

MAISON · NAPLES · EST. 1938

The Tailor of the Stars.

An introduction to an Italian couture house, reborn: eighty-eight years of made-to-measure, six worlds, and a community already carrying the maison to a new generation.



POSITIONING

A house built to endure.

The market rewards speed and volume. Emilio Schuberth is built on the opposite: focus, authenticity, and craftsmanship proven across eighty-eight years. A historic Italian maison, recognised by the State and reborn for a new generation, pairing **durable brand equity** with a living community of clients and creators.

THE MAISON · NAPLES, 1904

The man who dressed the divas.

"**Il sarto delle dive**", the divas' tailor. In the golden age of Hollywood and Roman Dolce Vita, Emilio Schuberth was a living symbol of luxury and beauty. He dressed **Sophia Loren**, **Princess Soraya**, **Rita Hayworth**, **Brigitte Bardot**, **Anna Magnani**.

He drove a coffee-coloured car through the streets of Rome, wrapped in a distinctive fur coat. Every detail of his appearance was a statement about the power of form and presence.



THE JOURNEY

From Naples to a national institution

1904 Naples

Born in Naples, classically trained as a painter and sculptor before turning to the loom.

1938 Atelier

Opens his atelier. Within a decade, he dresses the elite of Rome and Hollywood.

1963 Schu

Launches the iconic fragrance "Schu", the scent of the women he dressed.

2024 Reborn

Recognised by the Italian State as a **Historic Brand of National Interest**.



A NAPLES HERITAGE

Sealed by history. Certified by Italy.

The Italian Ministry of Economic Development has designated Emilio Schuberth a **"Historic Brand of National Interest"**, marchio storico.

Marchio Storico · **#372020000079492**

A rare honour. Not just a testament to 80+ years of legacy: a promise of authenticity, and a guarantee of enduring quality. **Vetted by history, certified by a nation**.





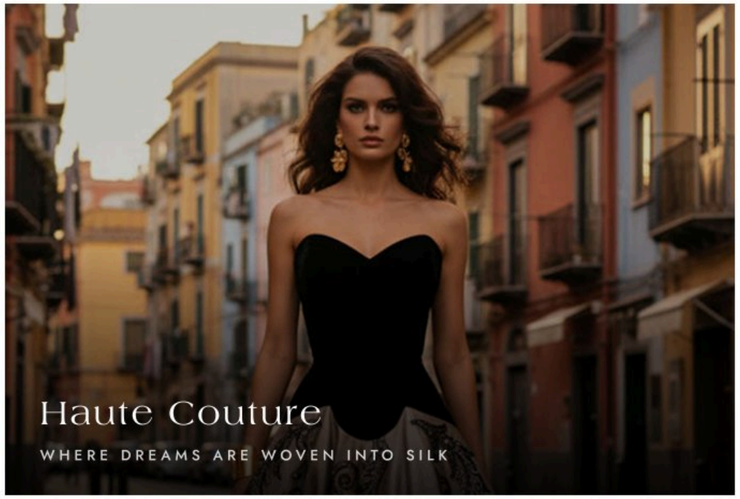
SIX WORLDS, ONE MAISON

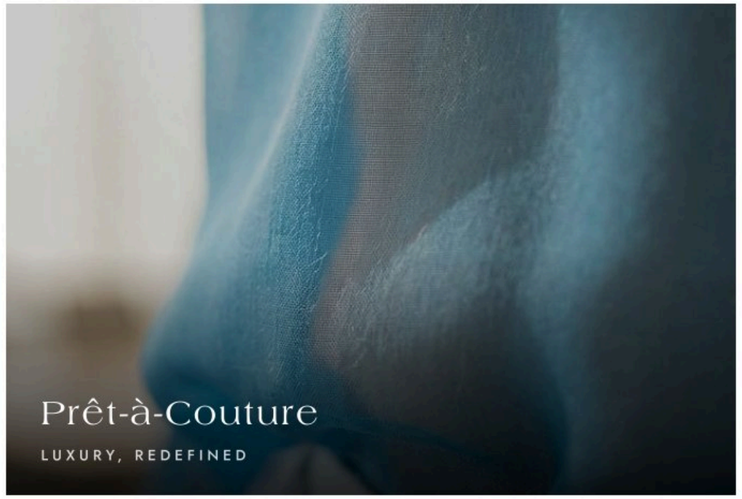
The Collections.

