

UNA PUBBLICAZIONE PERIODICA REALIZZATA DA PICCOLO PRODUCTIONS S.R.L. DAL BLUGIALLO

ANNO 03 N.04

PUBBLICITÀ

REDAZIONE PICCOLO
PRODUCTIONS S.R.L.
CASA DI PRODUZIONE
INDIPENDENTE
BIRGER JARLSGATAN 2
STOCOLMA

La Gazzetta Giallo

PREZZO: UN SORRISO

ABBONAMENTI

CONTATTI

PICCOLO PRODUCTIONS

+46 033 131 000

IL PERIODICO ILLUSTRATO DI ATTUALITÀ, MODA E CULTURA



IN QUESTO NUMERO: SPECIALE ABBIGLIAMENTO FORMALE

REALIZZATO DA PICCOLO PRODUCTIONS –
GRUPPO INDIPENDENTE DI PRODUZIONE VISIVA



GRUPPO EDITORIALE
PICCOLO PRODUCTIONS
S.R.L.

Direttore Responsabile: Daniel Apler
Capo Redattore: Alexander Moström
Redattore Culturale: Elias Mannberg

Indirizzo della redazione:
Birger Jarlgatan 2
114 34 Stoccolma
Centralino: +46 (0)33 13 10 00
Segnalazioni / suggerimenti: ciao@blugiallo.com
Abbonamenti: conciierge@blugiallo.com

Copia non ricevuta / cambio di indirizzo:
conciierge@blugiallo.com
Responsabile servizio clienti: Ebba Mazetti-Nissen
Pubblicità: ciao@blugiallo.com

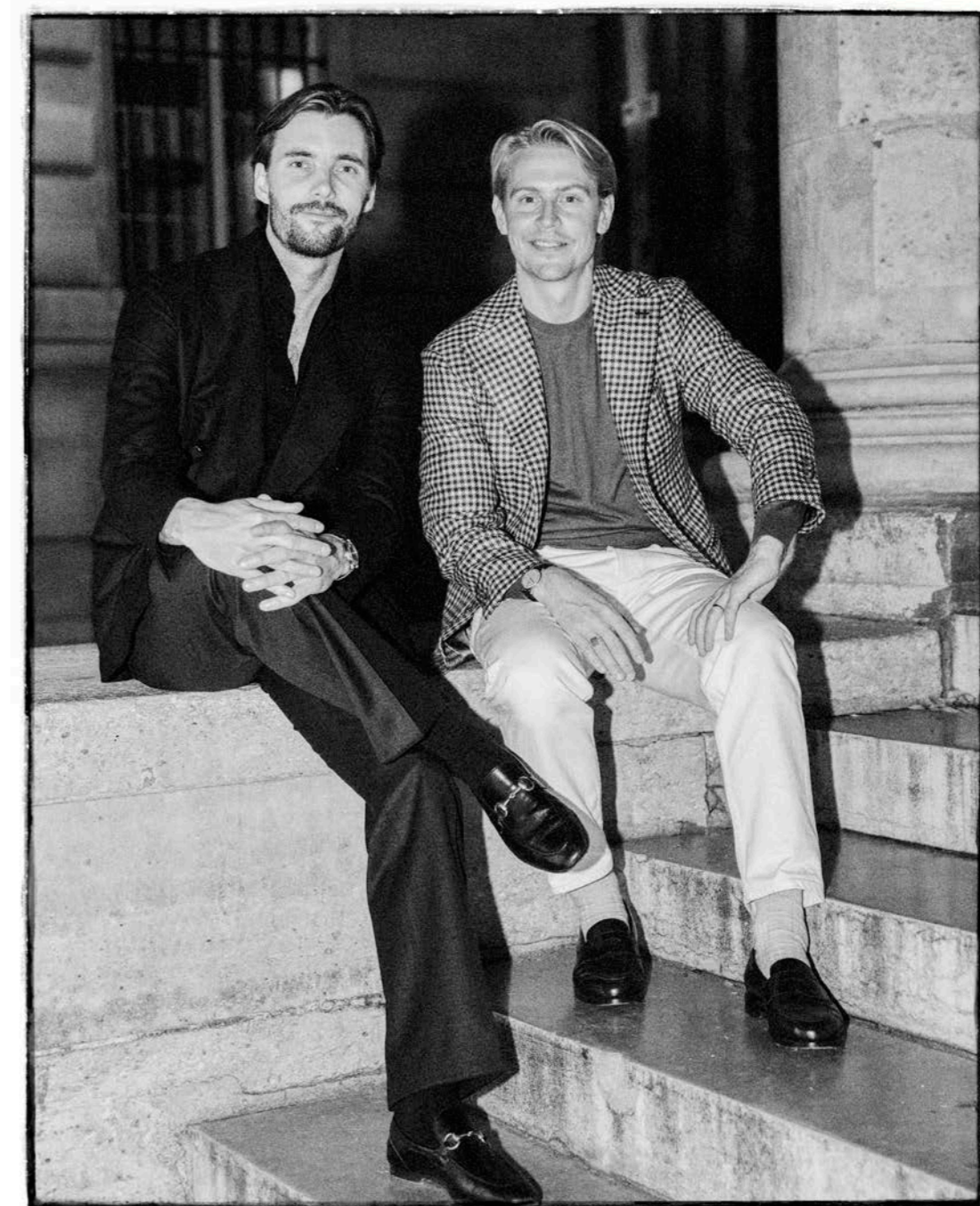
Vuoi fare pubblicità su La Gazzetta Giallo?
Contatta il reparto pubblicità entro le ore 12.00,
due giorni lavorativi prima della pubblicazione

