

GUTTERIDGE

DAL 1878

COMPANY PROFILE 2026

INDEX

WHAT IS GUTTERIDGE	3
VISION & MISSION	7
THE STORY	15
GOALS AND OBJECTIVES	22
THE COLLECTION	26
THE STORES	35
OMNICHANNEL AND WEB	46

WHAT IS GUTTERIDGE?

PASSION, QUALITY AND TRADITION

With nearly 150 years of history, the Gutteridge brand is synonymous with sartorial quality and timeless elegance in men's fashion. Founded in Naples in 1878 by Scotsman Michael Gutteridge, the brand has transcended eras and styles, never losing its artisanal DNA and love of quality.



ELEGANCE AT THE CUSTOMER'S SERVICE
A STORY THAT GOES BEYOND CLOTHING

The exquisite craftsmanship of Gutteridge's creations evokes the ancient Neapolitan tailoring tradition, with meticulous attention to the smallest details to ensure an impeccable fit. Continuous research into fabrics plays a fundamental role, because if the pattern is the soul of a garment, the fabric is what gives it character and personality.



art
dig it!
Building Bound to the Ground
MAGNET

art
Sigma Masterbrook
SeaPCH
Ivan Rea

Peter Lindbergh
On Fashion
Photography
MAGNET

VISION

CONTEMPORARY MAN REVISITED

Behind the scenes, stylistic and sartorial research takes place to bring Gutteridge collections to life. These collections are developed with the needs and wants of the contemporary man in mind, who seeks not only expressive and qualitative characteristics in a product, but also a strong identity he can embrace.

Quality first is undoubtedly the guiding principle behind Gutteridge's entire journey, which always aims to offer a product with high quality and manufacturing standards at a fair price.



MISSION

ELEGANCE AND QUALITY IN EVERYTHING

Offering timeless masculine elegance, blending Neapolitan sartorial tradition with British tailoring style.

Respecting the artisanal DNA born in Naples in 1878, reinterpreting it for the needs of the modern man.

Utmost focus on fabric selection and precision design.

Creating welcoming and refined boutiques that showcase the product and make shopping an unforgettable experience.

Offering a unique purchasing synergy between online and retail.

