

100% CAPRI LIFESTYLE

Luxury linen gets relaxed in a clothing and home collection line at the Bal Harbour Shops that stresses casual elegance.



From Capri to Miami, the look is linen — luxurious, clean and crisp. Super chic and super cool, literally, linen is a relaxed, go anywhere fabric. As the only company that specializes exclusively in linen clothing and linen home decor, 100% Capri has created something new, an entire concept built around a classic material.

"100% Capri is a lifestyle," says Antonio Aiello, owner, founder and designer of the chic brand.

Since he introduced his collection in Capri, legions of fans have learned to love Aiello's designs made of linen. The natural fibers of the fabric look best in natural light, so it's no wonder that the 100% Capri collection glistens in the tropical sun, and aboard a cruise ship or yacht.

Although linen has only recently experienced a renaissance, for centuries it was a primary choice because of its versatility. Made from flax, which the Egyptians named "woven moonlight" due to its singular beauty, linen is the strongest vegetable-based fiber. It was the first known textile fiber in the world, the earliest traces of its use dating back to 8000 B.C.



Antonio Aiello

Not only beautiful, but durable, linen has two to three times the strength of cotton. The material is thermo-regulating, making it breathable in hot-weather conditions, and has been praised for its non-allergenic and anti-bacterial qualities, thus making it especially kind to sensitive skin. "It's cooler and more absorbent than cotton," says Aiello, "which makes the fabric just perfect for the hot, tropical climates of Florida, South America and the Caribbean."

There's much that goes into a garment or bedding item when it bears the 100% Capri label. Handcraftsmanship is essential to creating an item that reflects the nature of truly fine linen. 100% Capri's clothing and home collection is constructed with the utmost care; much of it is hand stitched in Sorrento, Italy. "Our clients are those who like detail, they like quality. Quality and detail is at the very core of what we do," says Aiello, who grew up in a family that made, as he says, "very chic clothes."

The designer not only praises the virtues of linen, but the naturalness of the fabric. It is ecologically friendly, and 100% Capri ensures its devotion to the environment in the manufacture of all of its products.



"WITH OUR ENTIRE LINE, WE HAVE CREATED SOMETHING SIMPLE, YET SO LUXURIOUS." — ANTONIO AIELLO, OWNER, FOUNDER AND DESIGNER OF 100% CAPRI.

"Everything we do and use to create 100% Capri is ecologically sound," says Aiello. "Even our shopping bag is 100 percent linen."

In addition to the homey Bal Harbour store, 100% Capri shops are also in Rome and St. Barts. Each shop has the capacity to ship goods anywhere in the world, so if you buy something in Bal Harbour, but are jetting off to Fiji the next day, your clothes will be waiting there when you arrive. "Our international clientele are travelers. They expect to find something special when they come in here and they do."

The linen collection from 100% Capri, which Aiello designs, and wears himself from head to toe, is definitely go-anywhere.

100% Capri has the versatility to go easily from casual to dressy casual. Casual is 100% Capri's shorts and shirts, while dressy casual are crisp jackets in the brand's signature colors of chocolate, white and taupe. Especially smart are the signature 100% Capri dress shirt with stand-up collar, and the very comfortable Nehru-collared shirt. Dashes of color are introduced seasonally, such as orange corded belts, hats with bands of green, and scarves with a hint of red. 100% Capri Italian moccasins and fine Italian shoes complete the look. There's also a fashionable linen clothing line for boys and girls, available at the Bal Harbour store.

"You can outfit your whole family in 100% Capri, and many of our customers do," says Aiello.

One of the most innovative and requested products in the 100% Capri Boating Collection is the amazing waterproof line, where the elements simply roll off the fabric keeping it always fresh and its wearer dry.

"No matter what, in 100% Capri you always look good," Aiello guarantees.

At the Bal Harbour store, guests are made to feel as comfortable as the clothing that surrounds them. Shirts are monogrammed in store, as well as fittings to ensure that the 100% Capri look is perfectly put together.

If your desire is to go 100 percent linen, the designer's exquisite home collection continues the brand's attention to detail and fine construction with exceptionally luxurious sheets, pillowcases, tablecloths, and other bedroom accessories, including pajamas and robes.

"With our entire line, we have created something simple, yet so luxurious," says the designer.

The 100% Capri concept from head to toe — a relaxed style that's casually elegant. ✨

Experience 100% Capri at the Bal Harbour Shops, 9700 Collins Ave. Call 305.866.4117, or www.100x100capri.it.