La Gazzetta Giallo segue le norme
deontologiche della stampa e si assume

la responsabilità di correggere
eventuali errori.

Correzioni e precisazioni:
Nessuna in questa occasione.

Informazioni su come abbonarsi:
Abbonati su blugiallo.com oppure
chiama il numero: +46 (0)33 13 10 00.



FOUNDERS' NOTES - SPRING '26

At some point, the way you buy clothes changes. You start building, not collecting. Choosing with more intention. Knowing what works - and why. That mindset has shaped everything we do, and it's something we see more and more of. A growing group of people approaching their wardrobe the same way.

This spring, we're extending that experience online. Making it more personal, more intuitive - closer to what you'd expect when stepping into one of our ateliers. Different starting points. Same idea.

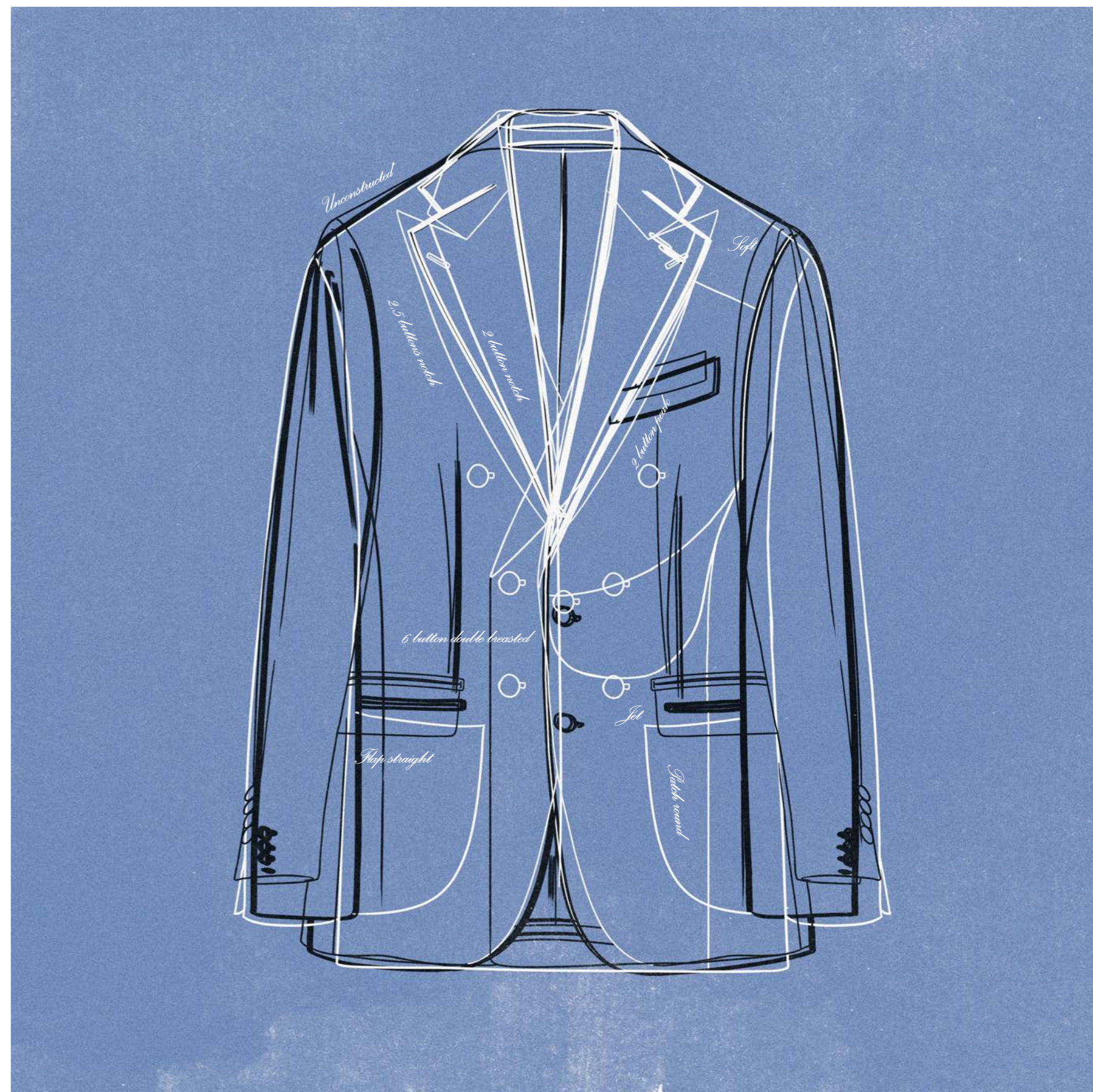
Sincerely,

Alexander & Daniel



Seasonally curated ready-to-wear and in-store limited drops.

Open hours:
Monday to Friday 11.00 - 18.00
Saturdays 12.00 - 16.00



NYBROGATAN 22

ATELIER STORE NYBROGATAN 22. A PLACE WHERE YOUR WARDROBE TAKES SHAPE.

A space for those who build their wardrobe with intention. The store curation features our signature design pieces offered Ready to Wear. The silhouette and cut of each product have been perfected from the basis of thousands of made-to-measure clients to ensure a ready to wear collection that helps you build your wardrobe with intent.

Atelier Nybrogatan also carries in-store exclusive pieces, curated accessories, and seasonal drops, with pieces you won't find anywhere else.

All guided by our signature, personal approach. At your convenience.



OUR ONLINE TAILORING PROCESS

Made to Measure Tailoring, without the need to visit our Ateliers. Our online service is built to mirror the experience as closely as possible - guided, considered, and personal from the start.

Your measurements are translated into our signature cuts across each garment, refined over years of made-to-measure.

The result is a fit that feels intentional from the first delivery. For those who want it, personal guidance is always within reach - through digital consultations that bring the experience closer, wherever you are.

START YOUR TAILORING PROCESS AT [BLUGIALLO.COM](https://www.blugiallo.com)





CUSTOM MADE

SOME THINGS MAKE MORE SENSE ONCE YOU'VE EXPERIENCED THEM

Having something made for you is one of them. It's not just the fit. It's the feeling of knowing it was considered from the start. For you, and no one else. For those who've experienced it, the approach changes.

You stop searching. You start building.

OUR BY APPOINTMENT ATELIERS

Custom Made is available in Stockholm, Oslo, and through our online service. Different places, same idea. Pieces shaped around you, over time. Not everything needs to be made this way. But the pieces that matter often are.

