

Red-capped cardinals, a tailor's pride

By Web Editor. Filed under *Feature Articles*, *News from Italy* on March 28th, 2006



Pope Benedict XVI on Friday named his first clutch of new cardinals - an event that has stirred the usual stew of speculation about shifting power blocs among the Vatican elite. But for Gammarelli, Vatican tailors par excellence, it has meant just one thing: fitting out the bishops making a beeline for their little shop behind the Pantheon.

Gammarelli has been working around the clock since the papal announcement was made a few weeks ago.

"We had to block all our other work," said head tailor Massimiliano Gammarelli, 43, explaining that all their other customers had been put in a holding pattern until after Friday's ceremony - called a consistory - at which the new cardinals were elevated.

The number of newcomers to the cardinals' college is relatively small compared to John Paul II's time, just 15,

But to keep Vatican snippers happy again, the work has been spread around Rome's other three clerical tailors.

A fair number of them went to Gammarelli's main rival, Euroclero, which scored a coup in the 'battle of the tailors' when Cardinal Joseph Ratzinger announced after his election he would continue to use their services. Gammarelli, however, has retained its official title of tailors to the pope.

And the consistory has again seen Gammarelli, "the Rome-based equivalent of an ecclesiastical Brooks Brothers" in the words of a Catholic website, pip its rivals to the lion's share - just as in 2001 when a pack of 44 incoming cardinals, the biggest consistory in history, gave the bespoke religious outfitters their biggest headache yet. "We're doing just under half of the new cardinals again," Massimiliano said recently, surrounded by bolts of red and black wool and silk on the shelves of the softly lit, unassuming premises.

Founded in 1798, the Gammarellis have a deserved reputation for immaculate service and the utmost discretion,- they were fuming at an allegation last year that they pride themselves on being able to predict the next pope. The Gammarellis' un-Italian reserve is so watertight that they won't say how much a cardinal's rig costs and won't name their customers.

But it is true that they have to get three sizes of papal gear ready when the college of cardinals is in conclave, choosing a new pope: large, medium and small. There's no truth, however, in the old report that Pope John XXIII, a big man, got the wrong box and nearly burst out of his Gammarelli cassock back in 1958. Asked how many popes the Gammarellis have dressed, Massimiliano was typically cautious: "The last seven popes for sure...before that things are a bit mistier."

Reporters have said the weirdest things about the Gammarellis: that they use the most exotic plumes of a rare South American bird for part of the pope's white outfit, for instance, or that they use the

finest wools from Andean beasts for their cardinals.

All nonsense, of course, Massimiliano says:

"All we use is the best Italian wool: the best, not the rarest." The only other materials are the silk that goes into the sashes, buttons and braids and the linen used for the flowing, embroidered surplices, he said. All the outfits are handmade in the same style and the work is carried out in the time-honoured, lovingly crafted way that maintains the shop's name.

"Our work is the best publicity we have," said 77-year-old Annibale Gammarelli, patriarch of a clan that also includes his other nephew, Filippo, 64.

The tailors' reputation is so high that they are inundated with requests from the laity, some of which they accept: a tuxedo, perhaps, or an officer's uniform. Former French premier Eduard Balladur, a man with refined dress sense, ordered his red socks from the little shop. But officers and premiers have had to take a back seat over the last few weeks. When a consistory is called, the Gammarelli pull out the red wool.

The prime article that a cardinal requires for his big day is a cassock, a blood-red jerkin that symbolises his commitment to defend the Church to the death. But he also needs a red cape to go with it, a special surplice on top of it called a rochet, a red skullcap called a zucchetto, a red three-cornered hat called a biretta marking the cardinal's status as the pope's closest advisor, and a red sash with a rippled water effect called moire.

Oh, and to complete the head-to-toe effect, there are the red wool socks too, of course. Red is de rigueur for a prince of the church, at least on ceremonial occasions. An Italian daily reported this week that the whole lot - plus a black red-trimmed cassock for everyday use, and a black suit for travelling called a clergyman - would set your average cardinal back something like \$3-5,000.

Anyone who really wants to know the price can be sure of one thing: you won't get anything out of the Gammarellis.

You might try asking the people who pay, of course: not the cardinals, but usually relatives and parishioners who are happy to club together and treat their lucky bishop. In exchange, many of them come along for the new cardinal's big day. Several bishops from wealthier nations have booked suites in swish Rome hotels to bring their large entourages to the capital, while Italian bishops have bussed their parishioners in.

The last few days before the consistory were frantic in Gammarelli's workshop above the shop. "A cassock alone takes three or four days to complete," Massimiliano Gammarelli said.

The tailors have been thankful that days of even higher pomp and circumstance were ended by Pope Paul VI in 1969. Out went the wide-brimmed, gold-tasseled velvet hat, the silver-buckled shoes and the 20-foot-long silk moire cape topped with ermine trimmings that made some ceremonies seem like processions of slow-moving, exotic birds.

With the dress code pared down to barer essentials, the Gammarellis have again got their cardinals kitted up in time, even with the consistory stopwatch ticking loud against them. Another Rome institution that was given unusual work was the State Mint, which produced the 15 new rings that set the seal on the cardinals' higher bond with the Church

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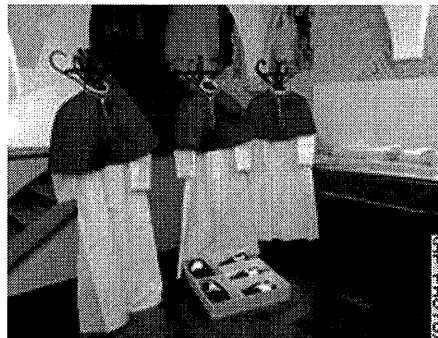
<http://secretlifeofshoes.blogspot.com/2005/04/gammarelli-popes-taylor.html>
am 19. November 2006

Gammarelli: The Pope's Taylor

Only Shoes In Mind...Books, Shoes, Music and Accessories

*****Update: 04/18/05*****

Gammarelli has been working over time to get garments ready for pope's first day



3 Outfits in Large, Medium and Small ready and waiting!

There has already been much speculation about what kind of man will soon be elected successor to Pope John Paul II: Will he be a charmer? An intellectual? An African, European or Latin American? A tight-fisted disciplinarian or a convivial democrat?

But no one talks about his size, and that poses a problem for Filippo Gammarelli, proprietor of Gammarelli Ecclesiastical Tailoring, founded in 1798. The shop has provided ecclesiastical and ceremonial garments for popes for more than 150 years.

When a new pope is elected, a long white outfit with matching skullcap must be immediately available, so he can quickly put them on, leave the Sistine Chapel and greet the crowd waiting for him in St. Peter's Square.

Gammarelli and his team of 20 tailors make three sets in advance: small, medium and large. "We can't be over at the Vatican fitting the new pope at such a time," Gammarelli said.

The clothes will be delivered to the Vatican by the time the electoral conclave begins April 18. Each set will contain two floor-length cassocks, the long robe worn by Catholic clergy, made of about four yards of Italian wool, plus a sash and a mozzetta, the scarlet waist-length garment sometimes placed over the robe. The sets will also include the white zucchetto, or skullcap. "Actually, our white is not white, but ivory," Gammarelli said in a gentle but firm tone familiar to clients of Rome's finer fashion boutiques.

This is a poignant time for Gammarelli. With John Paul's death on April 2, he lost a client of 26 years -- the pope's reign was the third longest in the history of the Catholic Church. When the pope died, Gammarelli cleared his storefront display of hats, shoes, socks and a cassock and set out a zucchetto, which is worn only by popes, atop a red silk piece of cloth.

Inside the shop, with orders for other customers on hold, four tailors are hard at work on the papal sets. "Look at these buttonholes," said Gammarelli, as he held up a cassock. "These are done by hand. We don't have time to waste."



Lorenzo Gammarelli

Gammarelli's store is a reminder that Rome was once a papal domain full of artisans who served the pope, his cardinals and the aristocracy from which the Roman Catholic Church recruited its elite. The store sits just off Via dei Cestari, a 75-yard Fifth Avenue of clerical garb and religious paraphernalia. If a chalice, crucifix for an altar, or even a whole altar is needed, Via dei Cestari has them.

