world".