Haute couture, prêt-à-couture and bespoke tailoring; bridal, fragrance and accessories. Each a world of the house, made in Italy.

THE COLLECTIONS, AT A GLANCE

Six worlds, one Maison.













WHERE DREAMS ARE WOVEN INTO SILK

Haute Couture

Intricate, hand-sewn masterpieces that define uncompromising quality and timeless elegance. The atelier's first language, and the purest expression of the maison's craft.

Each piece is made-to-order in our Naples atelier, the work of hands trained across generations.









LUXURY, REDEFINED

Prêt-à-Couture

The DNA of Schuberth in a more accessible format: couture craft with ready-to-wear reach, without compromising the house's standards.

Seasonal capsules that carry the maison's signatures into everyday luxury.

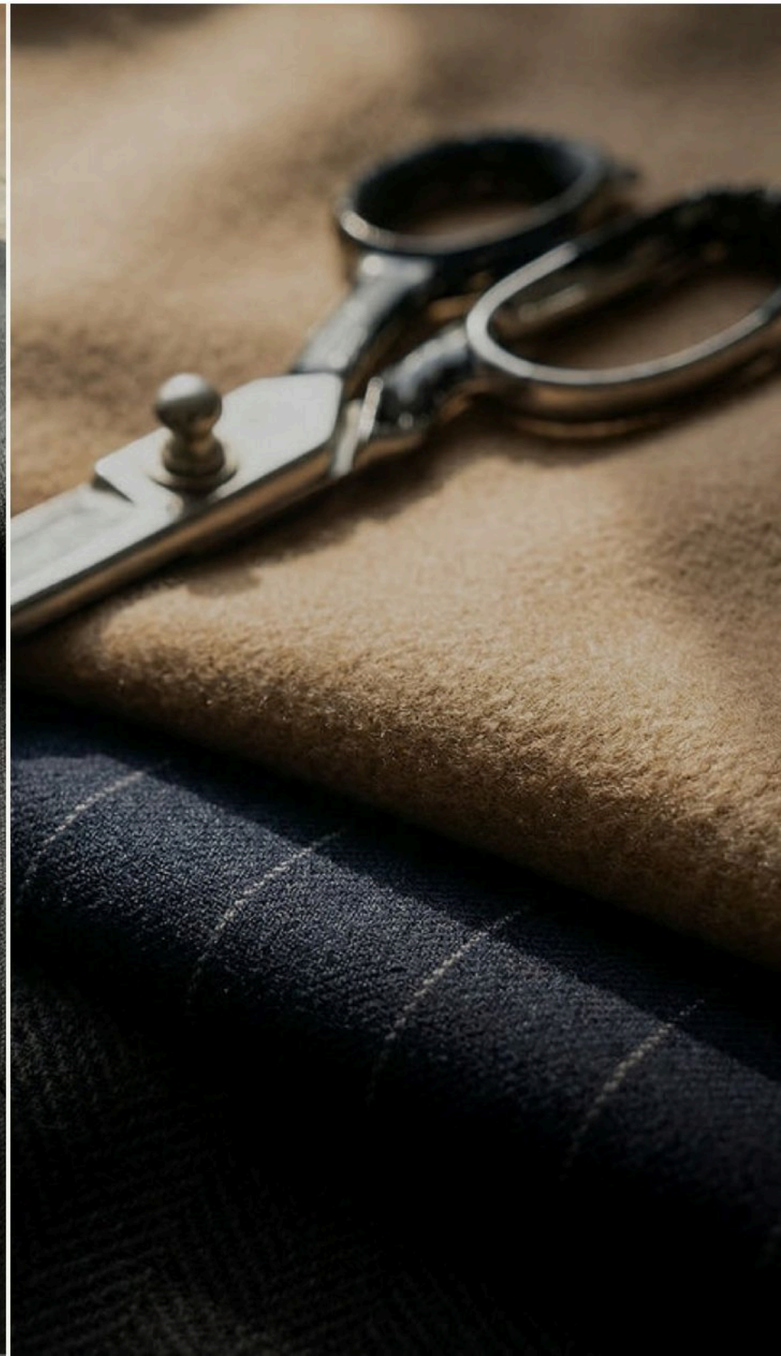
ARMOR AND POETRY

Bespoke Tailoring

Made-to-measure for men and women, finished in our Naples atelier. Technical precision married to the maison's sense of presence and form.

From the first measurement to the final fitting, a garment built entirely around the wearer.







A MOMENT, FOREVER

Schuberth Mariage

The moment you step into your own power as a bride. Schuberth Mariage is the bridal world of the maison, the line that once made every Roman woman dream of "made by Emilio Schuberth" on her wedding invitation, reborn for a new generation.