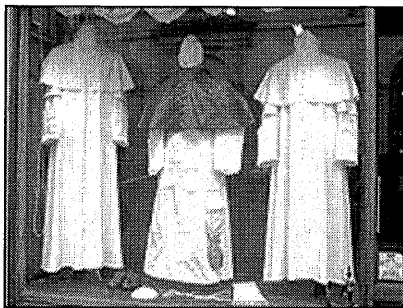
Gammarelli said that before 1870, when popes ruled much of central Italy, clothing for cardinals and bishops was much more ornate -- lots of silks and gold brocade. Then Italian nationalists, on the way to unifying the peninsula, drove Pope Pius IX into Vatican City. The outfits became more subdued in protest and out of dismay.

Certificates signed by John Paul II, John XXIII and Paul VI declare Gammarelli a purveyor of vestments to the pope. Customers inspect fabric and finished products on a long table in the wood-paneled store. In a back office, a leather-bound book of designs sits encased in a glass cabinet. "These are our trade secrets," Gammarelli said.

The store has outfitted every pope of the past century except Pius XII, who reigned from 1939 to 1958. Pius had a private tailor.

During his years as pope, John Paul ordered one or two outfits a year. He preferred lightweight outfits because of the Roman heat. "I think it was because he was Polish," Gammarelli said. "He was easy to please."

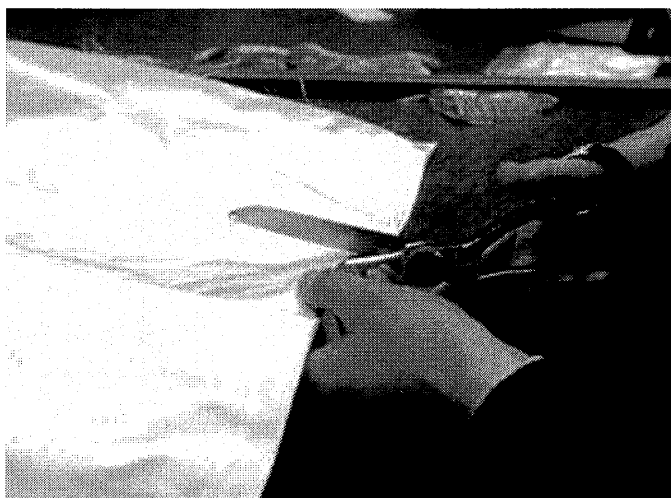
Once popes are named, they stop coming by for fittings, Gammarelli said. The store keeps their measurements and the tailors make Vatican palace calls for final fittings. "As you might imagine, cardinals might come to us. But we go to the pope," he said.



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Update : 04/13/05

# **Italian tailor specializes in making pontiffs look perfect Gammarelli family preparing garments for pope's 1st day**



ROME – The Gammarelli tailor shop has outfitted seven popes dating to Pius IX in 1846. And now it's preparing three sets of garments – small, medium and large – for whoever is chosen as the next pope.

When the new pope is elected, after the cardinals begin their conclave April 18, he will choose the cassock that fits best and then step out onto the balcony over St. Peter's Square.

The Gammarelli family is one of about two dozen clerical clothiers near the Gothic-style church of Santa Maria Sopra Minerva, where Inquisition trials were held four centuries ago. This garment district is to the Catholic clergy what Saville Row is to London's best-dressed gents.

The shop windows on two streets are filled with golden chalices, Christian icons and bright vestments with richly embroidered stoles. Inside, generations of tailors have made religious robes by hand, down to the silk-covered buttons.

Barbiconi, for example, has been in business since 1825, when the family started making religious hats such as the pointed miter worn by bishops. Today, the shop also sells chalices, religious medals and vestments — though some are now ready-made.

“Our shop is here, and we send to all the world. We have the website, but many know us, and they call us and ask, ‘Do you have this or that?’” says Gabriele Masserotti Benvenuti, the fourth generation of the Barbiconi family.

“We are the opposite of regular stores, because most shops get busy at Christmas, and we don't. And we don't have sales,” Masserotti Benvenuti explains. “We have a very good price all year, and all the items we sell are all the same. It isn't like they go out of style.”

But some of the church's most elaborate garments are no longer worn, such as the *cappa magna*, a great cloak worn by bishops, cardinals and popes. It was made of violet cloth and lined with ermine in the winter and red silk in the summer. The cloak's train was so long it had to be carried by young pages.

Some fabric colors are no longer used, such as rosy pink. The Vatican has reduced the number of colors to five: violet, red, black, green and white. Although vestments are dictated by the church, there is some room for personal taste.

“The color is obligatory” because red is red — but we have this kind of red and that kind of red,” Masserotti Benvenuti says, fingering a bolt of red cloth with gold threads running through it. “Because, for example, for a Mexican or Latin American priest, they like color with the gold. But for English and American, they like the pure silk (vestments and cassocks) with the silk inside. They like the modern style, you know. It's different.”

Location, the Internet and catalog sales have helped buttress this little quarter from the precipitous drop in the number of men entering the priesthood, as well as the falling value of the U.S. dollar, which makes these garments about one-third more expensive for American clergy than a few years ago.

The exception, however, is clothing for nuns. Their numbers are also shrinking, plus they can buy their simple garments at many discount clothing stores.

“I don't know anymore how these nuns want to be dressed. And I don't know how they're going on, because there are always fewer and fewer,” says his aunt, Marina Masserotti Benvenuti, who also works in the store.

“I like my job, but this is the thing that makes me worry. There are always fewer,” she says.

On the other side of the piazza is Gammarelli's. Bolts of fabric line the walls in the oak-paneled store. There are several shades of purple for cardinals' cassocks, red for bishops and every shade of black for priests. And for each color, there are different weight fabrics for varying climates and seasons.

When Vincenzo Paglia was named a bishop five years ago, one early task was a trip to Gammarelli's.

“I had to, how do I say it, ‘submit’ to this process of measuring, then of trying them on, of shortening and taking them in,” he says.

He explains the tradition where friends and fellow clergy help buy their friend's first ceremonial vestments or cassock, as well as the pectoral cross, ring, *zucchetto* skullcap or miter hat.

The basic, 33-button cassock starts at about \$450 and goes up to about \$900, but it is easy to spend several thousand dollars on the ceremonial vestments.

“They cost a pretty penny, but in reality, these things were given to me as gifts,” he says.

Although he doesn't need many new cassocks now, he always shops at Gammarelli's.

“It is a very traditional place. And for me, Roman by birth, it is a must,” he says.

The shop was started by Antonio Gammarelli in 1798 as a traditional tailoring shop. But in the mid-1800s, the shop began specializing in garments for the clergy, explains great-great-grandson Annibale, who now runs the shop with his brother Filippo.

Pope John Paul II had been a client since he was elected in 1978. Annibale Gammarelli says his brother waited on him and described the pope as “a very nice man, very simple, and he's very easy to work with tailoring because he's not so demanding.”

He said Gammarelli's did not prepare any special garments for John Paul's funeral. The thought of today's event filled him with sadness.

“He had a big impact on the history and on the development of political behavior of the world,” he said. “He also worked a lot for the peace in the Middle East and in all the parts of the world where there are wars starting. I think he was a very grand pope.”

Update: 040905



The hands of tailor A. Gammarelli hold the 'zucchetto,' or white silk skullcap, that late Pope John Paul II never had the chance to wear, in the window of the Ditta A.

Gammarelli, a tiny tailor shop that served Pope John Paul II for 26 years in downtown Rome, Thursday, April 7, 2005

ROME — The tailoring shop that served Pope John Paul II for 26 years paid a poignant tribute to the pontiff Thursday, displaying in its window a white silk skullcap that he never had the chance to wear.

Resting on a cloth of red silk, the "zucchetto," or skullcap, was the only item on display at the tiny, old-fashioned Ditta A. Gammarelli shop in downtown Rome nestled in the shadow of the Pantheon.

"We thought, as a mourning tribute to the pope, to do a very minimalist window and put no other items on display rather than the papal symbol: the white skullcap," Filippo Gammarelli, one of three people who is running the family business, said Thursday.

Outside the shop, the Vatican's yellow-and-white flag was flying at half-staff. Meanwhile, the shop was busy preparing clothes for the next pope, with three sets of outfits — small, medium and large — to be shipped to the Vatican.

Work on the outfits for the new pope started Wednesday and is expected to be finished by April 18, the beginning of the conclave. Three to four tailors were working around the clock to finish the outfits, which are handmade.

Each set includes a white woolen cassock, a moire silk white cassock, a red silk "mozzetta," or waist-length robe, a moire silk sash, a skullcap and a pair of red leather shoes.

The chosen outfitter for the church elite, Gammarelli has served scores of cardinals and popes since 1798, including all but one of John Paul's predecessors in the past century. The exception — Pius XII — used his family tailor.