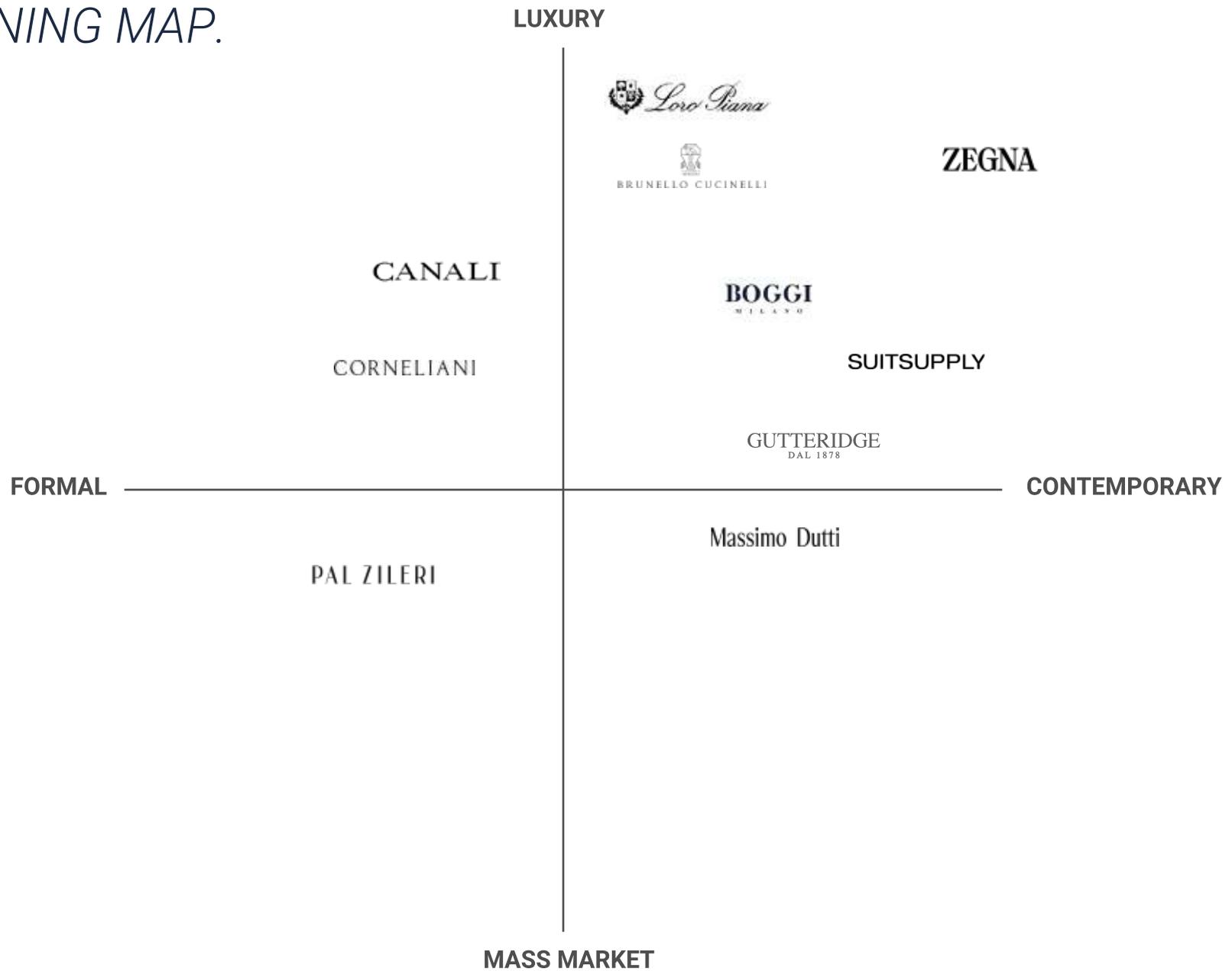




GUTTERIDGE'S LOOK **CURRENT AND TRADITIONAL**

The Gutteridge look gives the man who wears it class and elegance, but, at the same time, also great versatility using high-quality fabrics that combine resistance, pleasantness to wear and durability over time.

POSITIONING MAP.



TRADITIONAL AND CONTEMPORARY LOOK
A POSITIONING THAT SATISFIES THE MARKET

The Gutteridge brand positions itself on a target audience that crosses the formal and the contemporary without ever abandoning quality and great attention in the manufacturing of its collections.



THE STORY

FROM 1878 TO TODAY WITH AN EYE TO THE FUTURE

The history of the Gutteridge brand could be the plot of a novel, a historical event, or a human journey, so intertwined has it been with the lives of its customers for almost 150 years.

SPORT E MAGLIETTE ESTIVE PER UOMO



ione
ello Stato



2647
2651
2652
2654
2655
2656
2657

2648. Camicia da ricreazione in tinta unita, uno due, di ricambio. Detto: di colore novità.

2649. Camicia, a due bottoni.

2650. Cintura di galle forte, belle finiture di pelle. Detto: nastro rigato. Detto: tipo da bagno.

2651. Cintura di galle molto forte, fibbia in pelle.

2652. Giacchetta in micro colorato, celluloido. Detto: ultraleggero. Detto: modello.

CAMICIE NERE PER FASCISTI E MILIZIA L. 35.25
CAMICIE GRIGIO-VERDE PER MILITARI L. 46.80

GUTTERIDGE & CO.

NORME GENERALI

1. - LE MERCI
Viaggiano per conto e rischio del venditore, rispondiamo perciò degli eventuali danni derivare loro durante il viaggio, disguidi, avarie, ecc.
Tutte le spedizioni vengono indistintamente rese a carico del mittente, ritirare i pacchi e l'imballaggio a carico del mittente.

Merceria per Uomo - Assortimento ricchissimo



GUTTERIDGE & CO.

CAMICIE SPORT E MAGLIETTE ESTIVE



250. Camicia sport in rayon a maglia, fondo leggerissimo operato a rigato, arrotolato di buon uso, indomaggiabile, colletto rinforzato. Maniche lunghe. Col. : azzurro, beige, bleu, grigio, bianco, verde, etc.

