



# DIETRO UN, BELL' OGGETTO C' E SEMPRE UNA STORIA

SAVINELLI PIPE

## BEHIND EVERY BEAUTIFUL THING, THERE'S ALWAYS A STORY.

THE SAVINELLI STORY BEGAN IN 1876, WHEN ACHILLE SAVINELLI SR. OPENED ONE OF THE FIRST SHOPS IN THE WORLD TO EXCLUSIVELY SELL SMOKING ARTICLES. STILL LOCATED AT ITS ORIGINAL ADDRESS, IT WAS THERE THAT ACHILLE SR. BEGAN DESIGNING PIPES; YET THERE WAS STILL A PROBLEM: WHILE ITALY, AT THE TIME, ARGUABLY POSSESSED THE FINEST BRIAR, THE BEST-SELLING PIPES IN ITALY WERE STILL BEING MADE ABROAD.

IT WAS FOR THAT REASON THAT, IN 1948, ACHILLE JR. OPENED THE SAVINELLI WORKSHOP. WITHIN MERE YEARS, HE SUCCEEDED IN CREATING A LUXURY PRODUCT CAPABLE OF COMPETING WITH OTHER WELL-KNOWN BRANDS OF THE ERA — SETTING A NEW STANDARD FOR ITALIAN PIPE MAKING AND DESIGN. HIS IMAGINATION AND REFINEMENT WERE UNDOUBTEDLY PASSED DOWN TO ANOTHER GENERATION OF SAVINELLI. GIANCARLO, GREAT-GRANDSON OF THE ORIGINAL FOUNDER, HAS NOW PICKED UP WHERE ACHILLE JR. LEFT OFF, BRINGING NEW ENERGY AND A MODERN STYLE TO THE BRAND AS WE KNOW IT.

