

S | P

SARTORIA  
PAONE

Napoli 1969





D-Corner Store, Napoli



## GENNARO PAONE

La sartoria Paone nasce dall' ispirazione di Gennaro, che fin dall' età di 8 anni si divideva tra la quarta elementare e la sartoria di Saverio Quaranta, frequentata all' epoca da tutta la nobiltà napoletana e non solo. All'età di 24 anni apre la sua prima bottega in via Sant'Anna di Palazzo n 3, ma dopo appena 8 anni la Sartoria Schiraldi lo assunse come capo sarto. Nel 1992 la famosa "London House" di Mariano Rubinacci lo ingaggiò come sarto per la boutique di via Filangieri dove rimase fino al 2014. Dal 2014 ad oggi, Gennaro Paone insieme al figlio Andrea porta avanti una tradizione che ha reso la città di Napoli famosa in tutto il mondo.

“...volevo fare il marmista, ma mia madre diceva che ero troppo magro,  
se non mettevo le pietre in tasca il vento mi portava via”

*The Sartoria Paone was born from Gennaro's inspiration that since he was eight years old, he used to spend his time between the school and the Saverio Quaranta's boutique, which was frequented by Neapolitan nobility. At the age of 26 years, he had his own first tailor shop in Sant'Anna at Palazzo street, 3, after eight years the Sartoria Schiraldi hired him as chief tailor. From 1992 Gennaro worked with the famous London House of Mariano Rubinacci in the boutique located in Filangieri street where he stayed until 2014. From 2014 to today, Gennaro Paone with his son Andrea carries on the tradition that made Naples famous all over the world.*

“...I wanted to be a stonemason, but my mother used to say that I was too skinny,  
and if i didn't put some stones in my pocket , I could fly away”