Mis. I	26.50	28.80	28.50
Mis. II	26.50	28.80	28.50
Mis. III	26.50	28.80	28.50
Mis. IV	26.50	28.80	28.50
Mis. V	26.50	28.80	28.50

251. Camicia sport in rayon a maglia, disegni a righe colorate assortite, articolo economico, te articolo per l'estate di buon uso per l'estate. Maniche lunghe. Colori: grigio, beige, marrone, verde, bleu.

Mis. I	12.25	13.30	14.50
Mis. II	12.25	13.30	14.50
Mis. III	12.25	13.30	14.50
Mis. IV	12.25	13.30	14.50
Mis. V	12.25	13.30	14.50

252. Maglione allungato di cotone a maglia con reverso felpato, articolo per sportivi. Colori: bianco, azzurro, blu, rosso, granato, faguglia, blu, etc.

Mis. I	16.80	17.90	19.50
Mis. II	16.80	17.90	19.50
Mis. III	16.80	17.90	19.50



Camiceria e articoli per uomo

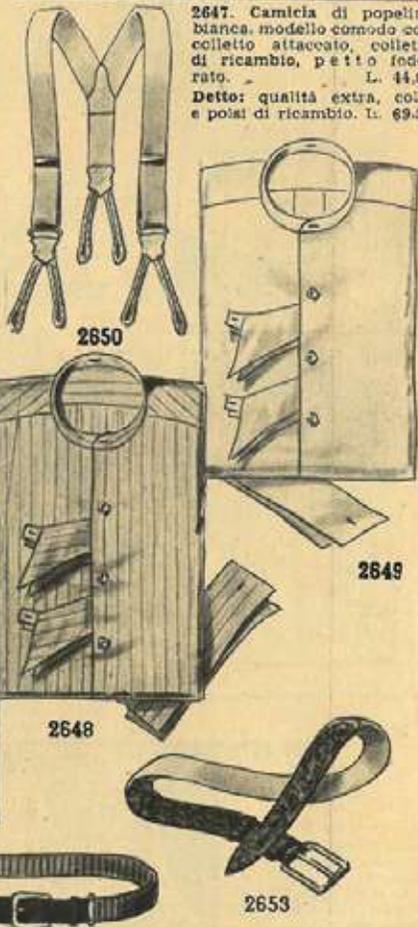


2644. Pigiama a righe, belle tinte assortite, scollatura sfilzata, cintura con fiocchetti. L. 93.00
Prezzo della sola giacca. L. 58.50

2645. Pigiama da notte, fondo unito, belle tinte assortite, tipo economico. L. 56.50

2646. Camicia da notte di mussola, guarnita con bordini fantasia, collo doppio uso. L. 38.50

2647. Camicia di popelina bianca, modello comodo con colletto attaccato, colletto di ricambio, petto foderato. L. 44.00
 Detto: qualità extra, collo e polsi di ricambio. L. 69.50



MAGAZZINI INGLESI

567 568 569 570 571 572 573

Articoli assortiti per uomo

2658. Cravatte di seta pura, qualità di durata, bellissimi disegni a fasce, tinte nuove. L. 18.50 L. 25.00
 Detto: di ottimo tessuto fantasia a righe L. 10.00 L. 7.00 L. 5.00 L. 4.25

2659. Cravatte di seta pura color nero, articolo molto forte. L. 15.00 L. 24.00
 Detto: diaglia, L. 8.00 Detto: di crepe lutto. L. 10.50



Per le camicie inviare la misura del collo; per il pigiama e giacche la misura circonferenza petto; per le mutande la circonferenza della vita.

2660. Camicia di tessuto Fresco belle tinte, modello estivo, mezze maniche, colletto rinforzato. Colori uniti. L. 39.50 Rigate. L. 41.00

2661. Camicia di maglia rayon buona qualità, disegni e tinte assortite, tipo estivo, ricercatissimo. Mezze maniche:

Mis.	I	II	III	IV	V
L.	45.00	47.50	60.00	51.75	54.00

Maniche lunghe: L. 52.75 54.00 56.25 59.00 61.75
 Detto: color bianco, mezzo...

