



ALESSANDRO ALBANESE

FASHION COMES WITH ELEGANCE

By **Nada H. Abdelmoniem**

Country: **Italy**

Date of Birth: **19 September 1967**

Star sign: **Virgo**

Full profession: **Fashion Designer**

WHO IS ALESSANDRO ALBANESE AND WHAT IS HIS
TAKE ON EQUESTRIAN CLOTHING? WELL, HERE IT IS....

AA SAYS IT BEST!



▲ AA & the junior American team which won the gold medal at the 2010 North American Championship

Tell us about your background with horses?

I actually don't come from any particular equestrian background. By chance, I got involved in the equestrian scene after visiting one event which was when my big passion for equestrian fashion started; I noticed the quality of its clothing and I simply took on the opportunity to add a touch of class to it.

Tell us how your passion for design started?

I have been interested in fashion design ever since I was a teenager. My father was a tailor. We come from a country that highly regards "fashion" as a business!

Why did you decide to specialise in equestrian fashion?

It just happened. It was an opportunity for a new challenge and I took it.

What makes your designs unique?

The Italian touch in fashion is unique. It is tradition mixed with advanced technology when it comes to fabrics and implementation. Today I have the opportunity to travel around the world where my concepts have become more international, designed and customised for any and all requirements of international clients.

If you could pick an equestrian to model your designs, who would you pick?

Brazilian Olympic show jumping medallist Rodrigo Pessoa; his elegance mixed with his classic style makes him my pick. He has been wearing AA jackets for many years.

Many would describe equestrian clothing as "standard", would you agree?

The equestrian scene and its clothing

have presented many design ideas and inspirations in the last few years to many well known designers. They were smart enough to incorporate that style into everyday fashion from riding pants, to jackets, to trendy street fashion. So no, I would not agree with the term "standard".

What is your favourite piece in equestrian clothing?

The riding jacket...

What don't you like about equestrian clothing?

The tendency in the last few years to change it from elegant into fancy. There is no style, but simply "appearance". Fashion is not about "wearing it" but about "how to wear it". Introducing flashy details into this line of clothing, such as Swarovski jewellery or other garish accessories, is an unnecessary addition.

Do you think equestrian clothing

can be incorporated into everyday clothing?

Our collections are used more and more outside the riding scene. Today, 20% of our clients are not equestrians; I think that is a very good percentage.

What kind of advice would you give to equestrians who don't understand their bodies and as a consequence choose incorrect pieces?

Ah. This is difficult to explain. It would depend on their culture. People are different and fashion choices differ!

Who is your favourite equestrian?

Being a winner does not necessarily mean being the best rider. One has to be a winner on a horse just like being a winner in life. Have style inside or outside a horse event. I see many such ladies and gentlemen who fit the description; I will not say names because I do not wish to forget anyone. However, many of them wear AA collections!

What has been some of your career highlights?

I'm proud to have had clients such as Princess Charlotte of Monaco in the past. Some from the royal family of Spain, Saudi Arabia and Norway as well. Some Olympic teams have worn AA collections along with some Hollywood celebrities, international Pop stars, and ten of the 20 best riders in the world. I'm also honoured to have an AA shop in Harrods, London, where international clientele always visit.

Where do you see Alessandro Albanese in the next five years?

We are raising the bar way up in our quality designs in order to be able to stay competitive. However soon, AA will not only specialise in the



▲ AA during an AA presentation in Miami

equestrian lines of clothing; I am looking forward to a new challenge, in a new discipline and in everyday fashion.

When you are not designing, you are...

Selling my creations to private clients or visiting a new city to catch some new inspirations. 📍

▼ Catalogue shoot

