



Keeping tradition alive with the Men of the Cloth

Natasha Lardera (December 14, 2012)

MEN OF THE CLOTH

A Film by Vicki Vasilopoulos



A DOCUMENTARY ON ITALIAN MASTER TAILORS

Men of the Cloth, is a film on Italian master tailors, by fashion editor turned documentary director Vicki Vasilopolous. The independently produced documentary contrasts the lives of Nino Corvato in New York and Joe Centofanti in Ardmore, PA, who work as traditional small-scale custom tailors, and Checchino Fonticoli, who spent his entire career at the luxury clothing firm Brioni, based in Abruzzo, Italy.

This is the story of three men: “three humble and accomplished master tailors who create masterpieces of elegance and style to clothe the human body,” fashion editor turned documentary director [Vicki Vasilopolous](#) [2] writes of her project [Men of the Cloth](#) [3]. Their names are [Nino Corvato](#) [4], [Checchino Fonticoli](#) [5] and [Joe Centofanti](#) [6] and they are survivors in the 21st century, the last representatives of an art from the past.

“Men of the Cloth unravels the complexity of the tailor's artistry and how he crafts a garment

in such a way that it moves and breathes with the person who's wearing it,” the director told i-Italy in an interview. “The film highlights the experiences of these master tailors as immigrant artisans in



the U.S. and their challenging roles in the twilight of their career. My goal is to honor the legacy of these master tailors for a younger generation.”

This film is a labor of love that has taken over ten years to make and it contrasts the lives of Nino Corvato in New York and Joe Centofanti in [Ardmore, PA](#) [7], who work as traditional small-scale custom tailors, and Checchino Fonticoli, who spent his entire career at the luxury clothing firm [Brioni](#) [8], based in [Abruzzo](#). [9] Italy.

Nino Corvato is originally from [Palermo](#) [10], and moved to the US searching for a better future when he was 20 years old. “Nino worked for many years as a production manager at [Brooks Brothers](#) [11], and even managed a clothing factory in South Korea. But he never lets go of his dream of having his own label, even turning down a lucrative offer to work for designer [Donna Karan](#) [12] after helping her launch her menswear line.” He then opened his own shop in Manhattan and today “artisans from six different countries stitch garments for hours on end. Each suit — which requires three fittings and over 60 hours of labor — is as beautiful inside as it is outside, and is invested with pride, dedication and 250 years of collective work experience.”

Cecchino Fonticoli is originally from [Penne](#). [13] in the province of Pescara. He learned his craft in Rome yet when he was 20 he returned to Penne to join the newly opened Brioni clothing factory founded by his cousin, Nazareno Fonticoli. His creations were worn by famous clients “ [Luciano Pavarotti](#) [14], [Nelson Mandela](#) [15], and [Pierce Brosnan](#) [16], as well as countless kings and heads of state.” Cecchino officially retired several years ago, but he continues to consult for Brioni.

Joe Centofanti is a master tailor whose shop is in Ardmore, PA. Joe was always reluctant to retire (he actually sold his business once, but then realized his mistake, and took it back) because there was no one to take over his craft and clientele. Yet, he took on a young college-educated apprentice, who approached him out of the blue and who learned to make custom suits by hand, thus keeping tradition alive.

Now Vicki is in the final stages of production. She is trying to raise \$20,000 for the sound mix, color correction and mastering to HDCAM. To do so she launched a Kickstarter campaign. I-Italy had a chance to ask her a few questions and learn more about the project.

How did you decide to shoot a documentary on this topic and how did you chose the tailors portrayed in it?

I never planned on being a documentary filmmaker. But I always loved movies. I met one of my characters, Checchino Fonticoli, when I traveled to Italy on a reporting trip during my tenure as a fashion editor for [DNR](#) [17], the men’s news magazine that’s now part of [Women’s Wear Daily](#) [18]. Checchino was the head designer and master tailor at Brioni in Penne, Italy – and that sowed the seeds for the idea of the film. About a year later I started doing research and I paid a visit to master tailor Nino Corvato in New York and Joe Centofanti in Ardmore, PA. Both had a reputation as masters of their trade. But the critical aspect for me was their personal background and life story, along with the unwavering passion for their craft. They were also articulate about describing their craft, so people can relate easily to them when they’re on screen. In addition, I saw that there was both contrast (in their career paths and generational outlook) as well as important similarities that I could underscore in the film.

I was intrigued with the challenge of documenting a disappearing craft that is part of the cultural DNA of Italians.

What compelled you to tell their stories? Do you have any interesting anecdotes you can share?

Men of the Cloth is essentially a human story – it’s about finding your true calling in life -- and that's what makes it universal. As a fashion editor, I saw how our consumer culture promoted so-called “status” clothing. By contrast, my characters embody a tradition that exalts the individual, and values artistry above financial gain.

Making a documentary is full of twists and turns. I thought I was done filming several years ago when



- [9] <http://en.wikipedia.org/wiki/Abruzzo>
- [10] <http://en.wikipedia.org/wiki/Palermo>
- [11] <http://www.brooksbrothers.com/>
- [12] <http://www.donnakaran.com/>
- [13] http://en.wikipedia.org/wiki/Penne,_Pescara
- [14] <http://www.lucianopavarotti.com/>
- [15] <http://www.nelsonmandela.org/>
- [16] <http://www.piercebrosnan.com/menu.php?mm=1&sm=1&pn=1>
- [17] http://en.wikipedia.org/wiki/Daily_News_Record
- [18] http://en.wikipedia.org/wiki/Women%27s_Wear_Daily
- [19] <http://www.pittimmagine.com/en/corporate/fairs/uomo.html>
- [20] <http://www.kickstarter.com/>
- [21] <http://www.kickstarter.com/projects/1508357355/men-of-the-cloth-humble-men-who-make-exalted-cloth>