

[Home](#) > [News](#)

## Elite Traveler News

## Bespoke Fashion Heads East with Alessandro Martorana's New Kazakhstan Boutique

Fashion and Accessories  
October 17th, 2012

[SHARE](#)

Rixos President Hotel

Turin, Italy—Reported by Elite Traveler, the private jet lifestyle magazine

In Kazakhstan, a country nestled between Europe and Asia, a fast-growing country which is a crossroads of very different cultures and peoples, Alessandro Martorana is working on a new project: a prêt-à-porter collection complete with accessories, footwear and luggage to flank the Italian tailor and stylist's core business of "bespoke made to measure" tailoring.

An investment in promotion and sale of the "A\_M" label in Kazakhstan, the new boutique-atelier in the elegant Rixos President Hotel in the centre of the capital city, Astana. In this refined, reserved setting offering total privacy – as in the stylist's Italian ateliers in Milan and Turin – customers will be able to enjoy the exclusive Alessandro Martorana "Made to Measure" service and view and purchase items from the stylist's first prêt-à-porter collection, specially designed for the occasion.

The assortment includes not only refined suits and jackets of impeccable cut reflecting the excellence of Italy's tailoring tradition, but a collection of accessories, footwear and luggage, all bearing the A\_M trademark and all rigorously handmade in Italy.

"I have already had the opportunity to get to know and appreciate Kazakhstan," says Alessandro Martorana. "For I have clients here including prominent people in the political and economic spheres, but with the help of my local partners I will also be able to strengthen my brand here and, above all, promote the values and handmade excellence of Italian tailoring".

The project, which will officially get underway when the new space opens at the end of October, is just the first step in a plan for introducing the A\_M brand in countries where Italian-made apparel, and particularly "Bespoke Made to Measure", is the essential distinguishing mark of a true "gentleman".

The first step in an expansion process that Martorana hopes will export fine, bespoke fashion to other countries – particularly the Far East and the United States – by the end of 2014, the opening of Kazakhstan's new boutique-atelier looks to offer a new place a new way to dress.

[www.alessandromartorana.com](http://www.alessandromartorana.com)