



# DOPPELGÄNGER

*World's most inexpensive luxury*





DOPPELGÄNGER  
ROMA

SALA LA  
EFFETTUANO  
DURANTE IL WEEKEND  
GIORNI FERIATI

*The charm of our boutique is to  
feel at home away from home*



## The most affordable luxury in the world for Doppelgänger

---

Is at the same time key concept and declaration of intent.

A tailored tie for 10 € and a tuxedo for 99 €, in a paradoxical time we are living in at the moment, could appear as a contradiction although are examples of a beautiful reality, never before and at the same time so full of charm and so accessible..

Entering the **Doppelgänger** store is having the key in your pocket that opens the door to a whole fashionable world of style, good taste and class which was prohibitive until now for someone and in which from today everyone can be at ease, like in a five stars hotel at the price of a B&B.

Nonetheless it is not just about the extraordinariness of the price/quality value, which allowed this brand to become top player in the world of Italian fashion in a very short time, but how it is the most luxurious and economic product in the world, that signifies being both exclusive (like luxury) and inclusive (like everything that is affordable) at the same time.





As well, for **Doppelgänger** this means, other than offering sartorial quality men's clothing and accessories at amazing prices, being able to provide clients with a unique shopping experience (which is easy and exciting to repeat), in the elegant frame of a charming boutique, with welcoming staff able to put at ease every type of customer, almost like living a real dress therapy where everyone has the right and deserves appropriate targeted assistance.

For **Doppelgänger** it is also important supporting its vocation of third millennium Maison and pursuing the ambition of discovering and rediscovering the beauty and the poetry of men's suit (in addition to many other proposals) and the several opportunities to wear it, even to the newest generations. Affordable luxury: a collection that has no precedents. Double value, double meaning, **Doppelgänger**.









## New Boutique Format

---

*“ A unique shopping experience in  
an elegant environment of a charming boutique. ”*

The new **Doppelgänger** boutique format follows the evolution of the company and the product. The original format, enriched with new classical and refined details, presents an elegant exterior and a warm and welcoming interior just like a home. The new **Doppelgänger** home.

The different settings and the elements of interior design contribute to make the perception of **Doppelgänger** like a luxurious and familiar place, aspirational and accessible, inclusive and exclusive at the same time. A very special boutique that invites to be lived with great naturalness.

In this context, every type of product finds spontaneously its own placement, just like in the shelves at home, or even displayed with nonchalance on ad hoc furnishing accessories.









## OUR PRODUCT

---

It is like leaving a novel that has romantic travellers as protagonists, the man Doppelgänger addresses.

It is kind, relaxed and soft; the Doppelgänger man is the expression of a studied but never calculated elegance. He knows the nostalgic elegance and combines it with a casual smart trend from different times. This shows how the elegant suit can become informal with a casual touch.

Our brand offers an easy wear elegance from a soft tailoring and with strong comfort features.

Following the brand philosophy, the looks are elegant but not rigid. Consistent and at the same time soft fabrics, wrap the bodies in a game of visual and tactile contacts.





## OUR PRODUCT

---

The experience and the sartorial tradition that Doppelgänger creates through the skilled use of fabrics give life to material and wavy surfaces. The results are wrapping double breasted and jackets designed on the body.

Streetwear and sportwear have a timeless style, a vintage mood that is celebrated in a dynamic modernity.

The dualism between past and future is evident both in the collection of jersey jackets destined to a dynamic man and in travel jackets, for a businessman who travels with class.

“ World's most  
inexpensive luxury ”









## OUR PRODUCT

---

### Suits

Similarly to everything that is part of the Doppelgänger world, even our suits are not exempt from the dualism that distinguishes us: they are inspired by the allure that surrounds high fashion tailoring and are then revisited in an accessible way.

Their design and production process follows different phases, which include both the construction of the strictly structured jacket (with lined or partially emptied shoulder strap) and the construction of the trousers (inner lining up to knee height). The jacket is embellished with real buttonholes, basting on the slits and on the cuffs and is equipped with details with stitching (AMF lapels and flaps).

Doppelgänger makes elegance the centre of its collections. The tradition and innovation of Made in Italy are combined in a cocktail of style. We can find it in the use of classic fabrics attributable to the world of the English aristocracy, such as the Prince of Wales (commonly called like this in honor of King Edward VII), the Tweed (made famous by the English countess of Dunmore), the Pinstripe. Viscose and polyester are widely used fabrics with high resistance capacity, elasticity and lightness. In the spring-summer collections, the maison prefers natural fibers like cotton and linen. The processing of these patterns is often done on canvas, jersey and texture fabrics. Our fitting covers a large range of sizes to give everyone the necessary comfort: from size 44 to 60 for carryovers, from size 44 to 56 for classic patterns and solid colors, from size 44 to 56 for fashion patterns









## OUR PRODUCT

---

### Jackets

Versatility and elegance are the key to our collections. The jacket is the essential element of any male wardrobe, which, throughout the centuries has undergone enormous changes in style and genre.

Doppelgänger has decided to embrace the more classic and linear mood giving it a great fit and an excellent drop.

It is equipped with real buttonholes at the sleeve cuffs, details with stitching and basting at the slits and cuffs. The fitting is regular.

The fabrics used for the production of our jackets are part of the collection of natural fibers such as wool, cotton and linen combined with a percentage of elastane and / or polyester to provide elasticity, comfort and flexibility. The washing is an enzyme wash. The most used patterns are related to the world of English nobility such as the Prince of Wales, Tweed, Pinstripes, Micro patterns and False Uni.

The design of styles and models takes place in our headquarters in the center of Rome where our company is based and is inspired by the great Made in Italy designers. The construction is carried out in places with very strong competitiveness, in order to address a higher catchment area.