A CLOTHING EXPERIENCE AT YOUR PACE

There's a certain calm to it. Stepping away from the noise, into a space where everything has been considered before you arrived. The approach begins with understanding who you are—regardless of background or experience. Fabrics, design and silhouette curated from our conversations.

Conversations that take their time. Each piece shaped with intention, guided by a personal approach that values knowledge as much as ease. To us, it's not just about what you leave with. It's about how you arrive there.



59.3369, 18.0732

ATELIER 'BJG2' - BIRGER JARLSGATAN 2, STOCKHOLM

SLOW, MINDFUL AND PERSONALLY CURATED -
MADE TO MEASURE MEN'S AND WOMENSWEAR
BY APPOINTMENT.



HIBIKI 21 YEARS OLD
A rare and elegant Japanese blended whisky where time, craftsmanship, and harmony take centre stage. After more than 21 years of maturation, it reveals deep and nuanced flavours of ripe fruit, honey, and subtle spice. Gently framed by soft oak. The texture is silky, with a long, balanced, and refined finish. A whisky created for special occasions and moments of indulgence.

Tucked away above the street, two floors up, we've created a space that captivates what visiting a BLUGIALLO home should feel like.

A quieter setting, entirely shaped around slow pace and creative inspiration. It influences an open, creative mindset - from our Florentine bar and continuous art curations to how we present our design pieces.

Each appointment sits at its own pace - considered, and built around you from the first conversation to the final fitting. Atelier 'BJG2' is our home, dedicated to start approaching your wardrobe differently.



59.9126, 10.7447

ATELIER 'PG10' - PRINSENS GATE 10, OSLO

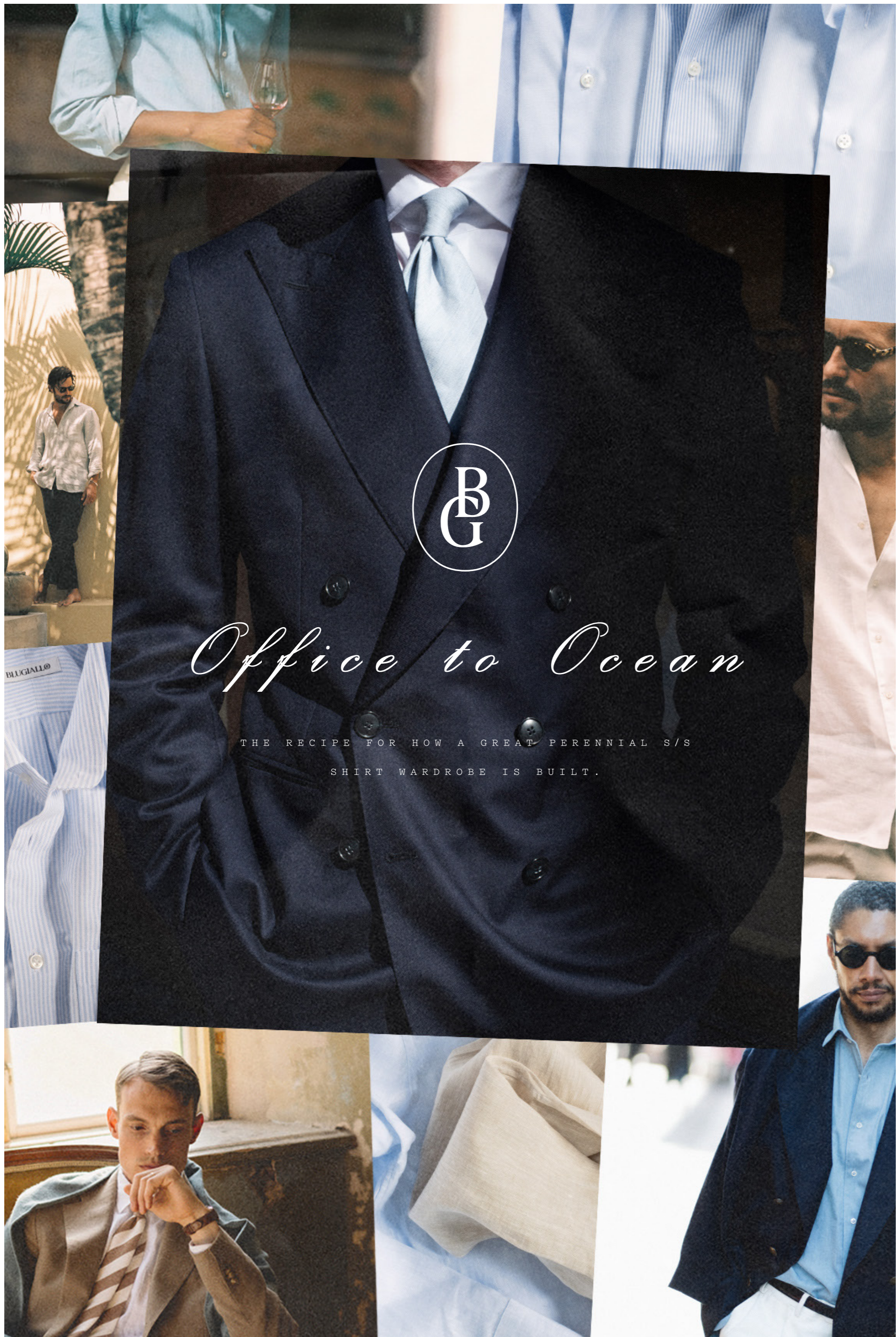
OUR OSLO FLAGSHIP - OPEN FOR SPONTANEOUS WALK-INS
AND BY APPOINTMENT SERVICE AT YOUR CONVENIENCE.