CONFEZIONI PER UOMO

51. Giacca di sola broccato, mis. single, articolo leggero e facile, per uso a per ufficio. 1/2 via un petto, bottoni appropriati. Misura con bottoni da 36 a 50 cm. L. 13.50

52. Giacca di cotone nero, mis. single, articolo di buona qualità, alla moda, petto con larghi risvolti, bottoni in oro. Circonferenza petto: 36, 40, 44, 48, 52, 56 cm. L. 60.00

321 322 323

GUTTERIDGE & C. - NAPOLI

554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600

MAGAZZINI INGLESI

555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600

ESTABLISHED IN 1878
FROM DAY ONE TO TODAY

Almost 150 years of history accompany the Gutteridge brand, a historic Anglo-Neapolitan brand embodying a captivating blend of sartorial tradition and craftsmanship, unique values that define a brand of timeless elegance. In 1878, in the heart of post-unification Naples, amidst the books of Matilde Serao, whose protagonists included a boutique clerk, and the grand urban planning projects of then-Mayor Nicola Amore, Scotsman Michael Gutteridge launched a thriving import business of fine fabrics thanks to a lucrative trade agreement with his father-in-law, then one of Scotland's leading textile producers.

Starting with a small shop in Piazza Dante in 1878, Michael Gutteridge soon opened a second retail space inside the historic Palazzo Zevallos di Stigliano, located on the lively and central Via Toledo.

Thanks to the prestigious location and the unique retail format, which could be compared to a modern department store, Gutteridge achieved great success, employing over 100 people, employed solely in mail order sales. This success was achieved not only in Naples and Italy, but throughout Europe!

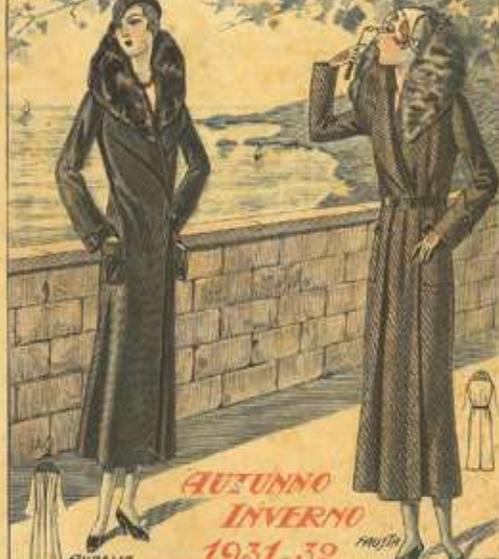
With such a prestigious history, Gutteridge maintained its reputation, becoming a Neapolitan institution, until its acquisition by the Capri Group in 1997. The Capri Group acquired the historic premises in Palazzo Zevallos di Stigliano, which houses the last Caravaggio, and also acquired the brand and reinvented it with a new retail concept while maintaining its historic identity.

MAGAZZINI INGLESI
GUTTERIDGE & C.
Via Roma 188-193 - Via Museo - P. Dante - Via Bellini



Estate 1926
L. 375,00

MAGAZZINI INGLESI
GUTTERIDGE
Via Roma 188-193 - Via Museo - P. Dante - Via Bellini
NAPOLI



AUTUNNO INVERNO 1931-32
L. 375,00

MAGAZZINI INGLESI
GUTTERIDGE & C. NAPOLI

Autunno Inverno 1939-1940
FARNESE L. 450,00
FEDELE L. 395,00

MAGAZZINI INGLESI
GUTTERIDGE & C.
Via Roma 188-193 - Via Museo - P. Dante - Via Bellini