Inside the wood-paneled shop, pictures of the last six pontiffs hang from the wall, black and red cloths are shelved behind the counter — and priests come and go, as the store is a bit of a tourist attraction for clergymen passing through Rome.

The shop is away from the Vatican area, where millions of pilgrims lined up this week to pay homage to the pontiff.

John Paul has been Gammarelli's client since he was elected in 1978.

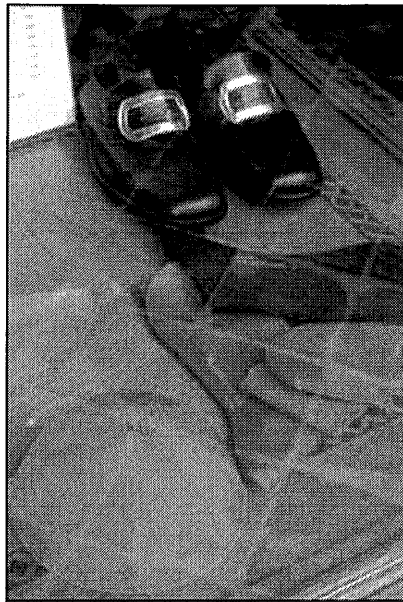
"John Paul II was not our client when he was cardinal," Gammarelli said, "but once he was made pope, he became our client — luckily."

"John Paul II was very easy to please," he recalled.

"The thing he preferred was to always have very light outfits," he said. "Perhaps because he was Polish, and therefore he was used to a cold climate."

Gammarelli would not say whether the pope would be laid to rest Friday in the shop's clothes.

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BBC NEWS

At first glance the store looks much like any other tailor. A little old-fashioned perhaps, with rows of small wooden drawers stretching to the ceiling. There is a long, broad counter on which bolts of dark cloth are slapped with a resounding thud, ready for cutting. Immaculately suited men bustle about with tape measures. There is a smell in the air of expensive aftershave, mixed with the odour of mothballs.

But the Gammarelli establishment - just off the Piazza Minerva in central Rome - is no ordinary tailors. There is a sign over the door: Sartoria Per Ecclesiastici, or clerical outfitters. Then there is the window display. No suits or shirts here; rather they are peaked clerical hats and priestly robes. And in one corner, resting on a silk cloth, a solitary "zucchetto" - the small, white skullcap worn by the Pope. Gammarelli is, in fact, the Pope's tailor.

It also serves other clerics - cardinals in their flaming red robes, monsignors in deep purple and cindery black for country priests.

Changing Times

Italy is considered to be the centre of the world's fashion industry and the Roman Catholic Church is not immune to changing tastes. At one time, not so long ago, bishops would dress in long robes, a train of shimmering purple ribbed silk drifting after them. There were plenty of tassels and pom-poms, highly elaborate vestments.

But then came Vatican II - the great ecclesiastical council in the 1960s - which decided the Church should try to move closer to the people and more into the modern age. The council was something of a self-inflicted revolution. For instance, out went - for the most part - the Latin Mass.

Many of the old rituals were done away with. New, more simple, ceremonial was called for and orders were handed down from the Vatican that the pomp associated with the more elaborate vestments and costumes should go.

Red Socks for the Pope

Call it eccentricity, call it a ridiculous fashion statement, but for years - as long as I can remember - I have favoured wearing red socks. The trouble is they are not always easy to come by, not in the right shade anyway. Once, in the midst of a rather tedious European Union conference, a French foreign minister confided that the place to buy

such things was here, at Gammarelli. "Ask", he said, "for the same socks as a cardinal." I take a deep, nervous breath and approach the counter.

The pictures of famous customers stare down from the wall. They are not film stars or sports personalities but sombre looking portraits of popes, past and present.

Some of the church hierarchy did not approve of the changes following Vatican II; those who were uncomfortable with the new, less elaborate Church, and in particular the phasing out of the ancient Latin liturgy.

Dress was another matter of concern. Cardinals no longer would wear the "galero" - their wide-brimmed hats. A monsignor told me he was instructed that purple socks - part of his normal day wear for years - were no longer approved. "The Church," he said, "had a terrible outbreak of Puritanism."

Happy Clappy

Is it possible, I ask the smiling man behind the counter, for non clerical customers to make purchases here? Maximillian Gammarelli's family have been running the business for six generations. He could not be more obliging. "Certainly", he says, "and what exactly, would Sir be requiring?" "Well, I was rather keen on buying a pair of red socks," I say. Steps are fetched and Maximillian ascends to the heights.

Interestingly, there is a reappraisal going on of those changes ushered in back in the 1960s at the Vatican II council. There are those who feel that the Church, in losing some of its rituals, has also lost its status, its mystery. Some say the Mass itself, in certain parts of the world, has been allowed to become little more than a "happy clappy" piece of entertainment.

The Pope himself has talked of preserving the Church's traditions and has also spoken of the importance of its cultural heritage. Perhaps the Church pendulum is swinging, ever so slowly, backwards. Some feel it will not be too long before the old, elaborate robes and vestments appear again.

A tissue package is placed on the counter. The covering is peeled back to reveal a flaming red pair of socks, knee length. Maximillian asks me to clench my fist while the sock foot is curled round. This method of measuring guarantees a perfect fit, he says. The label on the socks is in English: "Gentleman socks," it says. "Wash in tepid water with neutral soap."

I am concerned I might be stopping the normal flow of clerical business. The Pope is unlikely to stroll in looking for a new robe but maybe a bishop is waiting to be served. I ask how much the socks cost. Nine euros and 30 cents, just over £6. I take two pairs and walk, a little ecclesiastically, out into the Rome sunshine.

What I do is kick them in the pants with a diamond buckled shoe!

~~Aileen Mehle~~

My Heel Broke @ 4/04/2005 06:10:00 PM _



The Pope's new clothes

By Kieran Cooke
BBC, Rome

Tailor-made and fit for a Pope - have you ever wondered where the clergy go shopping?

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Red socks

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The Pope wears Prada? That's cobblers, says the Vatican

Richard Owen in Rome

Fashion Editor's comment: not Prada, but very now

The Devil may wear Prada — but the Pope does not, according to the Vatican.

The pontiff has been hailed as a "style icon" since his election just over three years ago and speculation has been rife that he enjoys designer clothes. Attention has focused not only on his often elaborate headgear and fashionable sunglasses but also on his dainty red shoes, or moccasins, widely assumed to be made by Prada.

However *L'Osservatore Romano*, the Vatican newspaper, categorically denied reports today that the shoes were a Prada product, saying this was "of course false".

According to Vatican sources the Pope's shoes are made by a cobbler from Novara called Adriano Stefanelli, who makes them from calf or kid for the winter and nappa leather for the summer. Papal shoe repairs are carried out by Antonio Arellano, a Peruvian shoemaker in the Borgo, the medieval quarter next to St Peter's. The article, on "Ratzinger's Liturgical Vestments", was written by Juan Manuel de Prada, the noted Spanish writer and author of *The Tempest*, who is not related to the fashion company. De Prada said that the image of the German-born Pope as concerned with "frivolity" was at odds with the truth, which was that he was a "simple and sober" man. Suggestions to the contrary were "stupid and banal".

On the day of Benedict's election as pontiff "the whole world" had seen the sleeves of a "modest black sweater" peeping out from beneath the cuffs of his papal robes, De Prada said. It was true that Pope Benedict paid a great deal of attention to his clothing, but only because of its liturgical significance.

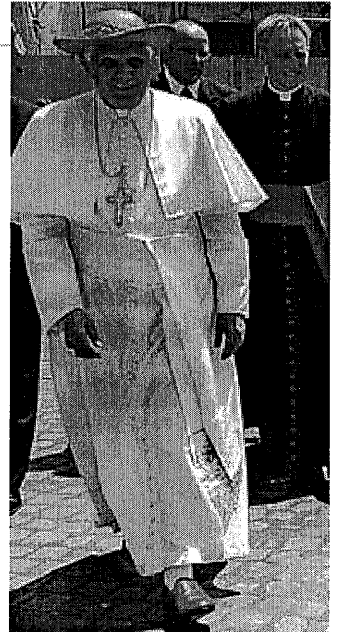
"The Pope is not dressed by Prada but by Christ," he said. Rome residents recall that as a cardinal Benedict was austere rather than flamboyant, and used to cross St Peter's Square from his office to his flat wearing a black beret and black overcoat and carrying a battered leather briefcase.

