



We intended from the beginning to have men's clothing as well as women's at Santangelo & Sandridge. Georgia and Linda always knew exactly what direction they wanted to go. But on an early buying trip I was sitting in the men's department at Etro with our partner in another store looking at the Etro men's selection. Our partner and the Etro salesman were waxing poetic about an Etro blue suit with iridescent red stripes. What was even worse is that they were serious! I realized I was in the wrong place. I got a bad case of sweaty palms. I have a lot of friends but I didn't know anyone who would buy that suit.

So we turned to David Cenci for help.

We'd met David several years ago through his brother who was a Wall Street lawyer who knew Georgia. Our first meeting was lunch at the New York Yacht Club. David's brother was a Wall Street lawyer who fit right in. More importantly, David was dressed just like everybody else but with a little more quality and just a little more flair.

For nearly a quarter century there has been a Davide Cenci store (Cenci is pronounced Chenchi) at 801 Madison Avenue in New York City. I've been there many times and there is not a single suit with iridescent red stripes in the store. I would buy, and wear, anything on David's two floors which house the men's collection.

We were fortunately able to convince David to work with us from the very beginning. The menswear boutique in Santangelo & Sandridge is a joint venture between Davide Cenci and S&S. David helped us design the boutique and he chooses what the boutique will stock. If we don't have something in

Middleburg store we can generally have it sent overnight from New York.



Davide Cenci has a distinguished history. There has been a Davide Cenci store in Rome on the Via del Campo Marzio since 1926 when David's grandfather left Umbria where he was born and opened a store across the street from the Italian Parliament. The original store was a "camiceria" for fine made-to-measure shirts and accessories.

Over the years the store expanded into men's tailored clothing in sumptuous cashmeres and tweeds, handmade neckwear, pajamas and knitwear. Italian statesmen and politicians were clients since the beginning. In the early 1950's Davide was joined in the business by his two sons, Paolo and Germano. This allowed Davide the time to travel outside of Italy and Davide became an importer of exclusive British and other brands. Two of the brands which Davide started importing then, Burberry and Aquascutum, are still sold in

the Rome store today. The Cenci women's collection was added in 1956.

Today, the Rome store has expanded to numbers 1 through 7 of the Via Campo Marzio and has 15,000 square feet of selling space. It is the largest upscale clothing store in downtown Rome.

In 1991, a Davide Cenci store was opened in Milan in 1991 in Via Manzoni very near the "Teatro alla Scala".

Davide Cenci remains very much a family owned and operated business. Today, Davide's son Paolo is responsible for the general management of the firm. Paolo's sons, David and Giacomo, are active in the management of the firm and its three stores. The involvement of the second and third generations ensures that the international spirit and taste established by Davide will continue to be combined with classic style and quality.

Santangelo & Sandridge will be hosting a reception for David Cenci in Middleburg on June 8th. David will bring fabric samples and will be available to take your measurements should you be interested in a made-to-measure suit or jacket. I will be in the store with David and will look forward to seeing you there.

All the best,
Rod Porter



Rod & Georgia with Giacomo Cenci in Rome