

## A Way of Being Before a Way of Appearing

VltoVI is born from an act of observation. Not of trends, but of people — and of clothing as a language.

The name itself tells a story of identity and transformation. The first “VI” comes from Vittorio: his jackets, his timeless elegance, his way of living style as a value. A family heritage that becomes inspiration.

The second “VI” is Vittoria, who transforms that legacy into a contemporary project, rereading the past with an entrepreneurial eye and translating it into a modern language.

In 2021, founder Maria Vittoria Lazzarini Merloni opens her family wardrobe and selects a few jackets once worn by her grandfather. In that intimate gesture, she understands that a jacket is never just a garment: it is structure, identity, presence.

The men’s blazer becomes the brand’s manifesto. Not softened, but reinterpreted through a feminine lens — uniting rigor and freedom, intuition and precision, conceived to go beyond function and become a personal narrative.

With a background in International Relations, Vittoria shapes this vision into a precise system based on authentic quality, conscious manufacturing, and Made in Italy excellence.

The result is intelligent, understated luxury. Never loud. Defined by precision.

A simple promise: you only truly understand it when you wear it.



## Philosophy & Core Values

For Vltovl, fashion is culture, relationship, responsibility.

Each collection tells a point of view; each piece reflects care, expertise, and sensitivity.

People are at the center: designers, artisans, clients, and collaborators are all part of a creative ecosystem built on relationships and shared vision.

Collections take shape between the Milan design studio and Fabriano, within a certified, transparent, and traceable supply chain, built on a lean and conscious production model.

Choosing Vltovl means embracing:

- **Quality** – excellence in fabrics, finishes, and construction
- **Responsibility** – short supply chain, certified materials
- **Inclusion** – trust and respect for those who create, those who wear, and those who work behind the scenes
- **Transparency** – in every choice and process