De Prada said that an article in *Esquire* magazine describing Benedict as among the world figures who were the "epitome of elegance" had been greeted with "amused perplexity". The Pope had revived traditional papal headgear, from the fur-trimmed red medieval caumaro he wears at Christmas to the wide-brimmed red saturno, or "Saturn hat" he has been wearing in the current heat wave in Rome. These had been worn by previous Popes, as had the Renaissance fur-trimmed velvet cape or mozzetta.

Vatican watchers nonetheless noted that these hats and outfits have not been used since the days of Pope John XXIII, who died in 1963. Benedict's predecessor, John Paul II, was usually seen in the same pair of well-worn brown shoes, and invariably wore simple outfits such as a basic white cassock and white gold-trimmed sash, although in winter he tended to don a crimson wool cloak trimmed with gold braid.

Pope Benedict has been seen wearing Serengeti sunglasses, and is also known to have been given Geox loafers by Mario Moretti Polegato, the Geox CEO, who is a friend of Joaquin Navarro-Valls, the former papal spokesman. When he retreats to the mountains of northern Italy in the summer he wears a jaunty white baseball cap.

After his election the Vatican denied reports that Pope Benedict was abandoning the Rome ecclesiastical tailors Gammarelli, who have been making papal cassocks since 1792, for a rival firm, Maninelli, which supplied his robes when he was a cardinal. "There are no cassock wars," a spokesman said.



(Filippo Monteforte/EPA)

The Pope's natty appearance has led to speculation that he has a penchant for designer wear

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John Paul's longtime tailor pays tribute to the pontiff

By Noelle Knox, USA TODAY

ROME — The Gammarelli tailor shop has outfitted seven popes dating to Pius IX in 1846. And now it's preparing three sets of garments — small, medium and large — for whoever is chosen as the next pope.



Tailor holds the "zucchetto," or white silk skullcap, that late Pope John Paul II never had the chance to wear, in the window of the tiny shop that served the pontiff.

By Plinio Lepri. AP

When the new pope is elected, after the cardinals begin their conclave April 18, he will choose the cassock that fits best and then step out onto the balcony over St. Peter's Square.

The Gammarelli family is one of about two dozen clerical clothiers near the Gothic-style church of Santa Maria Sopra Minerva, where Inquisition trials were held four centuries ago. This garment district is to the Catholic clergy what Saville Row is to London's best-dressed gents.

The shop windows on two streets are filled with golden chalices, Christian icons and bright vestments with richly embroidered stoles. Inside, generations of tailors have made religious robes by hand, down to the silk-covered buttons.

Barbiconi, for example, has been in business since 1825, when the family started making religious hats like the pointed miter worn by bishops. Today, the shop also sells chalices, religious medals and vestments — though some are now ready-made.

"Our shop is here, and we send to all the world. We have the Web site, but many know us, and they call us and ask, 'Do you have this or that?'" says Gabriele Masserotti Benvenuti, the fourth generation of the Barbiconi family.

"We are the opposite of regular stores, because most shops get busy at Christmas, and we don't. And we don't have sales," Masserotti Benvenuti explains. "We have a very good price all year, and all the items we sell are all the same. It isn't like they go out of style."

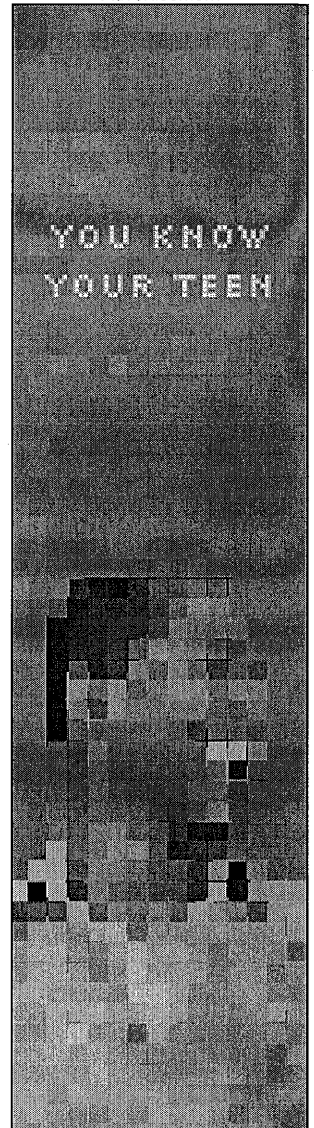
But some of the church's most elaborate garments are no longer worn, such as the *cappa magna*, a great cloak worn by bishops, cardinals and popes. It was made of violet cloth and lined with ermine in the winter and red silk in the summer. The cloak's train was so long it had to be carried by young pages.

Many color varieties

Some fabric colors are no longer used, such as rosy pink. The Vatican has reduced the number of colors to five — violet, red, black, green and white. And while different vestments are dictated by the church, there is some room for personal taste.

"The color is obligatory — because red is red — but we have this kind of red and that kind of red," Masserotti Benvenuti says, fingering a bolt of red cloth with gold threads running through it. "Because, for example, for a Mexican or Latin American priest, they like color with the gold. ... But for English and American, they like the pure silk (vestments and cassocks) with the silk inside. They like the modern style, you know. It's different."

Advertisement



Location, the Internet and catalog sales have helped buttress this little quarter from the precipitous drop in the number of men entering the priesthood, as well as the falling value of the U.S. dollar, which makes these garments about one-third more expensive for American clergy than a few years ago.

The exception, however, is clothing for nuns. Their numbers are also shrinking, plus they can buy their simple garments at many discount clothing stores.

"I don't know anymore how these nuns want to be dressed. And I don't know how they're going on, because there are always fewer and fewer," says his aunt, Marina Masserotti Benvenuti, who also works in the store.

"I like my job, but this is the thing that makes me worry. There are always fewer."

On the other side of the piazza is Gammarelli's. Bolts of fabric line the walls in the oak-paneled store. There are several shades of purple for cardinals' cassocks, red for bishops and every shade of black for priests. And for each color, there are different weight fabrics for varying climates and seasons.

When Vincenzo Paglia was named a bishop five years ago, one early task was a trip to Gammarelli's.

"I had to, how do I say it, 'submit' to this process of measuring, then of trying them on, of shortening and taking them in," he says.

'They cost a pretty penny'

He explains the tradition where friends and fellow clergy help buy their friend's first ceremonial vestments or cassock, as well as the pectoral cross, ring, *zucchetto* skullcap or miter hat.

The basic, 33-button cassock starts at about \$450 and goes up to about \$900, but it is easy to spend several thousand dollars on the ceremonial vestments.

"They cost a pretty penny, but in reality these things were given to me as gifts," he says.

While he doesn't need many new cassocks now, he always shops at Gammarelli's. "It is a very traditional place. And for me, Roman by birth, it is ... a must," he says.

The shop was started by Antonio Gammarelli in 1798 as a traditional tailoring shop. But in the mid-1800s, the shop began specializing in garments for the clergy, explains great-great-grandson Annibale, who now runs the shop with his brother Filippo.

Pope John Paul II had been a client since he was elected in 1978. Annibale Gammarelli says his brother waited on him and described the pope as "a very nice man, very simple, and he's very easy to work with tailoring because he's not so demanding."

He said Gammarelli's did not prepare any special garments for John Paul's funeral. The thought of today's event filled him with sadness.

He had a big impact on the history and on the development of political behavior of the world," he said. "He also worked a lot for the peace in the Middle East and in all the parts of the world where there are wars starting. ... I think he was a very grand pope."

▪ REPRINTS & PERMISSIONS

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New cardinals suit up for the big day

By: **DANIELA PETROFF** (AP Fashion Writer)

Posted: 2/16/01

VATICAN CITY (AP) -- No sooner had Pope John Paul II announced the names of 44 new cardinals than the phone started ringing at the Gammarelli tailors.

Orders to dress the cardinals for their Feb. 21 installation by the pope poured in to the clerical couturier, which has been dressing the Roman Catholic hierarchy for more than 200 years. With 44 men becoming cardinals on Wednesday -- more at one time than ever before -- the clothing makers are scrambling to get the work done.

For such ceremonies, a cardinal has to be decked out in red from head to foot. An ordinary black robe won't do.

Dressed in the crimson that denotes their commitment to defending the church -- to death if necessary -- the new cardinals will kneel before Pope John Paul II to receive the three-cornered scarlet hat, or biretta, that marks their status as the pope's closest advisers.

"We'll be busy up until the last minute," said Massimiliano Gammarelli, who along with his uncle, Annibale, are the present heirs of the couturier.