Our Atelier in Oslo features a more open expression of the same idea. Step in as you are, explore the ready-to-wear collection, or take it further through our Custom Made service.

Everything curated from the same vision and design idea. Whether planned or spontaneous, the experience remains the same - personal, considered, and built to evolve with you.

Schedule your appointment - online or at one of our showrooms - for a personal experience and service, senza compromessi.





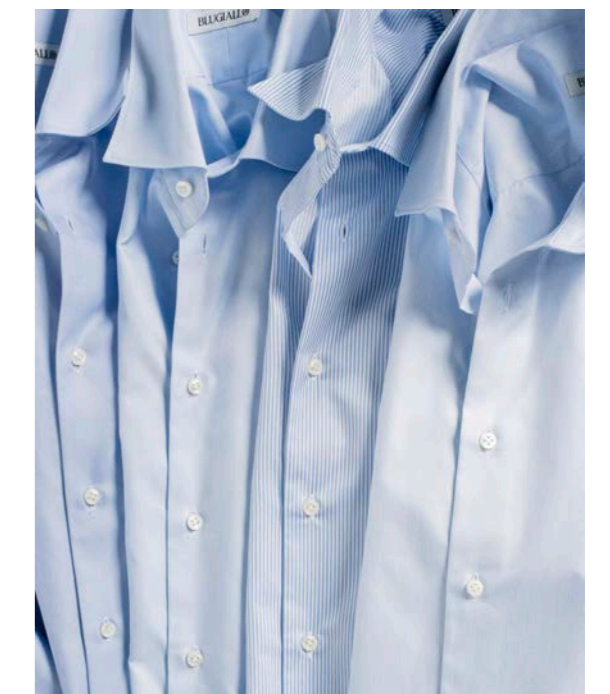
Office to Ocean

THE RECIPE FOR HOW A GREAT PERENNIAL S/S SHIRT WARDROBE IS BUILT.

CHAPTER ONE - FORMAL SHIRTING

They're the foundation of a well composed shirt wardrobe. But it's very simple, really.

Create a base with signature royal oxford shirts. The rotation is made with those and adding signature twills. You differentiate with twill stripes. From there we can be more creative.



TWO PLY ROYAL OXFORDS & SIGNATURE TWILLS

While the royal oxford weave provides structure and lustre, giving it a slightly more versatile use, the timeless cotton twill is the most classic pairing with formal tailoring



LIGHT BLUE 2-PLY ROYAL OXFORD COTTON

Our first pick when building a great base wardrobe. A unique structure and quality that wears great all year round.



