



[Vienna, Austria] 24.04.2017 - SA.AL&CO introduces the Interview Sessions, a series of video interviews that engage the SA.AL&CO man through aspirational imagery and intellectually pertinent content.

SA.AL&CO INTERVIEW SESSIONS with SIMONE RIGHI -
The Style Icon from Florence

INTRODUCTION & PURPOSE

The interviews capture the aspirational imagination and intellectual curiosity of men aspiring to the elegant sophistication embodied by the style icon Simone Righi. In introducing the viewer to the flamboyant imagery and profound thoughts of the interview, SA.AL&CO genuinely affiliates itself with a sophisticated and thoughtful man's lifestyle expectations and ambitions. SA.AL&CO will introduce men like Simone Righi in its Interview Sessions, bi-annually at first; focusing on nationals of countries where SA.AL&CO is available in select premium perfumeries & skincare stores as well as concept & fashion stores.

SIMONE RIGHI – THE STYLE ICON FROM FLORENCE

The first SA.AL&CO Interview Sessions interviewee is Simone Righi, a style icon from Florence, who owns and operates Frasi, a refined tailoring shop in the heart of the city. Simone is considered as one of the best-dressed men in the world and is often cited as one of the faces of the prestigious menswear fare, Pitti Uomo. Esteemed photographers such as The Sartorialist as well as prestigious menswear blogs and magazines such as The Bespoke Dudes, Permanent Style, and The Rake have photographed as well as written about him. In the case of the foremost Korean men's fashion magazine luel in 2017 and the unofficial Pitti Uomo magazine Plaza Uomo in 2016, he has even adored their respective cover pages.

In the Interview Sessions Simone Righi inspires the viewer not by talking about skincare or his grooming routine, but by sharing his thoughts on matters he is an authority, such as personal style, fashion brands and Florence. The Interview Sessions thus introduce beautiful imagery as well as thought-provoking views

to men who are interested in lifestyle of the elegant, sophisticated kind. In choosing to introduce Simone Righi, a true style icon with strong integrity and a creator of garments, a bona fide man at a time of so many plastic fashion, style, and social media icons, the interview reaches out to a sophisticated, intellectually curious male audience in its 30s and 40s to provide something meaningful and lasting.

THE STYLE

The elegant and sophisticated lifestyle SA.AL&CO captures in the Interview Sessions with Simone Righi is the high form of sprezzatura – defined by Baldassare Castiglione as "a certain nonchalance, so as to conceal all art and make whatever one does or says appear to be without effort and almost without any thought about it".

The Interview Sessions are furthermore aspirational, as few men achieve the elegant sophistication of Simone Righi's attire or gesticulation. The presented, seemingly unattainable style is his appeal, one that is enhanced even more so by his personable demeanor. It is the sum of such details that define Simone Righi equally as a sum of small details define SA.AL&CO, thus making him a fitting brand ambassador.

FLORENCE

The setting of the Interview Sessions in Florence is inspirational as it is one of the most beautiful cities in the world and a destination that many SA.AL&CO men have likely visited in the past. Inspired by the imagery, it most likely draws the viewer back to the effortless days of a holiday spent in this Italian haven.

For Italians and especially Florentines the imagery respectfully and stunningly captures one of their finest cities – a multisensory gift to the world.

THE QUESTIONS AND ANSWERS

The questions of the Interview Sessions inquire on subjects that Simone Righi can genuinely provide engaging insights on due to his chosen profession and style icon status; even posing a question that might be "unfair to ask of a man". The intention is to provide thought-provoking content, which appeals to a conscious and curious man.

The answers are in separate videos, thus giving the viewer a choice as to which one to view, as well as providing an opportunity to immerse oneself in the respective answers and imagery independently.

The Interview Sessions questions are as follows:

1. What makes Florence unique?
2. What does Social Media mean to you?
3. Can someone's personal style evolve?
4. What fashion brand is underrated?
5. What's better than... sex?
6. What world leader would you dress and how?

To see the answers, please visit: <http://saalskincare.com/simone/>

CITY SESSIONS

In addition to the Interview Sessions, SA.AL&CO in 2017 also began the City Sessions – thus emphasizing its roots in the lifestyle appeal.

SA.AL&CO creates these City Sessions in addition to the myriad of city guides available to introduce a city to men as it is experienced and cherished by like-minded men – listing places that are sometimes cheeky, often elegant, but always sophisticated.

It's a homage to the sophisticated travel experience for men.

To see the first, namely on Vienna, please visit: <http://saalskincare.com/vienna/>

SA.AL&CO THE BRAND

SA.AL&CO is a men's skincare company from Vienna, Austria, and producing in the Austrian Alps. It is next generation skincare for men because we create natural skincare conceived and designed with a masculine aesthetic as well as men's needs in mind. We do this with a simple but uncompromising approach in creating premium skincare for the conscious man. Our product line covers the five essential men's skincare products: 011 Hair & Body Wash, 021 Shaving Crème, 031 Light Moisturizer & After Shave Balm, 041 Intense Moisturizer, and 051 Deodorant. The distribution of our product line occurs through both our website and continuously growing number of selected perfumeries, apothecaries, and other unique retail stores (i.e. concept stores).

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