Every outfit is made to order and most of it stitched by hand, including the 30 button holes of the crimson cassock, or robe. Although the Gammarellis keep measurements on a computer, communicate by fax and accept payment by credit card, service is still personalized, with fittings at home for the more elderly prelates. Their workers still do all the sewing in the shop using old fashioned cutters, sewing machines and irons.

Over the years, the wardrobe of cardinals has been simplified. The more pompous items -- such as the train on the cassock, the splendid silk cape and the silver buckled shoes -- have been phased out. Velcro has replaced fasteners to hold together the crimson sash that girds the waist, and cardinals now travel in a "clergyman" -- a simple suit worn with the Roman collar. A small piece of red cloth inserted in the collar denotes the rank.

The window of the Gammarelli shop, nestled in a downtown square near Rome's Pantheon, is decorated with cardinals' attire, from an out-of-use wide-brimmed hat with gold tassels to miniature red birettas sold as souvenirs.

The shop's most famous customer is John Paul II himself, who like all but one of his predecessors last century turned to Gammarelli for his white robes. The exception -- Pius XII -- used his family tailor.

The pope "really surprised us this time," Massimiliano Gammarelli said, referring to the unprecedentedly large number of candidates for this round of elevations. Although he would not give any names, the tailor said they are outfitting close to half of the new cardinals.

A good number of them were already Gammarelli customers. Measurements of the present archbishop of New York, Edward Egan, are on their records from his days at the Vatican in the 1980s. "I think he is our tallest client," Gammarelli said of the American, who stands at 6 feet 3 inches.

Michele Ombroso, tailor for the modern Euroclero shop, a two-minute walk from St. Peter's Square, is also staying up late these nights.

He has 15 outfits to deliver by Tuesday, and many of his clients won't be in for final fittings until the weekend.

"Less than a month is just too little time," he said, referring to the first announcement made by the pope Jan. 21 of 37 new cardinals. They were followed by a second batch of seven a week later.

Ombroso uses outside help for the more intricate work of the ceremonial robes, such as the silk piping and the button holes.

Both Gammarelli and Ombroso said the average cost of an outfit for the cardinals' ceremony is around \$1,000. "The cost naturally varies according to the quality of the fabric and the detailing," Ombroso said.

The outfit typically includes: a red wool cassock lined in red silk, a white coat called a rochet, a short red cape known as a mozzetta, a red and gold tasseled cord, a red scullcap called a zucchetto, the red biretta, one red moire sash and a pair of red socks.

Cardinals rarely buy their own clothes and are usually outfitted by relatives and well-wishers. "It's not every day you have a cardinal in the family. Relatives are happy to splurge," Gammarelli said.

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Cardinals Suit Up in Red for Big Day

By DANIELA PETROFF
AP Fashion Writer

VATICAN CITY (AP) -- Red hat, red cassock, red socks.

When Pope John Paul II installs 30 cardinals on Tuesday, they must be decked out from head to toe in the crimson color that symbolizes their pledge to defend the church.

As soon as the pope announced the names of the new cardinals Sept. 28, the phones started ringing at Rome's ecclesiastical shops, with nominees from around the world putting in their orders.

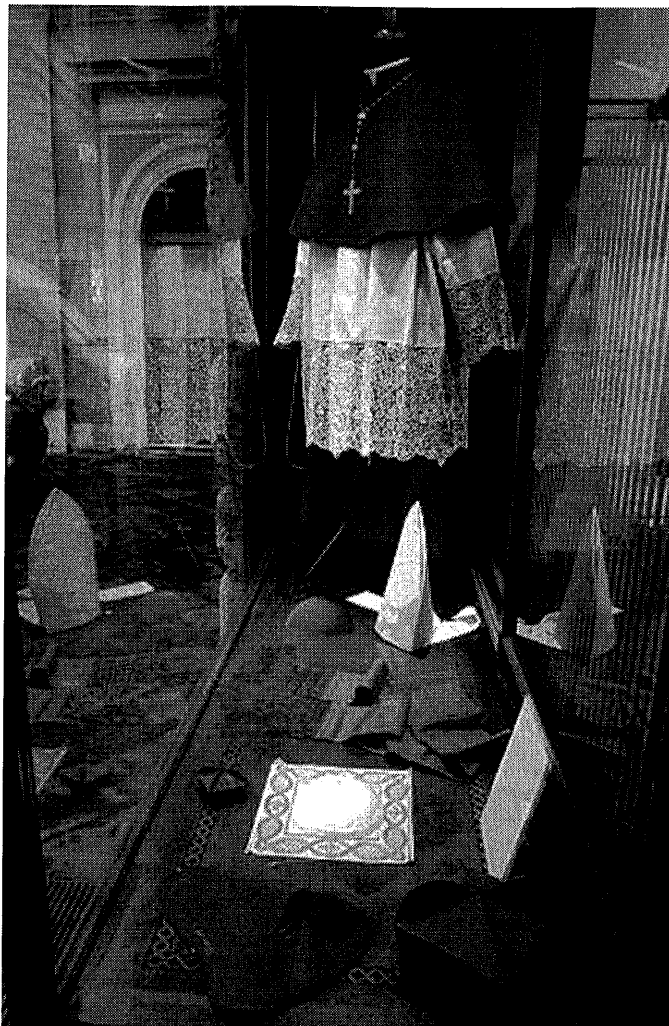
More often than not the chosen outfitter is Gammarelli, tailors by papal appointment, whose family has been dressing Roman Catholic clergy since 1793. John Paul is the shop's leading customer.

With just three weeks to prepare the outfits, all made to order, and for the most part by hand, Massimiliano and his uncle Annibale, the present Gammarelli heirs, have been working around the clock.

"We'll be busy right up until the last minute," said Massimiliano as he rolled up a bolt of bright red fabric over the antique wooden counter of the tiny shop nestled in the shadow of the Pantheon in Rome.

At the elevation ceremony - formally called a consistory - the new cardinals will be dressed in the bright red robes that show their commitment to shed their blood for the church, if necessary. They will kneel before John Paul to receive the three-cornered crimson biretta that marks their status as the pope's closet advisers.

Although the Gammarellis now keep measurements on a computer, communicate by fax and accept payment by credit card, their workers still use old-fashioned fabric cutters, shears and traditional hand-run sewing machines to make the intricate clothing.



Cardinal outfits on display at the religious outfitter Gammarelli, in Rome Monday Oct. 20, 2003.

From bottom to top, left to right : red socks; the three-pointed biretta cardinal hat; a small souvenir biretta; the white "zucchetto" skull cap; the red moire silk sash; the red zucchetto; the white pointed mitre, and the full outfit in background with the red wool cassock, short red cape known as "mozzetta" and white surplice garment known as rochet.

When Pope John Paul II installs 30 cardinals on Tuesday Oct. 21, 2003, they must be dressed from head to foot in the crimson color that symbolizes their pledge to defend the church. More often than not, their chosen outfitter is Gammarelli.

(AP Photo/Corrado Giambalvo)

Details like button holes, silk buttons and satin trimming are all done by hand.

Michele Ombroso, tailor for the more modern Euroclero shop, a two minute walk from St. Peter's Square, also has been staying up late. The family-run store, which opened in the 1960's, is doing about 10 percent of the orders this year.

"It's just like making a custom-made suit - you measure, you baste, you correct, and you hope one fitting will do," said Ombroso, who looks to outside help for the handmade detailing.

A cardinal's ceremonial outfit typically includes a red wool cassock lined in red silk, a rochet, or white surplice

garment worn over the cassock; a short red cape known as a mozzetta; a red and gold tasseled cord, a red skull cap called a zucchetto; the red biretta; a red moire silk sash and a pair of red socks.

Over the years, the wardrobe of cardinals, also known as "princes of the church," has been simplified. The more pompous items, such as the flashy moire cape, the tasseled wide-brimmed hat and silver buckled shoes, have been phased out.

Pope Pius XII snipped three yards off the traditional seven-yard train on the cassock, and Paul VI cut off the rest.

Along with crimson ceremonial robes, a cardinal has a black cassock trimmed in red, which he wears with a red sash. When he travels he dons a "clergyman," a simple black suit worn with a Roman collar. A small piece of red cloth inserted in the collar denotes the rank.

Both Gammarelli and Ombroso agree the basic cost of an outfit for Tuesday's ceremony is around \$1,400, but say the price can quickly go up, depending on fabric and other details.

By far the best ecclesiastical bargain is a pair of red socks in fine cotton: \$10.35 at Euroclero and \$12.50 at the more exclusive Gammarelli.

Cardinals rarely buy their own clothes and are usually outfitted by relatives and well-wishers. The pope himself donates the gold rings the cardinals receive during the consistory ceremony.

