What is the brand all about?

MB is a brand with style, technique and quality backed by a great sense of creativity from an experienced connoisseur in men’s fashion. The brand portrays to be a person with insatiable desire to explore and export the Italian tradition and craftsmanship through its collections.

The collections draw its inspiration not only from the Italian culture and traditions, but also from the lifestyle of today’s modern man. Fashion forecasts are studied and an extensive trend research has been carried out before crafting each range. The theme changes every season, maintaining the global imagery of the brand. Maurizio Baldassari aims at fulfilling a man’s aspiration of being confident, powerful and seeking comfort at all times.

The collection includes an array of exquisitely tailored jackets, classic suits, coats, elegant shirts, meticulously sewn blouson for men, done in woven and knitted fabrics, which can be easily matched with the sophisticated upper casual and formal pants.

Complimenting the look of the Maurizio Baldassari vesture, is an assortment of accessories made from the finest materials and paying attention to each intricate detail that goes in the making of these articles. Foulards for men, neck ties, shoes (formal and semi formal) and belts (formal and casual wear).
Italy is the land of artists, who over the centuries have sought the essence of form and have expressed it through their activities in every field, be it in architecture, culinary art or design. Also Italy offers to be the nucleus of several facets such as specialised expertise, quality, efficiency, accuracy, innovation and technology, predominantly in the field of fashion. Milan in particular is one of the most committed places for men fashion around the globe. Maurizio Baldassari commenced laying its roots in Milan 30 years ago, and now it is not only a brand that is strongly rooted in the fashion domain, but also is augmenting rapidly.

Observing the brand progress over the years, it is evident that the product offering of the brand is impeccable, in terms of quality as well as value. The creator of the brand, Maurizio Baldassari is an expert in the field of menswear. After 18 years of working with a prestigious retail store, La Rinascente, in 1975 he started his own activity and has been working incessantly since then.

Currently the brand operates out of the studio that is located in the Brera area in Milano which is the design district of the city. Maurizio Baldassari show cases its collections twice a year, inviting buyers and offering the opportunity to interact with the design team.
Who is the target?

The Maurizio Baldassari man is a cosmopolitan man, who is very passionate about his work. Someone who loves travelling both for work and leisure. He is the kind of person who likes to take time off to relax, to pursue his passion for music or reading or sports. A social person, who is also conscious about his health.

This brand offers the Maurizio Baldassari man, the apt ensembles for dressing, for representing himself in the best suited style. He can dare to play with the brands complete lifestyle wardrobe offering. Not just the quintessential’s but also that extra element of surprise, by being able to create an identity for himself, with his taste from amongst the best of the Italian fashion.

The brand fulfils the desire of a man to be fashion conscious but yet classic. A sensible and stylish mishmash of the garments can result in a formal combination, an upper casual mix, a cocktail outfit or even a chic leisure time ensemble.
Which is the current target of the brand?

World

MB is currently present in several countries around the world in multi-brand fashion boutiques and high-end department stores.
China plays an important role in rendering Maurizio Baldassari as one of the finest Italian luxury menswear brand, in collaboration with a local counterpart, MB started coming up with mono-brand stores in 2005, already has 25 stores spread across China and has plans on doubling the number in the coming years.
The collaboration with Japan dates back to 1984. This partnership is in the form of a business license, with one of the most prestigious department stores, Takashimaya. MB is following a shop-in-shop strategy in the Japanese market and is already present in 6 cities.
MAURIZIO BALDASSARI

Redefining men’s luxury fashion since 1984.
Bringing you the best of the Italian tradition and style.