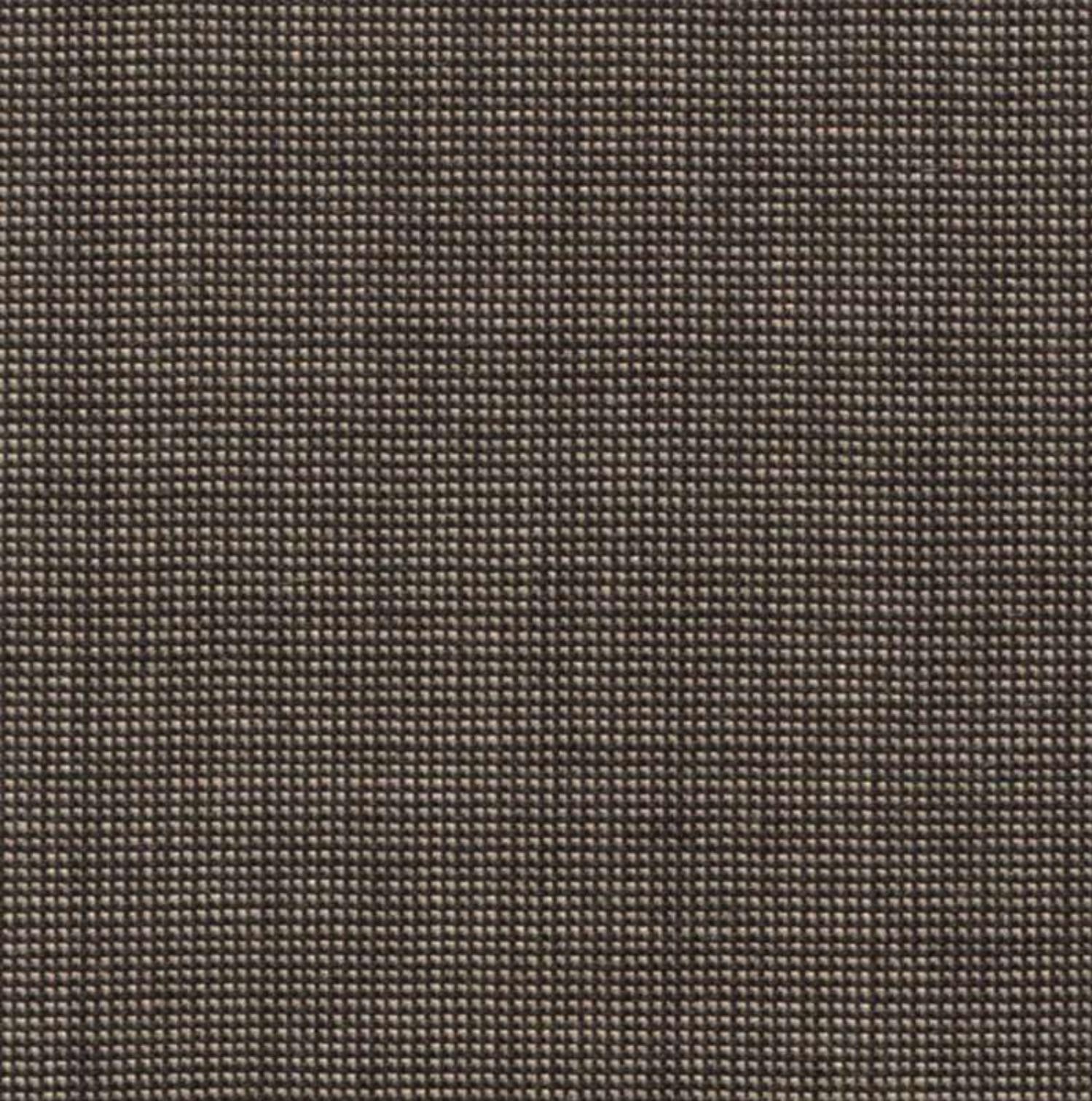




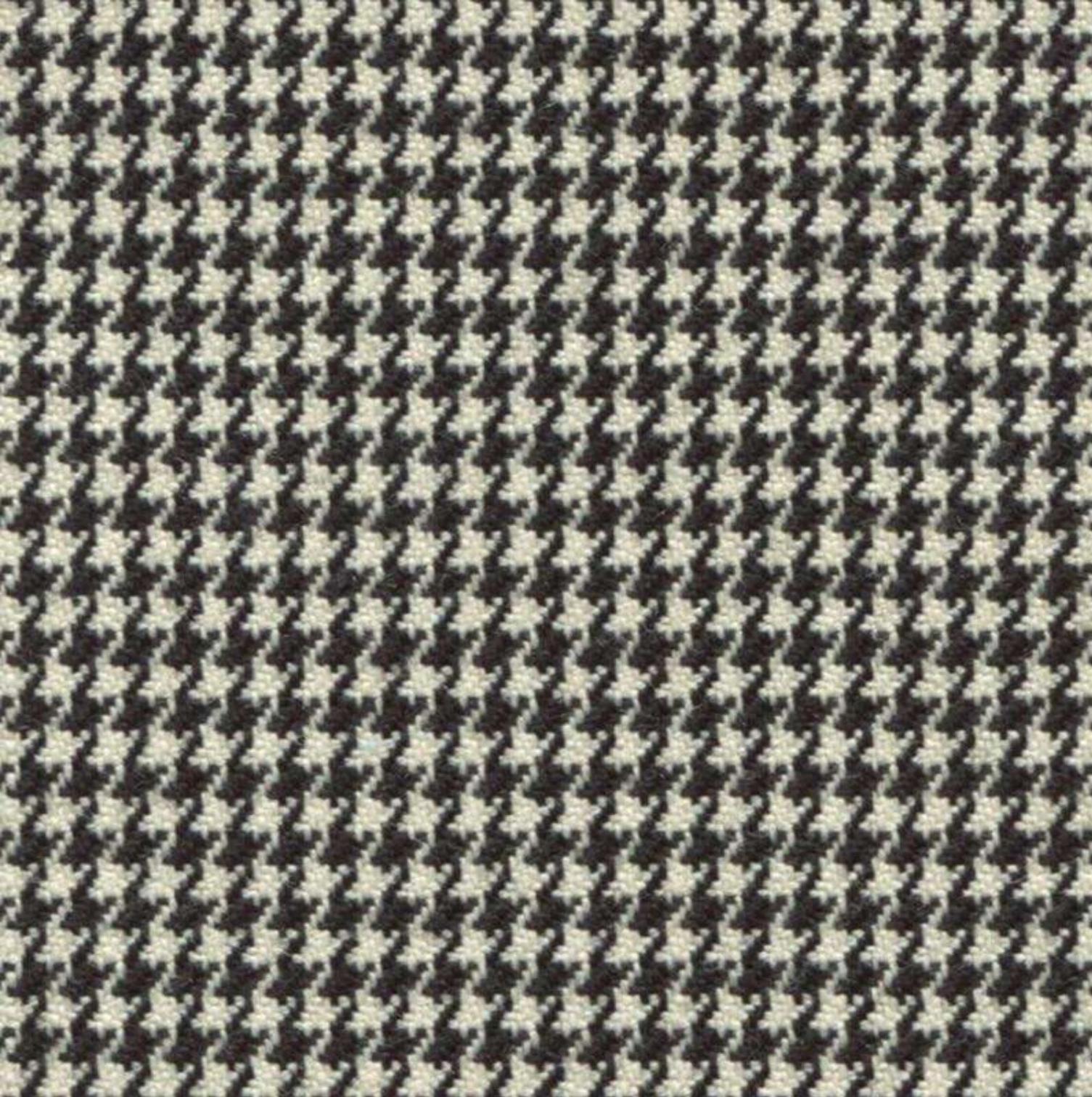