"It's not every day you have a cardinal in the family. Relatives are happy to splurge," Gammarelli said.

Prada Pope Causes "Cassock War"

The pope's taste in comfortable cassocks have led to a Vatican row

With his penchant for designer eyewear and Italian shoes, Pope Benedict XVI is becoming an unlikely style icon. A man who knows what he likes, he has now caused a stir by apparently switching tailors.

Pope Benedict XVI would come pretty far down on many people's list of 'most fashionable icons' despite his penchant for Prada shoes and designer sunglasses. But the German-born pontiff is currently at the center of one of the Vatican's more bizarre controversies, one which revolves around the fiber of his fabric.

The stylish Benedict has angered many in the holy city by allegedly switching allegiances from the company which has made papal robes for over 200 years to a tailor who has only been in business for a tenth of that time.

In what is being called the "cassock wars," both tailors are said to be squaring up for a dispute over the papal contract in a bid to win the pope's favor. Annibale Gammarelli, of the eponymous firm of outfitters who have been making papal cassocks since 1792, is locked in a struggle with Mancinelli, a small shop that has been operating for a mere 20 years.

It was reported in October that the pope had ditched Gammarelli's robes, which it was claimed made the pontiff feel uncomfortable, and tradition in favor of Raniero Mancinelli's more loose-fitting threads.

Was Pope's Conclave cassock too short?

It was also suggested in the Vatican newspaper, *The Tablet*, that Benedict was forced to wear one of three "stock" cassocks supplied by Gammarelli for the eventual winner of the Conclave. Unfortunately, none fitted properly and the cassock, which hovered above the pope's ankles, caused some amusement," the paper wrote. "Is it possible that Papa Ratzinger did not find it very funny?"

Gammarelli has angrily denied that his services were no longer being used. "This is an ungracious falsehood," he said. "We are always in contact with the apartment of the Holy Father. Perhaps there was only an occasional gift by some friend of the Pontiff."

Gammarelli's first papal client was Pius VI, a man renowned for his vanity and frequently lampooned for his narcissism.

Third party cited in escalating "cassock wars"

However, a conflicting report in the *Corriere della Sera* newspaper muddied the waters further by claiming that Benedict had abandoned both Gammarelli and Mancinelli in favor of a return to Alessandro Cattaneo, a tailor whom the pope used when he was Cardinal Ratzinger.

Whichever tailor the pope has now switched to, it is widely seen as a betrayal of hundreds of years of tradition, a claim that has been vehemently denied by Vatican sources which also claimed that Gammarelli remained the official supplier of attire to the Holy Father.

Benedict a fan of designer goods and old favorites

It is another example of the surprising individualism of a pope many saw as the most straightlaced of pontiffs. In addition to his love of designer sunglasses, the pope has favored padded quilt jackets, jumpsuits, baseball caps and red Prada shoes.

It is said that the pope still retains the same furniture from his old flat and also carries the same beaten up old leather briefcase which he has had for years.

Priests' clothiers selling less of Sunday best

Farah Nayeri

Encircling the Gothic church where Inquisition trials were held in Rome four centuries ago is the Catholic clergy's very own garment district.

This is where popes get their button-down cassocks, cardinals their crimson birettas and nuns their pale-gray habits. Items priced a few dozen to a few thousand euros hang in windows decked with chalices and candlesticks. Still, Christmas sales aren't what they used to be.

The ranks of the priesthood are diminishing. The number of American priests has dropped 20 percent since 1965 to 45,000, according to the Index of Leading Catholic Indicators by Kenneth C. Jones. Vestment sales to U.S. clergy have declined as church contributions drop and the dollar tumbles to a record low versus the euro, reducing revenue from overseas sales.

"This is not a booming market," said Mathias Slabbinck, chief executive of the eponymous century-old Belgian company, whose vestments are sold in shops in Rome and around the world. "I wouldn't recommend anybody get into it. Church attendance might be up again one day, but we cannot simply hope that will happen. We have to have a plan."

Slabbinck, 36, said his company receives about half its total orders, or 13,000 a year, U.S.-wide, from parishes such as St. Patrick's Cathedral in New York and Our Lady of Guadalupe Church in Charlotte, N.C.

Some vestment makers are fighting the slump by branching out into home furnishings and uniforms.

The euro's 45 percent surge against the dollar since June 2001 has also made euro-denominated vestments costlier for dollar-earning prelates. As a result, Slabbinck, with a staff of 65 and 2002 sales of 7.4 million euros (\$9.14 million), is asking workshops that make its linen altar cloths to also produce table and bed covers for interior decorators.

The maestro of ecclesiastical designers, located across from the church of Santa Maria Sopra Minerva, is Gammarelli, founded in 1797 under Pope Pius VI as tailors to the clergy, and run by the same family six generations later.

At the oak-paneled boutique displaying embroidered stoles and cardinals' socks in shades of violet and vermillion, the three proprietors of the Gammarelli store make everything to measure, with a staff of a dozen working on site or at home and a two- to three- month average delivery lag.

At peak times, such as when 17 of 30 newly ordained cardinals placed orders in October, the shop falls behind on other deliveries. When not clothing cardinals, the two brothers and their nephew serve priests who can afford to pay as much as 500 euros for a 33-button couture cassock.

The pope, too, places an occasional order. "The Holy Father doesn't have great needs: a cassock a year, no more," said Filippo Gammarelli, 62, dressed in a tweed jacket behind a narrow wooden desk at the back of the quiet store. "The biggest orders came in the early years. When a pope becomes pope, he has nothing."

On the other side of the Minerva church is Barbiconi, another family-run business. This one specializes in ready-to-wear: clerical shirts, chasubles, habits, veils, cardigans, coats, shoes, and undergarments -- all in gray, blue and black.

Manager Gabriele Masserotti Benvenuti, 28, says a lot of profit- seeking entrepreneurs piled into the vestment trade during the 2000 Jubilee celebration of the anniversary of Jesus's birth, and now have trouble keeping afloat as the Italian economy slipped into recession.

"The economic downturn is being felt everywhere," he says, standing near racks of polyester and wool chasubles priced from \$100 to \$1,500. "With the drop in the dollar, buying from us is like paying 35 percent more."

On the other side of the store, past a wall encasement displaying no-frills beige brassieres and girdles, is the ladies' section. Outside, a cluster

of black-clad nuns exchange views on a pair of white orthopedic sandals hanging in the window.

Flip to the back of Bianchetti's catalog and you'll find a page full of woman's uniforms that can be used for house work or inside factories and workshops. Also on offer are children's outfits for first communions.

Rival garment maker Desta is also diversifying. The company was founded in 1982 by Maria Teresa Desta, a Catechism teacher who wanted to buy her godson a tunic for his communion and couldn't find any in Catanzaro, her hometown in Calabria, southern Italy.

The one-woman workshop is now a conglomerate that makes liturgical wines and accessories and wooden church furniture, with sales in such countries as the United States, Croatia and Finland. The company doesn't disclose sales figures.

"If marriage is allowed in the priesthood, there will be growth, but right now there are far too few priests, and far too many vestment makers," Desta laments. "We have to create alternative products: uniforms, overalls."

Bloomberg News

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22 June 2007 11:37

Prada-wearing Pope sparks 'cassock wars' by ditching tailor

By John Phillips in Rome

Published: 04 November 2005

Pope Benedict XVI may not yet have achieved the mass popularity of his Polish predecessor, but his fondness for designer shades and Prada shoes is winning him new fans in the fashion world.

The Roman Catholic leader has sparked what are being dubbed "cassock wars" in the Vatican by dumping the services of the papal robe-makers, who have been doing the job since 1792, and adopting a tailor who has only been in business for the past 20 years.

A report in today's *Tablet* says: "It is already clear that he likes wearing nice threads and expensive sunglasses (which it is said were a gift) and publicly he has been celebrating Mass in some elegant new vestments tailor-made inside the Vatican."

According to the British Catholic newspaper's Rome reporter, Robert Mickens, a turf war may have broken out between the two tailors trying to win the Pope's business.

A German magazine first reported last month that the Pope had changed his tailor. He effectively ditched Annibale Gammarelli, of the eponymous firm of outfitters who have been making papal cassocks since 1792, in favour of Mancinelli, a small shop that has been operating for a mere two decades.

"Gammarelli's cassocks are sewn beyond all the rules of tailoring art," the German publication quoted Raniero Mancinelli as saying. "The Pope was visibly not comfortable in them. So he came back to us and is breaking with tradition."

