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## BRAUN HAMBURG AND BRUNELLO CUCINELLI PRESENT EXCLUSIVE "BRAUN HAMBURG X BRUNELLO CUCINELLI" CAPSULE COLLECTION



Long-established retailer BRAUN Hamburg has developed a capsule collection with Italian luxury house Brunello Cucinelli for the first time. The limited „BRUNELLO CUCINELLI X BRAUN HAMBURG“ capsule collection is designed and manufactured exclusively for the Hamburg-based menswear retailer in Italy.

A unique business relationship and friendship connects both CEOs and their respective companies, BRAUN Hamburg and Brunello Cucinelli. Cucinelli once wrote in a letter to Lars Braun: "When he was asked what exactly a friend is, our venerable and common 'father' Aristotle answered: "It is a single soul dwelling in two bodies." And this is exactly what to me has always distinguished my relationship with Lars Braun and all members of his family – whom my family instantly had the desire to form a strong bond with.

Brunello Cucinelli is among the most exclusive Italian manufactures and is a world leader in their industry. The long-established company is best known for their handmade designs made of the finest cashmere, exclusively manufactured in Solomeo.

Now, the two entrepreneurs crown their partnership with a worldwide exclusive limited edition that is also designed and manufactured in Solomeo, the Umbrian home of the famous luxury label Brunello Cucinelli. It will exclusively be available at BRAUN Hamburg, either online at [www.braun-hamburg.com](http://www.braun-hamburg.com) or at the Kaisergalerie store, Große Bleichen. The capsule collection comprises eight strictly limited essentials and unites the unique design language of the Italian luxury label with a sense of maritime sportsmanship, which perfectly brings out the style of both companies: masculine understatement all over.

## About Brunello Cucinelli

Founded in Solomeo in 1978, Brunello Cucinelli's fashion business quickly established itself as one of the most exclusive luxury labels in the world. Since the days when they started out making cashmere jumpers, the brand has always known how to combine their classic, elegant style with modern elements. The result: sophisticated fashion for men and women that is manufactured in the typically Italian manner. The collections are famous for their knitwear designs made to the highest standards, the finest cashmere yarns, and designs to be worn by everyone at every time. For Brunello Cucinelli, humanistic values are always at the core of his actions – ever since the beginning of his entrepreneurship.

**Für weitere Informationen, druckfähiges Bildmaterial und Produktfreisteller sowie Interviewanfragen wenden Sie sich gern an:**

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## About BRAUN Hamburg:

BRAUN Hamburg offers a highly exclusive selection of international luxury brands, such as Bottega Veneta, Brioni, Brunello Cucinelli and Dries van Noten as well as Ermenegildo Zegna, Etro, Moncler, Santoni, Tom Ford and many more. Our heritage fashion house with three shops in Hamburg has always stayed true to our belief that comprehensive service lies at the core of our business.

To achieve this, our trained staff's professional and people skills are crucial. Not only do we offer individual and personal advice, we also provide our own alterations studio as well as laundry and shoe repair services, all of which provide an associated delivery service, and thus take great care of our discerning customers.

BRAUN Hamburg stands for a very diverse range of offerings that is almost unrivalled in Germany. The store at [www.braun-hamburg.com](http://www.braun-hamburg.com) provides customers with an individual and exceptional online shopping experience.