SIGNATURE 2-PLY WHITE TWILL COTTON

The classic business and formal wear staple. Pairs best with classic tailoring and semi formal tailoring looks.

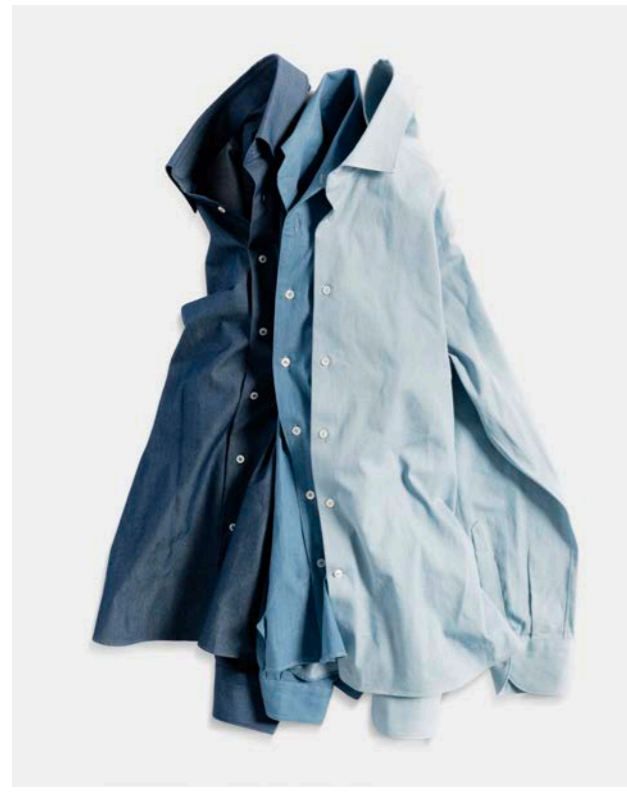


SIGNATURE 2-PLY WHITE ROYAL OXFORD

Our first pick when building a great base wardrobe. A unique structure and quality that wears great all year round.

'SLOANE' WASHED COTTON DENIM TWILL

An incredibly versatile quality, wears great all year round and becomes even better with time, wear and patina.



CRISP WHITE 2-PLY HEAVY COTTON OXFORD

An absolute crucial piece of a well-composed base wardrobe. Possibly the most versatile shirt in your rotation.



'SLOANE' 2-PLY HEAVY COTTON OXFORD STRIPE

A piece that adds the first playful and creative approach to your shirt wardrobe. Wears great with semi formal tailoring but with denim pairings it is unbeatable.



COTTON & LINEN BROADSTRIPE OXFORD SHIRT

A great spring & summer addition that wears equally well with semi formal looks as well as casuals.



CHAPTER TWO - SEMI FORMALS

Versatility and the base for dressing "up and down".

Heavy cotton oxfords are the base, on and off tie and duty. Our 'Sloane' oxford stripe provides a perfect rotation and you add cotton & linen (with or without stripes). Each and every piece as beautiful to wear with tailoring and dress chinos as it is with your patinated denims.



CHAPTER THREE - SOFT TAILORED SHIRTING

Effortlessness while keeping a tailored look - until the season shifts and you don't.

Our signature, knitted cotton piquet shirts is as soft as you can go without ending up in "stretchy polyester land", which is not where you're heading. Our signature knit piquets wears beautiful all year round with dress trousers and chinos, soft jackets and knitwear - and as the season shifts, so does the wear with more casual pairings like denim.



OUR SIGNATURE CAPS

Signature & limited edition caps, designed for transcendent urban & coastal living. Carefully curated with inspiration from our PICCOLO PRODUCTION Editorials and travels. One size to rule them all.

SEASONAL KNITTED COTTON PIQUET IN SOFT BEIGE

Soft, breathable with natural stretch that wears with denim, soft tailoring and casual wear.



SEASONAL KNITTED COTTON PIQUET IN SIGNATURE BLUE

Soft, breathable with natural stretch that wears with denim, soft tailoring and casual wear.