In addition to designer sunglasses, the Pope has favoured padded quilt jackets, jumpsuits, baseball caps and red Prada shoes, contrasting with the worn, brown, slip-on loafers which his predecessor was wearing when his body was laid out in state after his death earlier this year.

The *Corriere della Sera* newspaper, however, reported that the Pope had merely returned to Alessandro Cattaneo, a tailor who owns a shop called *Euroclero*, whom Benedict used when he was Cardinal Ratzinger. *Corriere's* Vatican reporter, Bruno Bartoloni, quoted the 70-year-old Mr Cattaneo's three children, Francesco, Roberto and Cristina, as confirming that they were fitting out "our first Pope".

Corriere quoted Vatican sources as denying the change amounted to "a betrayal" of Gammarelli, insisting that the tailor's shop remained the official papal outfitters.

The sources likened Benedict's choice to that of Pope Pius XII, the wartime pontiff, who also made extensive use of a "family tailor", while Gammarelli remained the official supplier of dress to the Holy Father.

"Benedict XVI sticks to his routines, to the furniture he had in his flat, to the old leather briefcase that he continues to carry under his arm when he goes to synods, for all those things with which older people are understandably affectionate," said Mr Bartoloni, a veteran reporter of the Holy See.

Mr Gammarelli angrily denied, meanwhile, that his services were no longer being used exclusively. "This is an ungracious falsehood," he said. "We are always in contact with the apartment of the Holy Father. Perhaps there was only an occasional gift by some friend of the Pontiff."

The *Tablet* suggested a clue to the changes might lie in the Pope's first days after his election to St Peter's throne. He was forced to wear one of three "stock" cassocks supplied by Gammarelli for the eventual winner of the Conclave. "Unfortunately, none fitted properly and the cassock, which hovered above the Pope's ankles, caused some amusement," Mr Mickens said. "Is it possible that Papa Ratzinger did not find it very funny?"

The first Pope to set foot in Gammarelli's was Pius VI, the former Cardinal Giovanni Angelo Braschi, in 1793. He was renowned for his vanity, and Italian satyrists such as Pasquino frequently lampooned his narcissism.

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Return of Latin mass sparks old vestment hunt

Tue Jul 24, 2007 7:37pm EDT

By Philip Pullella

ROME (Reuters) - A decree this month by Pope Benedict allowing wider use of the old Latin mass has spawned a veritable cottage industry in helping Roman Catholic priests learn how to celebrate the centuries-old rite.

A Web site, helpline, DVDs and a training course at Oxford are among resources springing up for priests who want to celebrate the old-style mass but aren't sure which vestments to wear or where to get them, when to genuflect, how deep to bow, or how to clasp their hands in prayer.

"There will be priests who will say: 'Oh my God, I want to celebrate the old rite but I'm not sure of one or two things'," said Pietro Siffi, a 37-old Italian devotee of the old Latin rite who plans to offer free online and phone support.

"We will help them find the answer."

Before the Second Vatican Council (1962-1965), Catholic mass was an elaborate ritual led in Latin by a priest who faced east with the rest of the congregation, meaning they faced his back.

Vatican II reduced the formality and had the priest face the faithful to pray in their local language.

The old rite also includes hair-splitting specifics on which vestments can be used, what material they must be made of, where the candles should be placed on the altar, and the precise position of the priest's hands at various points in the liturgy.

The Latin Mass Society of England and Wales (LMSEW) is planning a three-day "major training conference" at Merton College at Oxford University in late August: "There has been an explosion of interest," its general manager John Medlin said.

The aim is to give a firmly grounded taster in how to celebrate the traditional mass and the background information you need to do it with knowledge and devotion," he said by phone.

NOT LIKE THAT

For those unable to travel, the Society of Saint Pius X, the traditionalist group whose leaders excommunicated themselves from the church after they disobeyed the late Pope John Paul II, has a self-teach option.

It has produced a slick DVD in eight languages showing a priest celebrating the old rite with a running commentary on everything including the precise position -- down to centimeters -- of the priest's hands, altar cloths, chalices and candles.

It tells the priests the exact order in which to don the several layers of vestments. An X for "no" suddenly appears on the screen when the priest makes a false move.

And Siffi plans to expand his Web site, www.tridentinum.com, to help priests find the right equipment. He may also offer courses, which will be charged at cost. "I'm not in this to make money," he said. "This is a labor of love."

Indeed, Siffi recently took on the task of updating the so-called "Trimelloni Guide," an 850-page compendium of liturgical rules and regulations governing all aspects of the old rite.

'SUPERNATURAL IS ALIVE'

Medlin, Soffi and others say there is today a growing interest in the old rite from young people disaffected with a superficial, consumerist world and looking for something sacred.

After the old rite was phased out to be replaced in some churches by sing-along hymns and guitar music, many people missed the Latin rite's sense of mystery and awe and the centuries-old Gregorian chant that went with it.

"It's because young people no longer buy the claim that the supernatural is dead. They have discovered the opposite is true, that the supernatural is alive and the existential was a mere time-bound way of looking at the world that was in its heyday in the 1960s and is now well past its 'sell by' date," Medlin said.

Those who favor the old rite Latin mass realize they will always be a minority in the church, but they are content that now there is a choice for young and old.

"We must understand that most people are happy with the new rite and it's not for us to make them feel like second-class citizens in the way that we were made to feel for so many years," Medlin said.

BURSE, MANIPLE, BIRETTA

But finding equipment remains a challenge. Some is so specific to the traditional rite it is out of production.

Both Siffi and Medlin are involved in de facto traditionalist "matchmaking", linking people who have old vestments or other paraphernalia with those seeking them.

After the changes in the 1960s and 1970s much of the material was thrown out, sold to antiquarians or stashed away in dusty cupboards of rectories or church attics.

"Gradually, these objects are being made available for use again," said Medlin.

One hard-to-find item is the "burse": a stiff, cardboard pocket between nine and twelve inches square. It must be covered in silk and of a color to match the mass vestments.

The burse, which fell out of use after the Second Vatican Council, is effectively a pouch which holds the "corporal", a square piece of white linen cloth on which the chalice is placed during the mass.

Another piece of paraphernalia now being sought is the "maniple", a napkin-like vestment which hangs from the priest's left forearm during mass.

The black biretta, a square cap worn by the priest celebrating the old rite as he approaches the altar before mass and on leaving at the end, also fell into disuse.

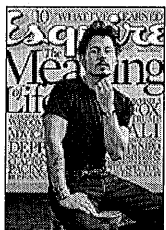
If the problem is not so much the equipment as the language, the Latin Mass Society of England and Wales also publishes a "teach yourself Latin" course based on Church Latin used in the traditional rite.

"You don't need to be able to converse about the weather in Latin in order to be able to say the Latin mass," Medlin said.

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Best Dressed Men in America: The Awards

These awards honor everything from the best dressed pseudo-intellectual to the Pope's contribution to the world of accessorization.

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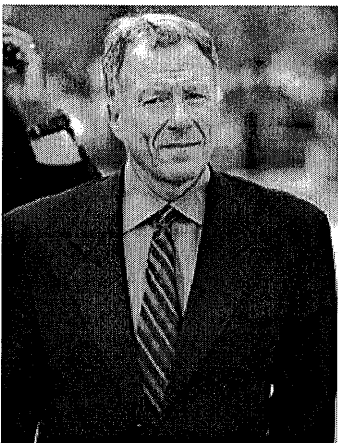


Jean Baptiste Lacroix/WireImage.com

Best Dressed Pseudo-Intellectual: Bernard-Henri Lévy

The look: Black suit and white oxford unbuttoned generously.

The take-away: You can never go wrong with a white oxford.



AP Photo/J. Scott Applewhite

Best Dressed Patsy: Scooter Libby

The look: Surprisingly well-tailored suits and fitted overcoats.

The take-away: Make an effort on bad days. If you feel composed, you'll look composed.



- pseudo-intellectual
- patsy
- accessorizer
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Accessorizer of the Year: Pope Benedict XVI

The look: Ornate papal habit paired with red leather loafers.

The take-away: The Office of the Holy See is mum about His Holiness's footwear, but the point is: Have a signature. It could be a pocket square or a chunky watch or a tie clip, but make it your own (and remember that the whole red-shoes thing is already taken).



Scott Suchman/WireImage.com

Best Billion-Dollar Haircut: Richard Branson

The look: Long, windswept, soft. Eat your heart out, Trump.

The take-away: Work it if you've got it.



