

Stefano Canali on Redefining the Future of Luxury Menswear

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As the sun dipped over Delhi's Ashok Hotel on December 9, 2025, Stefano Canali — CEO of the nearly-century-old Italian menswear house Canali — greeted guests at D'MONDE Members Club with a calm, poised elegance. At a time when the global fashion industry struggles with constant change, Canali is quietly redefining what “luxury menswear” means for a changing world.

Craftsmanship Reinvented — The “New Language” of Tailoring

During the conversation, Canali removed his blazer — revealing the quality of workmanship beneath. “There are no shoulder pads. No stiffening. Nothing but canvas, stitched by hand,” he explained, hinting at the careful balance between structure and comfort that characterizes the brand's vision.

This craftsmanship is central to Canali's identity. Unlike the mass-produced fused jackets commonplace today, a fully canvassed, hand-stitched jacket stands out as a hallmark of quality and tradition. The result: a blazer that drapes naturally, moves easily, and feels as comfortable as it looks refined.

Stefano described this evolution as “a new language of tailoring,” one that stays rooted in heritage while adapting to contemporary lifestyles

Bridging Tradition and Modern Indian Style

Canali's growth in India reflects a thoughtful understanding of local tastes. With six stores — including a flagship at Jio World Plaza, Mumbai — the brand is positioning itself not as an imported luxury label but as a sartorial house offering Italian craftsmanship tailored to Indian sensibilities.

An example: Canali reimagined the classic Indian bandhgala — a traditional formal silhouette — through the lens of Italian tailoring. With softened shoulders, refined necklines, lighter silk-linen blends replacing heavy brocades, and even sleeveless variants, the outfit became a “bridge between our worlds.” The result resonated instantly with Indian consumers.

For Stefano, this synergy reflects a deeper cultural kinship. “Sometimes I get along better with an Indian person than an Italian,” he admitted, pointing out the shared warmth, passion, and expressiveness of both cultures.

From Suits to Lifestyle — A Quiet Revolution in Men's Wear

Canali is rethinking menswear's boundaries. No longer confined to traditional suits and overcoats, the maison is expanding into a “lifestyle wardrobe” — deconstructed blazers, glen-plaid overshirts, suede bombers, relaxed trousers — all conveying the same understated elegance.

In an era when formalwear has lost ground to fast fashion and streetwear, Stefano argues the shift isn't a decline but an evolution. "Formalwear isn't dying; it's detoxing," he said. The brand's mission now: to provide style with substance — garments built to last, feel good, and transcend fleeting trends.

Echoing this philosophy, Canali recently celebrated its 90th anniversary. The milestone was marked not just with nostalgia, but with innovation — a capsule collection blending iconic suits and overcoats with modern materials and relaxed silhouettes, while staying committed to "Made in Italy" craftsmanship.

Luxury Redefined: Value, Craft, Sustainability

For Stefano Canali, true luxury isn't about flashy logos or high prices — it's about value. He strongly believes the cost of craftsmanship should correspond to the value received. "Craft should cost what craft costs, not what hype dictates," he said.

This belief extends beyond garments. Under the brand's "CAre" initiative, Canali emphasizes sustainable practices: thoughtful production, ethical labor, longevity of garments, and a commitment to responsible consumption.

As luxury fashion faces criticism over waste and over-consumption, Canali hopes to offer an alternative — clothes designed to last decades, not just seasons.

Looking Ahead — Centenary With Conviction

Approaching its 100th year, Canali isn't resting on its heritage; it's shaping the future. Stefano Canali's vision is clear: preserve the artistry, embrace modern needs, and extend the timeless appeal of Italian tailoring to a global, evolving clientele.

In a world of fleeting fashion, Canali offers constancy — luxury that speaks softly, lasts long, and carries meaning beyond trends. For those seeking substance over show, it may well be the new standard in men's elegance.

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