SOFT GREY ONE PIECE COLLAR KNITTED COTTON PIQUET

Soft, breathable with natural stretch that wears with denim, soft tailoring and casual wear.



OFF WHITE CUTAWAY COLLAR KNITTED COTTON PIQUET

Soft, breathable with natural stretch that wears with denim, soft tailoring and casual wear.





CHAPTER
FOUR - RESORT &
VACATION

Linen. In abundance.

There's just no reason to look further, unless you're 10+ shirts into your vacation wardrobe - a straight cut, soft collar linen shirt, with a 'Dad's glasses' chest pocket is what you need.



'NORMANDY' DECK SHIRTS

A soft, washed french linen quality available Custom Made & Ready to wear in curated colors.



Ready to wear crisp white pure linen 'Deck' shirt



Atelier exclusive soft beige modal wool shirt



Custom Made dark blue pure linen 'Deck' shirt



BLUGIALLO
PRONTO
- APPOINTMENT -

ESPRESSO & TAILORING.

Our 30-minute Pronto booking is designed for new or existing clients with a specific product or new fit in mind for their next order. Choose your product, get fitted, select your fabric and design - done. Delivered with our expertise, it's a compressed version of our signature showroom service.

Available at our Stockholm and Oslo showrooms.



DENIM PROGRAMME



OUR HANDCUT BELTS

Handcut, made in Italy from 100% genuine leather. The belt is 2.5cm in width, with rounded brass buckle detailing. Each belt will be handcut to fit your optimal size, available in design options.

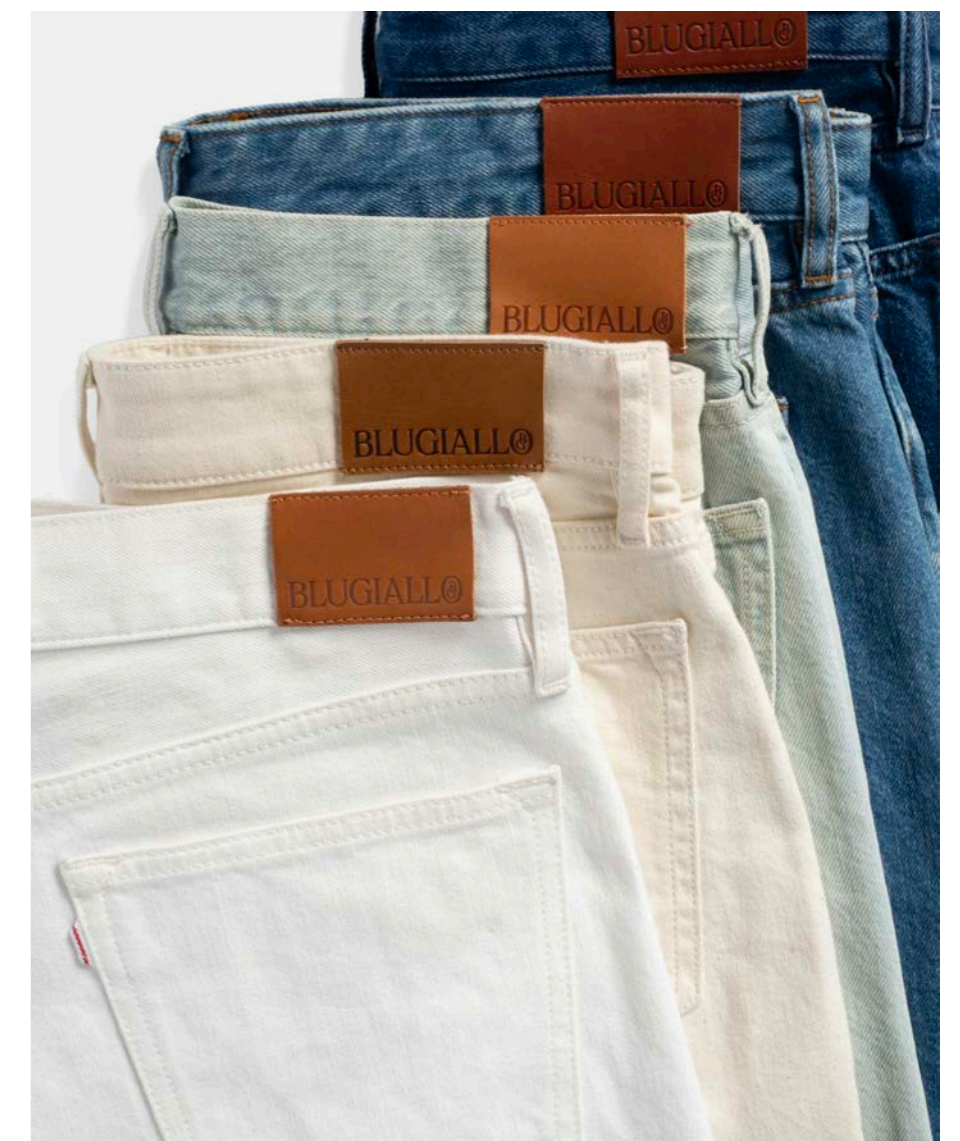
Denim, built with the same mindset as tailoring.

