

Fashion, jewellery & accessories

LIFE IN THE FAST LANE

Inspired by a 1950s *bon vivant*, Rubirosa's inimitable footwear collection is the ideal choice for the discerning man about town

as a diplomat, racing car driver, soldier, amateur pilot and polo player – as well as being the alleged inspiration for James Bond – it's safe to say that he succeeded in making the most of his life.

In tribute to the life and style of the celebrated Latin diplomat, Swiss label Rubirosa has carved a niche in the luxury menswear industry. The company was founded a decade ago by a group of friends who bonded over their shared love of beautiful, high-quality products. After producing a limited edition run of leather sports shoes just for themselves, they soon expanded the brand following requests from far and wide.

Rubirosa produces stylish leather sneakers and accessories without compromising on style or quality. All of the company's products are designed in Switzerland and handmade in Italy by small-scale, artisan producers who take great pride in upholding their unparalleled standards of traditional craftsmanship. At the core of the brand's product range stands its inimitable footwear collection. Characterised by a sporty yet elegant aesthetic, Rubirosa's sneakers are made exclusively from high-quality, natural vegetable-tanned leathers for optimum style and comfort. Available in contemporary high- and low-top styles, the footwear comes in a refined colour palette of white, blue, dark brown, grey and black. A versatile wardrobe essential for the modern gentleman, Rubirosa's sneakers are ideal for both casual and formal occasions – paired with jeans in the daytime or with a fitted suit in the evening.

With the brand's new autumn/winter 2018 sneaker collection – available in a range of stylish new colours – close attention has been paid to

every detail, with the same exceptional materials, high-quality design and commitment to comfort that the Rubirosa customer has come to know and love.

Rubirosa's passion for exceptional natural materials also extends to its line of accessories. Classic weekender bags are made from fine vegetable leathers, while a concise collection of briefcases uses state-of-the-art Wet-Green leather tanning technology made from 100 per cent sustainable olive leaves.

For those looking to channel the glamorous life of the 1950s jet set, or for style aficionados with a keen eye for design and quality, Rubirosa sneakers are the perfect fit for your daily adventures. Shop the full collection online or in specialist stores. rubirosa.ch

Dominican Republic diplomat Porfirio Rubirosa was known as the last great playboy of the 20th century; famous for his glamorous jet-set lifestyle, a love of high-octane pursuits and timeless sense of style. A *bon vivant* with a penchant for the finer things in life, Rubirosa was the "ultimate man's man, whose core belief was that a gentleman should live life to the full. And given his many near-legendary exploits



Above: Rubirosa uses natural vegetable-tanned leather to create sleek pieces in its collection that feel great too. Left: its classic vintage-inspired weekender bags are expertly crafted in Portugal. Below: Rubirosa's footwear is hand-made in Italy