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am: 23. Januar 2008

**Does the Pope Wear Prada?
Marketers Pray for Day
Pontiff Is Seen Using Their Brand;
Even Better Than a Movie Star**

By STACY MEICHTRY

April 25, 2006

Pope Benedict XVI is appealing to a new group of admirers: marketers seeking not blessings but pontifical product placements.

Since his election last year, the pope has been spotted wearing Serengeti-branded sunglasses and brown walking shoes donated by Geox. He owns a specially engraved white Apple iPod, and he recently stirred much publicity with a pair of stylish red loafers that may or may not be from Prada.

The raft of designer labels floating around the new pontiff is one of the odder consequences of last year's long-awaited papal transition. For the marketing world, the change at the helm of the Holy See is presenting an unprecedented opportunity, but also an ethical dilemma over how far to exploit religion for hyping a product.

Benedict XVI's media-savvy predecessor, John Paul II, was one of the world's most photographed public figures, but he also was a conspicuous ascetic. His preferred footwear was a pair of worn brown shoes. Prior to a 1981 assassination attempt, the Polish pontiff cruised around Rome in a 1960s Mercedes he inherited from his predecessor. Product placement was also a relatively nascent marketing technique throughout the first decade of John Paul II's tenure, and his last decade was marred by a steady decline in health.

Benedict XVI is striking a snazzier profile, presenting international brands with a welcome change of pace. Being associated with the pope is worth at least 100 times more than an A-list celebrity because the pontiff has a more devoted following, says John Allert, chief executive of the British unit of Interbrand, a global branding consultancy that is part of the Omnicom Group Inc.

But unlike movie stars, who can command huge sums for product endorsements, or the queen of England, who discreetly allows companies to mention royal patronage, the pope, as the moral and spiritual leader of more than one billion Catholics, endorses holiness and chastity but not products.

That means companies have to hope the pontiff uses a product they have donated to him and then tastefully note the event, or delicately capitalize on a photograph showing the 79-year-old theologian using or wearing a particular brand. Astute marketers say the key words are "tastefully" and "delicately." Pursuing pope-and-product juxtaposition poses risks. Brands have to be careful not to appear opportunistic or they could risk a backlash with the pope's followers. "The question of endorsing products, especially from a figure such as the pope, raises an enormous number of questions in terms of the ethics of each company," says Ben Cronin, general manager and research director of S.Comm, an international advertising-research firm.

A senior Vatican official who asked not to be named says that when it comes to worldly goods, Benedict XVI's choice of personal accessories is "completely arbitrary." The official adds: "He's aware of the buzz, but mostly he laughs about it, because it's so absurd. What does he really have to choose? He doesn't wear a tie or coat. The glasses he wears are the same glasses he wore as a cardinal, as is the pen he writes with." But because the pope is so lightly accessorized, brands like to be associated with him all the more. This was relatively easy for Italian shoe company Geox SpA, whose founder, Mario Moretti Polegato, is a friend of papal spokesman Joaquin Navarro-Valls. (Mr. Navarro-Valls is a member of Geox's ethics committee.) Following Benedict XVI's election in April of last year, Geox gave Mr. Navarro-Valls several pairs of Geox Uomo Light loafers -- featuring the brand's trademark antifoat-sweat system -- as a present for the new pope.

When the pope wore the shoes, Geox chose not to promote the event through advertisements or press materials. But the company was delighted when word got out. "If the pope uses our product that means it works. He's out in public under the sun for hours in a heavy tunic, so he risks becoming sweaty," says Geox spokesman Eros Scattolin. "What better testimony could you ask for?"

Bushnell Performance Optics got a lucky break when, during one of his first outings last year, Benedict XVI was photographed wearing a pair of its Serengeti sunglasses. Bushnell didn't advertise the photos or send out news releases, but a spokesman says the spotting helped Serengeti's business with retailers. "Our salesperson comes in and the retailer says, 'My Gosh! Did I just see the pope wearing Serengetis? Show me that style!'" says Phil Gyori, Bushnell's vice president of marketing.

Apple Computer Inc. declined to comment on the pencil-thin iPod nano that Benedict received as a gift from employees of Vatican Radio on the station's 75th anniversary. Radio technicians specially ordered the nano from Apple with the engraving "To His Holiness, Benedict XVI" and packed it with Vatican Radio programming. But Apple trade magazines, such as Macworld, immediately trumpeted the event, peppering their Web sites with newspaper reports of the gift.

Italian upscale leather maker Natuzzi was also bold with its marketing efforts. The company created the internal upholstery for a golf cart that General Electric Motorcars, a subsidiary of DaimlerChrysler AG, gave the pope last year. The pontiff only uses the cart inside the Vatican gardens and, therefore, out of the public eye. But Natuzzi and General Electric Motorcars issued a joint news release to let people know about the vehicle.

Car makers are the most active campaigners for papal patronage. With Benedict XVI's planned trips to Spain, Poland and Turkey, Volkswagen AG and BMW AG are both jockeying to replace DaimlerChrysler's Mercedes as the next maker of the popemobile - the car with a bulletproof bubble that is arguably the world's most visible sport-utility vehicle. Mercedes-Benz has supplied popes with cars since the 1930s, providing three bubble-backed popemobiles over the years. The German company donated the current popemobile -- a heavily armored ML 430 -- to the Vatican in 2002, and company spokesman Joerg Zwilling said Benedict XVI has no immediate plans to abandon it. And that's unfortunate for Volkswagen, which supplied a fleet of 100 vehicles to organizers of World Youth Day during the pope's high-profile visit to Cologne, Germany, in August. At the time, Volkswagen also offered to redesign the popemobile based on its Touareg SUV. The Vatican declined.

This past October, BMW donated a bulletproof X5 SUV to the Vatican, and the car maker says it hopes Benedict XVI will soon make public use of it since the vehicle, like the pope, is "Bavarian-made."

"The appeal is that he is one of, if not the, world's best-known persons," says BMW spokesman Michael Rebstock. "If he is on his way somewhere, he's attracting everyone's attention."

The most widely publicized papal branding event appears to have been the result of mistaken identity.

Over the past few months, scores of media reports have dubbed Benedict XVI the "Prada Pope," crediting the Italian fashion house with having made the pope's eye-catching red loafers.

The senior Vatican official says the loafers were actually made by the pope's personal cobbler. But Prada has refused to confirm or deny the reports, allowing the press speculation to continue. A spokesman for Prada said the fashion house lacked "the necessary elements" to make an accurate determination.

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Tom Brady tops 'Esquire' best-dressed list

By Maria Puente, USA TODAY

Advertisement

What do Tom Brady, Barack Obama, Scooter Libby, Jay-Z, David Beckham and the pope have in common? They all get nods in *Esquire's* fourth annual Best Dressed Men in the World list.

Brady, 30, the dapper New England Patriots quarterback, tops the list, which appears in the September issue, on newsstands Aug. 14. He's lauded for his "All-American Kennedy-clan suits," which clasp his yummy form like a well-fitting pair of football pants. Adding to his cachet: a supermodel girlfriend, Gisele Bundchen, on his arm. Not subtracting from his cachet: Being baby-daddy to his pregnant ex-girlfriend, actress Bridget Moynahan.

COMPLETE LIST: Who else made the 'Esquire' cut?

"He's managed to learn to keep it simple. He's got a tailor who makes his clothes fit really well, and he always looks like he's put a little thought into" his dress, says associate editor Richard Dornment, who helped put the list together.

"I am honored to be chosen," Brady said in an e-mail statement to USA TODAY. "But, as much as I enjoy dressing fashionably, this time of year I care more about how I look on the field than off it."

Twenty-three men landed on the list. "We looked at thousands of men from around the world," Dornment says. "The factors we consider are consistency and care, men who take the time and energy" about their appearance.

In addition to the list are a dozen men considered either "controversial" or sartorially significant — for instance, Pope Benedict XVI, who's the "accessorizer of the year" for his red leather loafers.

"It's important to have a signature, something that distinguishes you from everyone else," Dornment says.

The rest of the top five are record exec and rapper Jay-Z, 37, at No. 2, whose high-style/low-style mix gets the lifetime achievement award; the new James Bond, British actor Daniel Craig, 39, who was No. 1 last year and is praised for never wearing anything baggy; Democratic presidential candidate Sen. Barack Obama, 46, who has figured out that light-blue ties look best on him; and New York hipster hotelier André Balazs, 50, who turns heads with slim-fit suits, sprawling ties and a perma-tan.

Hip-hop stars ruled in previous years: The 2005 winner was hitmaker Pharrell Williams; the 2004 winner was Outkast's Andre 3000.

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