A focused range of ready-to-wear pieces with our signature fit and cut, designed to work effortlessly across your wardrobe. With tailoring, with knitwear, or on their own.

Our Custom Made opens up an even greater experience and curation of choice. Fit, design and choice of fabric - yet with the same intention in design and wearability.

SLOANE JEANS

Cut from a 13oz selvedge pre-washed denim fabric in order to create a soft and worn feel all while keeping a shape. Designed to be worn all year round cross tailoring and casual looks.



THE AÉRIEN SUIT



Custom Made Suit with our handsewn construction in a lightweight wool and silk hopsack. An uncompromising signature design piece with our house cut, a clean silhouette and an unforced, fluid drape. Crafted from an exceptionally light wool and silk fabric, the suit has an airy, almost weightless feel with a smooth surface and natural movement that follows the body effortlessly. The construction is sewn by hand, creating an even better shape with wear.

BLUGIALLO®





Dipinto di Nero

A FORMAL WEAR CURATION



Dipinto di Nero - a signature BLUGIALLO Formal Wear
curation, contemporary designed with uncompromising
approach to the elements of festive season.



IVORY 'WSC' HANDMADE DINNER JACKET.





AERIEN SOFT TAUPE HANDMADE WOOL AND SILK SUIT.





MIDNIGHT TWILL BARATHEA WOOL THREE PIECE TUXEDO.



CUSTOM MADE 'SLOANE' RAGLAN TOPCOAT LIGHT BEIGE HEAVY COTTON TWILL



Fresco lightweight, high twist wool suit.



IVORY LIGHTWEIGHT TWILL TRAVELLER DINNER SUIT.



*Nehru
Soft Jacket*

A BLUGIALLO SIGNATURE PIECE



WWW.BLUGIALLO.COM



Dipinto di Blu

A SPRING SUMMER CURATION



Curated from an Anglo-Italian tailoring vision, where natural, contemporary tones meet a more expressive use of colour - subtle or playful, evolving with your mood through days of season-transcending wear. A contrast we find deeply inspiring.





CUSTOM MADE 'LE PHARE' PLAGES BEIGE LINEN SUIT







CUSTOM MADE JACKET SOFT BROWN WOOL SILK AND LINEN GLENCHECK



CUSTOM MADE 'TWILL TRAVELLER' SUIT OFF WHITE WOOL



CUSTOM MADE SOFT JACKET SOFT BEIGE LIGHTWEIGHT PURE CASHMERE





CUSTOM MADE 'SLOANE' CITY JACKET CHELSEA BLUE
HEAVY COTTON TWILL



CUSTOM MADE SUIT OLIVE GREEN COTTON SEERSUCKER





BLUGIALLO®

VISIT OUR SHOWROOMS AT BIRGER JARLSGATAN 2, STOCKHOLM OR PRINSENS GATE 10, OSLO
OR OUR ATELIER AT NYBROGATAN 22, STOCKHOLM

WWW.BLUGIALLO.COM