Made-to-measure and ready-to-wear capsules, distributed through select bridal partners and the maison's own atelier appointments.

THE SCENT OF A LEGEND · EAU DE PARFUM

Fragrances



Schu

THE SIGNATURE · MEMORABLE, UNFORGETTABLE

The fragrance Emilio Schuberth created for the women he admired most. The quiet power of knowing you're unforgettable.

TOP	Coconut, Green Apple
HEART	Jasmine, Lily of the Valley, Gardenia
BASE	Bourbon Vanilla, Musk



Coquillage

THE OCEAN · FRESH, SPELLBINDING

A breath of discovery. The rush of a horizon without limits. The scent of a mind wide open.

TOP	Marine Ozone, Bergamot
HEART	Jasmine, Lily of the Valley, Sea Lavender
BASE	Ambergris, Precious Woods



Taffetas

THE STATEMENT · BOLD, UNFORGETTABLE

The unmistakable presence of someone who defines a room simply by entering it. Power, elegance, composure.

TOP	Damask Rose, Lemon
HEART	Juicy Fruits, Rose, Peony
BASE	Ambergris, Musk, Sandalwood

THE FINISHING TOUCH · SCARVES & TIES

Accessories

Silk scarves for women and men, and ties, crafted in the maison's prints and crest. A growing world of accessories, with new pieces added season by season.



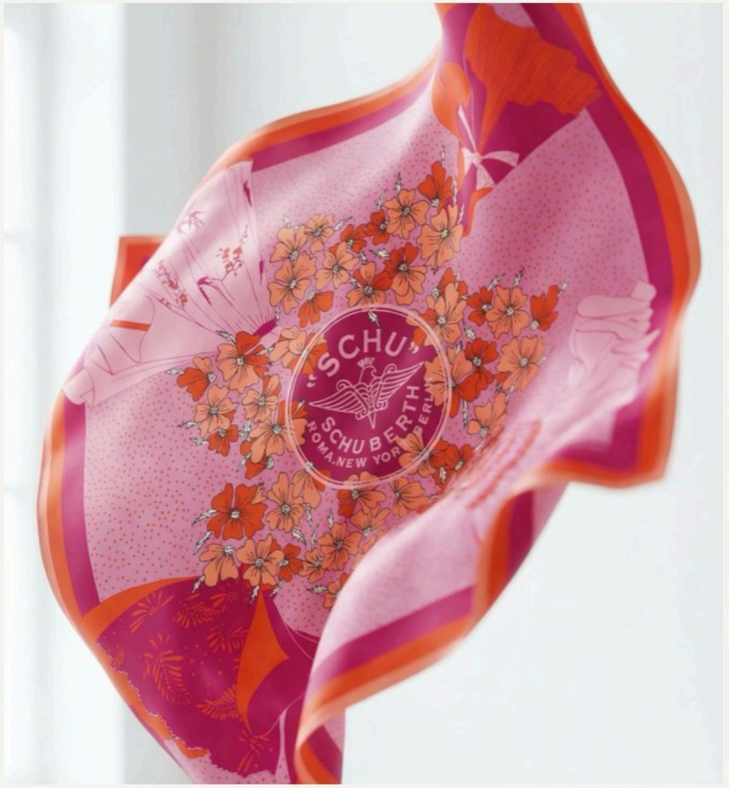
Silk Scarves

WOMEN & MEN



Ties

CRAFTED SILK



Signature Foulards

THE HOUSE PRINT



BEYOND THE COLLECTIONS

A living maison.