Estate 1926
L. 375,00

GUTTERIDGE & C.
NAPOLI - AUTUNNO-INVERNO-1937-1938

VALERIA L. 325,00

Gutteridge & C.
Napoli

Primavera Estate 1938
L. 300,00

PRIMAVERA ESTATE 1935

Reine
Regent

GUTTERIDGE & CO.
MAGAZZINI INGLESI NAPOLI
Via Roma - Via Museo - Piazza Dante

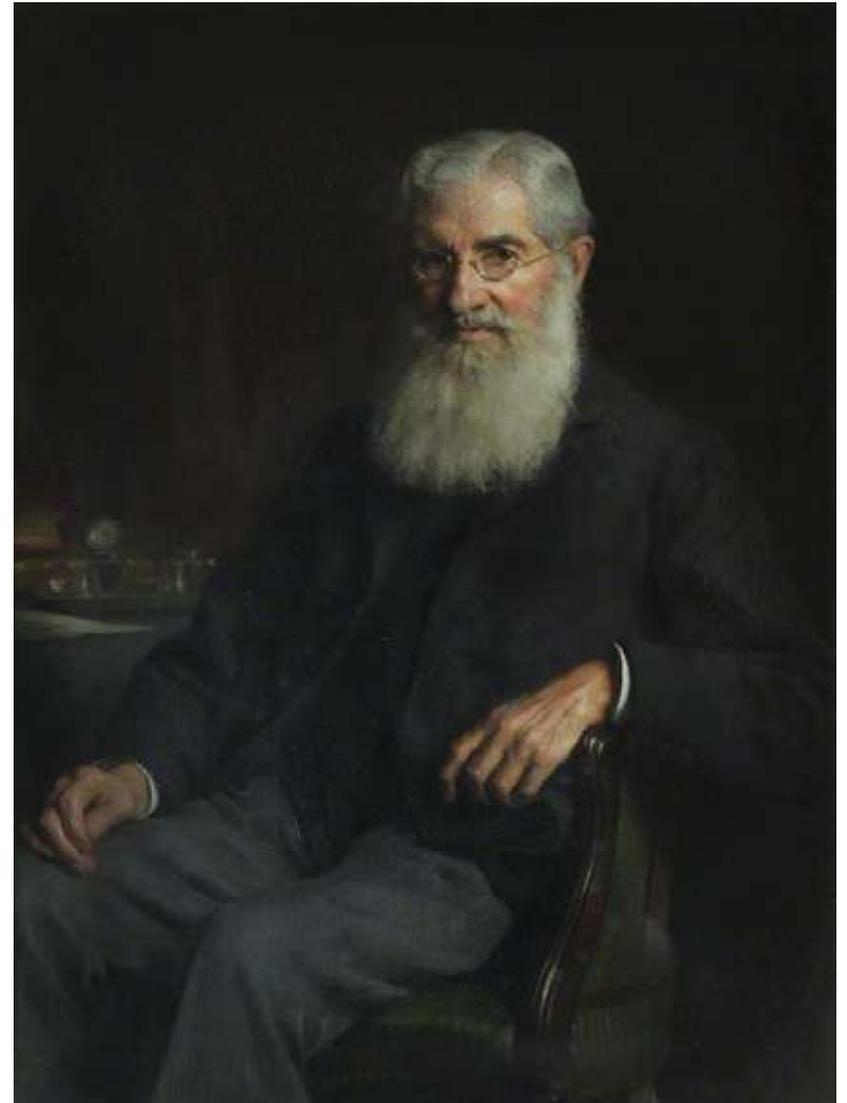
MAGAZZINI INGLESI
GUTTERIDGE & C.
Via Roma 188-193 - Via Museo - P. Dante - Via Bellini
NAPOLI

ESTATE 1928
L. 300,00

THE FOUNDER **MICHAEL GUTTERIDGE**

Michael Gutteridge arrived from Scotland and fell in love with Naples. It was 1878, and Naples was already a hub of culture and social life. Michael captured the city's sartorial prowess and the craftsmanship of its artisans, giving life to a dream that would later become a brand destined to coexist with an evolving city. Gutteridge became a national reference, creating the first online sales system with mail order, using catalogs—which remain works of art and illustrations—and shipping services covering the entire country. A brilliant intuition that became its strength.

A journey spanning almost 150 years that reaches the present day with the acquisition of the Capri Group, comprising the family of founders Nunzio Colella and Anna Sorrentino and their children Salvatore, Francesco, Marianna, and Veronica. The rest of the story is both present and future.