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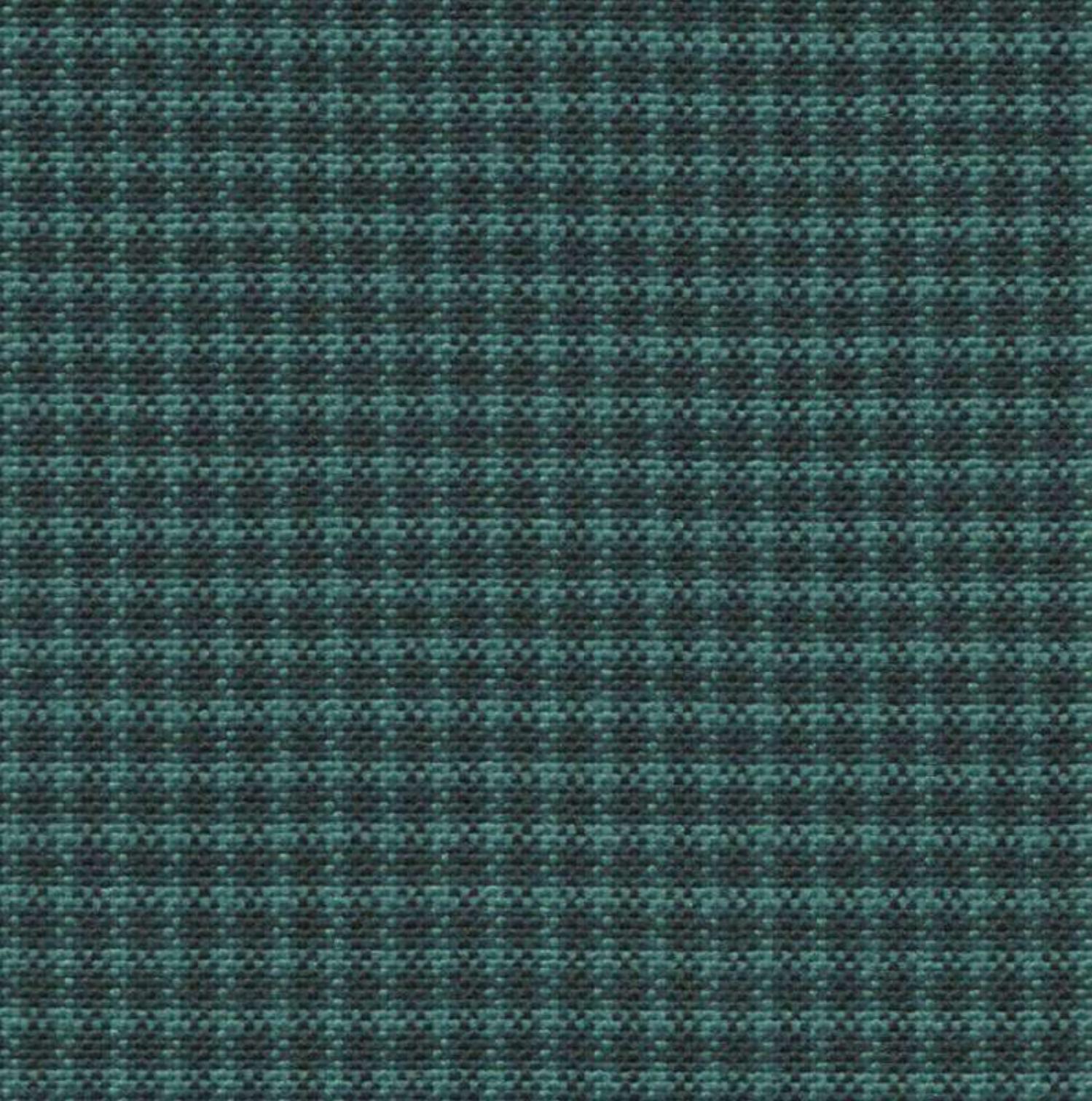