A brand in motion: an AI tailoring studio, a living digital archive, and a community carrying the maison to a new generation.

BESPOKE, BEFORE THE ATELIER · MEMBERS ONLY

AI Tailoring Studio

A members-only digital atelier. Describe a garment in your own words, add inspiration, and receive a bespoke *figurino*: four views and two detail studies, rendered in the spirit of the House of Emilio Schuberth.



FOR WHOM

Members & their tailors

Schuberth members preparing for an atelier appointment, and partners proposing a piece to a client before the first fitting.

THE PROMISE

Couture, *brought forward*

A house render that signals craft, proportion and finishing, not stock fashion AI. Every sheet rendered in the maison's own language of form.

THE OUTPUT

A single bespoke *figurino*

One character sheet: four views (front, three-quarter, side, back) and two detail studies. Yours to download and carry to your tailor.

HOW IT WORKS · THREE STEPS

Describe. Refine. Receive.

From a sentence to a sketch in minutes. A streamlined path from idea to in-atelier conversation.

1

Describe

Write the brief in your own words. Specify cut, fabric, fit and occasion.

GARMENT DESCRIPTION

A double-breasted ivory linen suit with peak lapels, slightly cropped trousers, mother-of-pearl buttons. Relaxed but tailored.

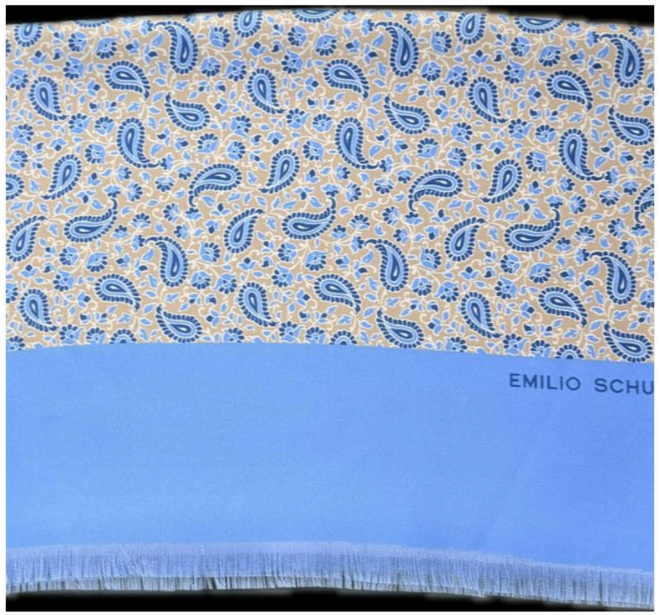
WEARER

Female

2

Refine

Add a moodboard and a self-portrait. References sharpen the rendering and the wearer.



3

Receive

A single bespoke figurino: four views and two detail studies. Download and bring it to the atelier.



The figurino is an interpretive sketch, not a contract. Fabric, fit, finishing and proportion are decided in person at the Cardito atelier and may diverge from the rendering. The opening of a dialogue with your tailor, the first thread, never the last.

PRESERVING A LEGACY · THE ARCHIVE

The Virtual Museum.

A living digital archive of the House of Emilio Schuberth. Every piece catalogued with full provenance, photographed from every angle. Selected dresses are rotatable in 360°, shot in our own atelier.



WHAT'S INSIDE

Heritage & modern pieces

Historic gowns, atelier sketches, fabric studies, press clippings and selected modern Schuberth pieces, both Heritage and Private Collection.