Our size range is very large: from size 44 to 56 for classic patterns and solid colors and from size 46 to 56 for fashion patterns





## OUR PRODUCT

---

### Knitwear

Doppelgänger offers a wide selection of knitwear, including round neck pullovers, V-necks, turtlenecks, cardigans and gilets.

For every type of knitwear a regular fitting was made.

The materials used for the composition of our knitwear are part of the world of natural fibers such as wool and wool / cotton and precious natural fibers such as cashmere. Additionally, viscose, elastane and polyester are used to give elasticity, strong resilience, and flexibility.

The processing of our yarns includes different types of gauges (from 12 to 3) and is performed on every type of fiber.

The most used patterns are micro-patterns and micro-jacquards. The weft of the textile are always linked to the classic mood, which brings us back to the free time and sports clubs of a small elite, like the braid pattern and the diamond pattern.

The types of washing chosen are bio wash with softener or enzyme wash.

The fabrics used for knitwear derive from different backgrounds, lambswool comes from the lands of Scotland and cashmere from Asia.

The size range is very wide and includes from S to XXL





# DOPPELGÄNGER

ROMA

DD





## OUR PRODUCT

---

### Polo T-Shirt

The Polo shirt is inevitable in every male wardrobe, it is considered a must have for outfits mainly for free time.

Through the Polo, Doppelgänger once again approaches the uses of the English nobility, pioneer of the diffusion of this garment in the 19th century.

Made of cotton piqué, the polo shirts are combined with t shirts, which are also made of 100% cotton.

They both have a regular fit and English detailing process, cover stitch seams and internal neck finishes. The construction includes collar and cuffs in rib or fabric.

The most used patterns are macro and micro prints and the texture is a melange process. The wash (when present) is in bio wash with softener or enzyme wash.

The size range is very wide and includes from S to XXL.





## OUR PRODUCT

---

### Shirt

Once again Doppelgänger universe blends with the style of the English upper class of the 1800s, when the importance of a stiff, high and starched collar tightened in a neatly and impeccable knotted tie was considerable.

Doppelgänger shirts have a classic structure and a slim or regular fit. For our company, the construction of the shirt is very important and can contain one or more processing stages: French-style flat-felled seams, pleats in slim fit models, removable collar stays, classic or rounded cuffs, double button on the cuffs, last horizontal buttonhole with contrasting thread.

The fibers used for the shirt are natural: 100% cotton, 100% linen, or cotton / linen. Stretch or technical fabrics are also used to give a different fit to the shirt, a different look and a different occasion of use.

How the shirts are made can largely vary; we can find the chambray, garment dyed, yarn dyed, printed shirts, denim and indigo shirts. The textures used are linked to a man who loves fashion, lives it, is attentive to its changes and never wants to give up an impeccable look. We can find weaves in Twill, Poplin, Fil coupé, woven shirts and Oxford weave.

The size range is wide so as to meet every need: from size S to XXL and from size 38 to 45.





## OUR PRODUCT

---

### Outwear

The world of outwear is very broad and includes different kinds of outwear for multiple occasions of use, each of which embraces the different needs of a broad target audience.

The outwear universe includes jackets, parkas, bomber jackets, down jackets, raincoats, sleeveless and filed jackets. Their fitting is soft, thin and aimed at comfort. They are fully padded, lined and coupled with a membrane which makes them waterproof and windproof.

The materials of our spring / summer outwear collection are natural fibers such as cotton and cotton & linen. On the other hand, for winter fabrics, the fibers used are Nylon, a highly appreciated and very important technical fabric in terms of practicality since easy to maintain. It has excellent wear resistance and heat fastness. Elastane and polyester give elasticity and flexibility.

The design and style of the garments that make up the outwear are completely Made in Italy and follow in the footsteps of a very rich teaching tradition, while the assembly is linked to places with high competitiveness.

The range of sizes is very wide, meeting a huge catchment area: from size S to XXL and from size 46 to 56.





## OUR PRODUCT

---

### Trouser

Once again Doppelgänger gets in touch with the English aristocratic fashion. It perceives its elegant and classic influence and draws inspiration from it to create the iconic style of the trousers of his collections. Their fitting is regular, the fibers used can be natural such as 100% cotton, linen / cotton or stretch cotton, or fibers such as Canvas which has excellent color pigment adhesion, Tweed fabric, Twill and Corduroy.

The processing phases to produce trousers are complex and multiple, they can have the double internal button, the belt with slit, welt pockets, internal coin pocket and patterned interior with piping. Finally, dyed and chambray garment processing are part of this process. The most used patterns belong to the large Check family, to which is added the inevitable texture Oxford and the classic pinstripe.

The creation of the trousers requires excellent knowledge in terms of fabrics, fit, comfort and details.

The projects come to life in our headquarters in the heart of Rome and the assembly is entrusted to the most competitive places. The wash that distinguishes them, when present, is a normal wash, but there may be cases in which an enzyme wash or a stone wash is implemented for particular garments.

The range of sizes is also wide for trousers, which, like all the items in our collections, are suitable for a vast audience: from size 44 to size 56.





## Dress Philosophy

---

*“ Every customer has  
the right and deserves  
dedicated, friendly and  
full of attention  
assistance: an assistance  
in doppelgänger style. ”*

## The new headquarters

---

**Doppelgänger** management and offices  
are allocated in the new headquarters in  
**Via Magna Grecia 11**, in Rome, in a luxury  
building from the 1930s developed on  
3 levels for a total surface of 860 sqm  
inside which, always in strictly  
**Doppelgänger** style, work more  
than 50 people.







# DOPPELGÄNGER

*World's most inexpensive luxury*