

Quintessentially Insider – 2<sup>nd</sup> July 2012

*A New Experience For Stylish Men In Mayfair*

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## A NEW EXPERIENCE FOR STYLISH MEN IN MAYFAIR

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For those men who like a good tailor. And for those who appreciate fine Italian craftsmanship.

For those, more sparingly, who like to indulge in the timeless appeal of a cool grey wool suit and sharp white shirt whilst sipping wine somewhere that speaks of 'ultimate refinement'.

Otto - a Member's Club/Style Experience worthy of note, serving (exclusively) gentleman like you in Grosvenor Street, Mayfair. Masterminded by Tony Giallonardo (known as the 'Curatore'), the experience (like all classic establishments, mind) is implied in the elegance and laid-back sophistication of the interior. It is also implied in the bounty of massage tables taking up good room in this 4000sqft boutique (a good drape requires relaxed shoulder blades, after all), which also features connoisseurs coffee, steam room and garden terrace with a humidior (perhaps true Italian gentleman like to brood over fashion in such a manner).

Yarn after yarn of hand-picked pieces from Italy's finest artisans – all with a guarantee that only the most desirable, the most coveted, the most sigh-inducing cuts are brought in.

But go for the sartorial embellishments. Yarn after yarn of hand-picked pieces from Italy's finest artisans – all with a guarantee that only the most desirable, the most coveted, the most sigh-inducing cuts are brought in.

And just in case you're about to say bespoke (we always are), there's a very special consultation service – perfect if, like some of us, you have an inkling of what you like to wear, slim recognition of your own 'shape', and are decently put out when asked to 'accessorise' for that very special social function you've just been invited to.

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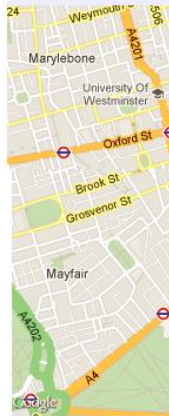
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And then, finally, there's the cool Italian conversation on the terrace.

Just in case you need any extra tips on what to wear with that panelled cotton-pique and leather blazer/checkered shirt combo.

*"OTTO sets to establish an unprecedented vision for the well-dressed man, transforming and repositioning the boundaries of the luxury menswear world in the process."*

For more information on what it takes to become a member of Otto, please contact Harriet Reeve at [harriet.reeve@quintessentially.com](mailto:harriet.reeve@quintessentially.com) or call 020 3073 6754.



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