WHO IT'S FOR

Clients, scholars, partners

A reference for clients tracing the house's hand, for press and museums documenting Italian couture, and for partners telling the maison's story.

WHY IT MATTERS

Heritage, *made discoverable*

A nation-recognised *Marchio Storico* turned into a living, searchable archive. Proof of craft, generation after generation.

HOW IT WORKS · FROM ATELIER TO ARCHIVE

Catalogued. Photographed. Discoverable.

Every gown that passes through Cardito follows the same archival workflow before it enters the Virtual Museum.

1

Catalogue

Each piece is filed under one of the maison's archive collections.

FILE UNDER COLLECTION

- HERITAGE PIECES — SELECTED
- SKETCHES & DRAWINGS
- CLIPPINGS
- PRIVATE COLLECTION

2

Photograph & spin

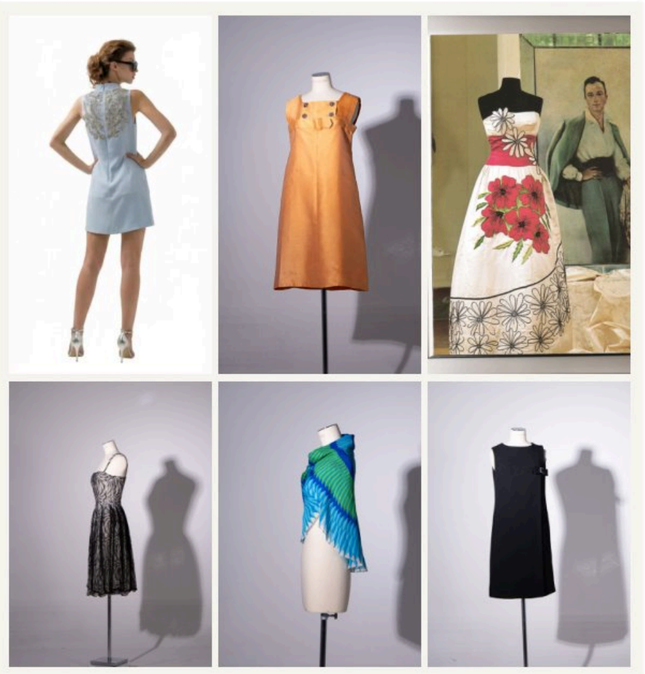
Shot from every angle. Selected pieces filmed on a homemade turntable for a seamless 360° rotation.



3

Browse & inquire

Browse by collection: Heritage Pieces, Sketches & Drawings, Clippings, Private Collection. Drag to rotate, zoom to look closer, inquire about any piece.





A COMMUNITY OF STYLE

Noi Schuberth.

Coming Soon

The maison's door for the next generation: learn from the atelier, compete for real commissions, and join the council shaping what the house makes next.

LAUNCHING 2026 · LEARN · COMPETE · THE COUNCIL · CONVENE

HERITAGE · STORY · COMMUNITY

An invitation to partner.

80+	6	#372020 000079492
YEARS OF HERITAGE	COLLECTIONS, ONE MAISON	MARCHIO STORICO

WHAT PARTNERS RECEIVE

Exclusive territory rights, full creative and press kit, tester programme, in-store visual merchandising, seasonal lookbooks, co-marketing budget, and access to the **Virtual Museum** archive and the **Noi Schuberth** content library for storytelling.

WHY NOW

A maison reborn with a community already in place. An active Council of designers, live competitions, an AI Tailoring Studio, and a six-collection brand world spanning couture, bridal and fragrance. **Stocked**, sells. **Storied**, sells through.

A CONVERSATION

Thank you.

For your interest in the Emilio Schuberth maison. To experience the collections firsthand and discuss territory availability:

SALES
sales@emilioschuberth.it

ITALY
+39 340 327 0417 · by appointment

ATELIER & HEADQUARTERS
Cardito, Naples, Italy

MAISON ONLINE
emilioschuberth.it

