

KONFEKT

The Magazine for Sharp Dressing, Drinking, Dining, Travel & Design.

1.

FORGOTTEN FRUIT
Bringing citrus back



2.

FRESH SILHOUETTES
Marion wears blouse by Bottega Veneta



3.

SARDINIAN SOJOURN
The island's earthy delights



SPRING is IN

Our second act.
KONFEKT is a new magazine from the
makers of MONOCLE devoted to refined living

— ISSUE TWO —

CONTENTS

- HOSTING.** Finnish flambé with actress Alma Pöysti and a generous Persian platter in Berlin
- LOOKS.** Sharp jackets, light knits and crisp cotton shirting for market days and holidays
- WINE.** Among the vines on a Côte d'Azur island. Plus: high-altitude grapes
- MENUS.** Waldschänke soul food from a mother-son duo, as well as top tables around the world
- DISCUSSIONS.** A Swedish round-table on work, home, diplomacy and the Roaring Twenties

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Everyone buys clothes, so they think working as a buyer is easy but doing it for other people is quite different. It's all about bravery and vision – and also restraint. A buyer is a trained hunter, reliant on instinct and gut feelings. But we did learn a lesson with batwing sleeves: they don't work in the mountains when you're already in outerwear.

We don't just sell brands, we sell a specific style: timeless, no-nonsense, minimalistic, ageless. We never impose our taste on customers. Rosita Missoni, the matriarch of the Missoni clan, warns against dressing top to toe in a single brand and it's advice we live by. We like to mix things up, like the modernist Vitra sofas in our converted farmhouse.

One of our favourite designers is Sofie D'Hoore, who reconfigures a trouser cut up to 15 times until she's satisfied. For the spring, we're carrying Japanese brand Suzusan by Hiroyuki Murase, who has his flagship store in Düsseldorf and uses traditional Japanese *shibori* to create beautiful tie-dye patterns [see page 144]. We like Claudia Bertini – unusual and fairly unknown [see 'Konfekt' issue 1]. A US customer has said they discovered her in Sils.

"Made in China" is what we try to avoid and our customers know that. We're not trend-driven. Although we love bringing premium brands to the Engadin, our customers aren't brand-conscious per se, they're quality-conscious.

Recently, we were thinking of selling a Ryan Roche coat that appeared to have feathers on it. At that point, my husband, Reto, who co-manages the shop, said to me, "Annigna, name me three of our customers who would actually buy it. If you can't, drop it."

1. On the far right is the original inspiration for the Troost coat
2. Annigna Giovanoli
3. Trousers by Claudia Bertini
4. Shirt by Salvatore Piccolo and skirt by Claudia Bertini
5. Interiors made from alpine materials, such as wood from an Austrian stable
6. Coat by Sofie d'Hoore and shirtdress by Salvatore Piccolo
7. Blouse and trousers, both by Nili Lotan



There's satisfaction in helping people build confidence in themselves. At Giovanoli, we are trying to achieve an ageless look for both women and men, and pieces that bring out personality. Also, it's that British principle of not letting one item overpower the others.

During the pandemic, we haven't been able to go to Paris or Milan. We've done all our appointments from home, which is tough. Spotting a nicely cut pair of trousers is impossible from a screen. In the past, we weren't sure the trips were worth it, particularly in terms of carbon footprint. An insight we've gained from the pandemic is that they do pay off. Many niche designers can no longer afford an agency presence in Paris, Milan or London. We're now having to track them down ourselves.

We look for non-mainstream brands – often in magazines or through customers. Once we've found something, we test it on a small budget. If it's unsuccessful, we drop it immediately, even if we like it ourselves. Every item has to hit the ground running.



FASHION — BUYER'S NOTEBOOK — Giovanoli Sport & Moda

What's in A NAME?

In our series on innovative retail buyers, *Konfekt* meets Annigna Giovanoli, whose astute selection of quality pieces and brands draws a loyal following to her fashion shop Giovanoli Sport & Moda in Switzerland's Engadin Valley.

Photographer — Anne Morgenstern

Writer — Sara Allerstorfer

We don't sell online. We hope people will eventually get fed up with going online to buy the kind of clothes we sell. It's like eating out: during lockdown, we kept ourselves amused by ordering takeaways but people are always going to want the restaurant experience.

The shop was founded as a skiwear store by *nonno* Giovanoli in 1949, and inherited by my father. He died fairly young, leaving my mother to cope with managing the store. She was a beautiful Australian woman full of energy and ideas; she suggested we move into fashion. Without her support, I wouldn't have taken the risk. After she retired, we started to stock Brunello Cucinelli alongside the skiwear. Soon, we converted an adjacent barn and moved exclusively into fashion. We have never looked back.

I adore a craftsman's touch. And quality fabrics: the colour, the cut and texture. That's what we want to give our customers, and they can sense that, no matter whether they're Swiss or international.

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Sils is where we feel at home. We rarely go on holidays or away for weekends. Why would we? There's extraordinary natural beauty here on our doorstep.

We keep an eye on what the well-dressed women are wearing, how they tie it all together. At Christmas, we always have tea at Suvretta House or Badrutt's Palace. The children sip their tea with dignity and leave us grown-ups to do the people-watching. There's no need to head up the mountain for inspiration – down here by the lake, we have wonderful spring and autumn colours. The Engadin is a wonderful place for a long weekend – in the right outfit, of course. giovanoli-sils.ch