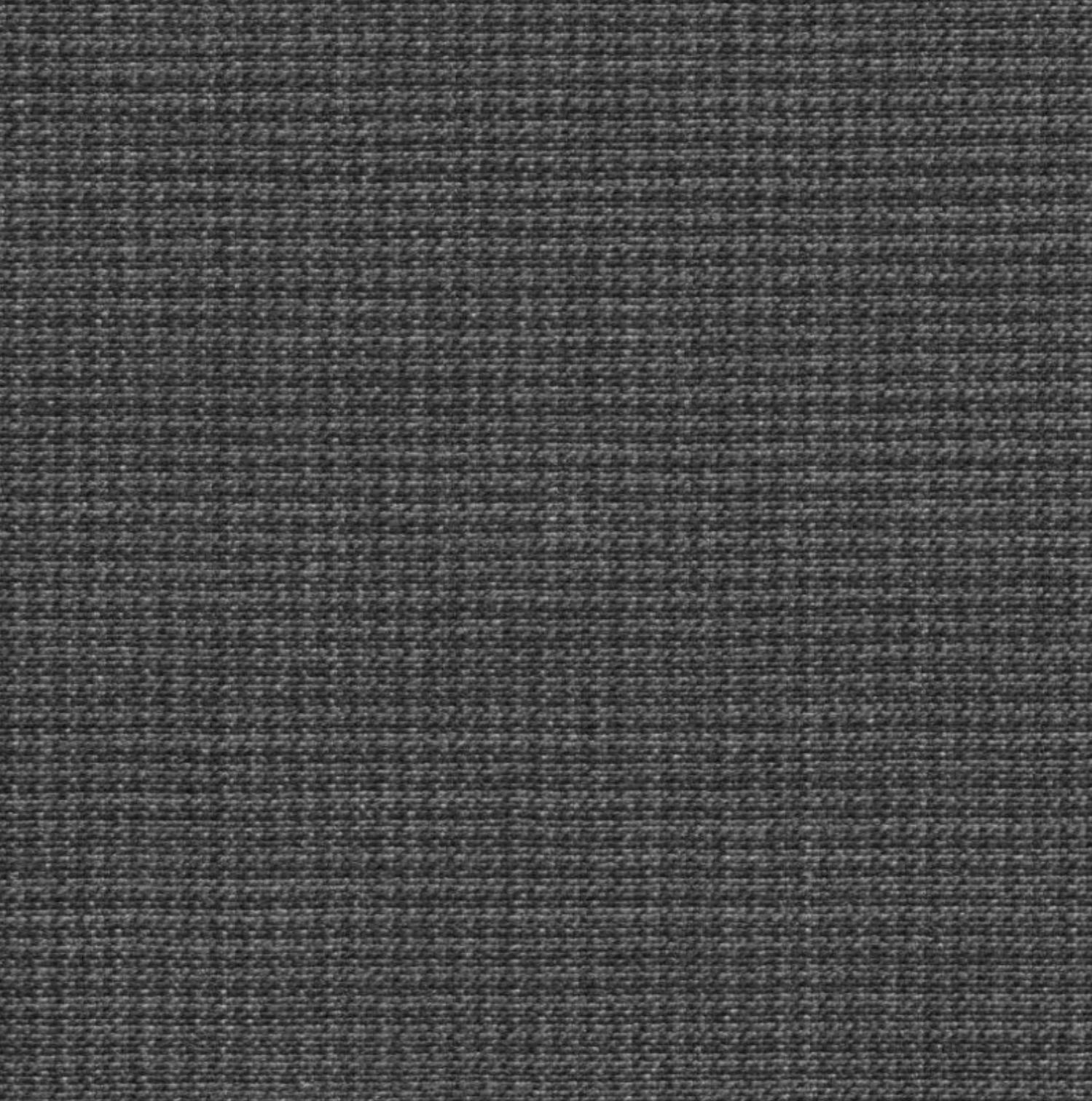








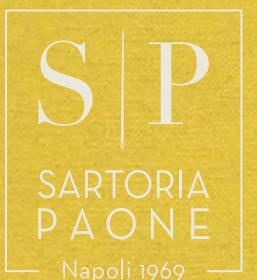
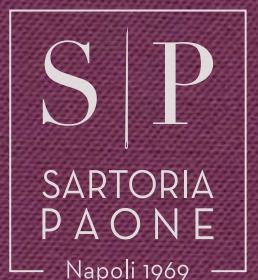






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