

Stefano Ricci prides itself on being a family business – one that, over the past four decades, has gone from selling ties to furnishing superyachts, dressing James Bond and introducing the notion of ‘super-luxury’ to men’s style. When they’re not busy establishing a lifestyle empire, the family also dines together, holidays together and – slightly more unusually – collects and races cars together.

The Riccis currently own around 30 highly desirable automobiles, a surprisingly Anglophile collection started by Stefano as soon as he could afford them. ‘His passion began with Aston Martins and Jaguars – E-Types, an XK120, an XK140 and an XK150,’ says Filippo, his son and the brand’s creative director. ‘I remember racing the Mille Miglia in a handmade Aston Martin Le Mans from 1932. Me, my brother and my mother all raced.’

But while Stefano’s sons might have inherited their father’s love of beautiful cars, their tastes are considerably more patriotic. ‘My brother [Niccolò, the CEO] and I first started collecting Ferraris about 10 years ago,’ Filippo recalls. ‘Red ones that we thought would look good in a line outside our house in the country.’

They bought their first, a 275 GTS, from the legendary Cagliari and Italy striker Luigi ‘Gigi’ Riva and haven’t looked back since. Today, you’ll find seven on the drive: a 308, 328, 355, three beautiful Testarossas and a 599.

As ornamental as the collection sounds, they do get a run-out. ‘Where our house is, between Florence and Bologna, is only half an hour from the Mugello Circuit, where you can have a great day with your car,’ says Filippo.

In a sense, Ferraris might seem an obvious choice for the Riccis – a family as steeped in luxury as the goods with which they’ve made their name: crocodile shoes, diamond-encrusted belt buckles, and million-dollar cufflinks. ‘For both brands [**Stefano Ricci** and Ferrari], it’s essentially

THE COLLECTORS

Filippo and Niccolò Ricci



Words Alex Moore
Photography Massimo Sestini

The brothers behind fashion and lifestyle label **Stefano Ricci** on the **passion for Italian craftsmanship** that drove them to race and revere vintage Ferraris

Brothers Filippo (left) and Niccolò Ricci with their beloved Ferrari 275 GTS

the philosophy of preserving tradition with innovation,’ explains Filippo. ‘We always say that we sell to people who have everything, so our products really need to inspire emotion. And Ferrari does this really well.’

So, how about a collaboration? After all, **Stefano Ricci**’s sumptuous interiors for Italian shipbuilder Benetti have won them plenty of

admirers. Filippo shrugs. ‘We would love to customise Ferraris. It’s interesting to think about a Stefano Ricci version of a Ferrari, with a crocodile-skin interior and maybe some special fabrics woven using our looms, which date back to the 1700s. We’ve had some ideas and we’ve even spoken with Ferrari. Who knows, we might do it one day.’