THE OWNER CAPRI GROUP



The Gutteridge brand is part of the Capri Group.

A solid Italian business that has carved out a path for itself on the national and international markets over the past 40 years.

Capri's acquisition of the Gutteridge brand stems from the desire to ensure such an important legacy is not lost over time. Its relaunch is driven by the desire to uphold founder Michael Gutteridge's message of quality, passion, and tradition, while meeting the expectations of today's increasingly demanding and discerning market.



Nunzio Colella
Chairman



Anna Sorrentino
Vice-Chairman



Salvatore Colella
Ceo



Francesco Colella
Ceo



Marianna Colella
Shareholder



Veronica Colella
Shareholder

GOALS AND OBJECTIVES
BRAND SUCCESS AND GROWTH

Gutteridge's journey began in 1878 and has unfolded over 140 years in stages that mark successes and great achievements, the result of carefully planned and planned growth destined only to improve over time.

1878

Michael Gutteridge founds the Gutteridge brand

1997

Capri acquires and relaunches Gutteridge on the national market.

2007

Opening of the first Gutteridge boutiques.

2009

Expansion begins in the historic centers of the main Italian cities.

2010

Gutteridge conquers the Outlet market.

2015

Expansion into the European market.

2016

Opening of the brand's online shop.

2019

The expansion in Spain continues with the opening of new non-European markets.

2020

Strengthening digital marketing and e-commerce structure.

2021

Gutteridge presents itself with a new architectural image.

2024

The flagship store opens on C.so.Vittorio Emanuele in Milan on two floors with in-house tailoring service.

2025/26

Celebrates one year of presence on the Moroccan market and prepares for new openings

INTERNATIONAL EXPANSION

International expansion with a presence in the world's most important markets, in prestigious locations, is underway with careful and meticulous study of the different markets.

STRENGTHENING FRANCHISING AFFILIATION

The current franchising network already boasts significant national and international presences. The goal is to expand the franchise while maintaining a partnership exclusively with high-end partners and in prestigious locations.

TAILOR-MADE GARMENTS

Customer satisfaction is the brand's priority, and in the future, it aims to offer tailor-made suits, allowing customers to choose from fine fabrics crafted to the highest standards.





THE COLLECTION



THE COLLECTION **QUALITY FIRST**

A Gutteridge garment is synonymous with quality fabrics, traditional Neapolitan tailoring, and attention to detail.

Each piece reflects the brand's history, past, present, and future. The design appeals to a discerning audience who desires a flawless yet wearable garment. Tradition and contemporary needs come together in one.





THE CLASSIC **SARTORIAL TRADITION**

The essence of Neapolitan tailoring tradition animates Gutteridge's classic line.

Jackets with double-stitched lapels, boat-shaped pockets, open buttonholes, and a welt pocket. Shirts with a button fly and a bell-bottom button, in Oxford or seam-seam. Trousers with double pleats and, above all, highly prestigious Italian fabrics, including Vitale Barberis Canonico.





THE CASUAL **EVERYDAY ELEGANCE**

The Gutteridge man seeks elegance and practicality even in his free time. Gutteridge responds with knitwear in pure cashmere, silk, and pure linen. Trousers and chinos in cotton twill. Button-down shirts and unstructured jackets that still maintain traditional lines. Blouses and jackets complete the collection with comfortable and durable fabrics.





FREE TIME
BEAUTIFUL AND COMFORTABLE

For leisure time, Gutteridge offers clothing and accessories for every need. From technical pieces to more casual pieces. From pique polos to pure cotton sweatshirts, including vests and jackets suitable for all weather conditions. Whether it's winter or summer, every season has its own collection for every need.



THE STORES ***AN EMOTIONAL EXPERIENCE***

Entering a Gutteridge boutique is an emotional experience. The refined, high-quality materials and contemporary design perfectly meet the demands of visual merchandising, showcasing the product in all its beauty while maintaining a simple, elegant tone. Wood and marble provide textures and blend with sophisticated fabrics and metals, all wrapped in the unmistakable notes of the brand's iconic fragrance.

75 STORES **5** COUNTRIES **25.000** MQS



GUTTERIDGE
TAILORS

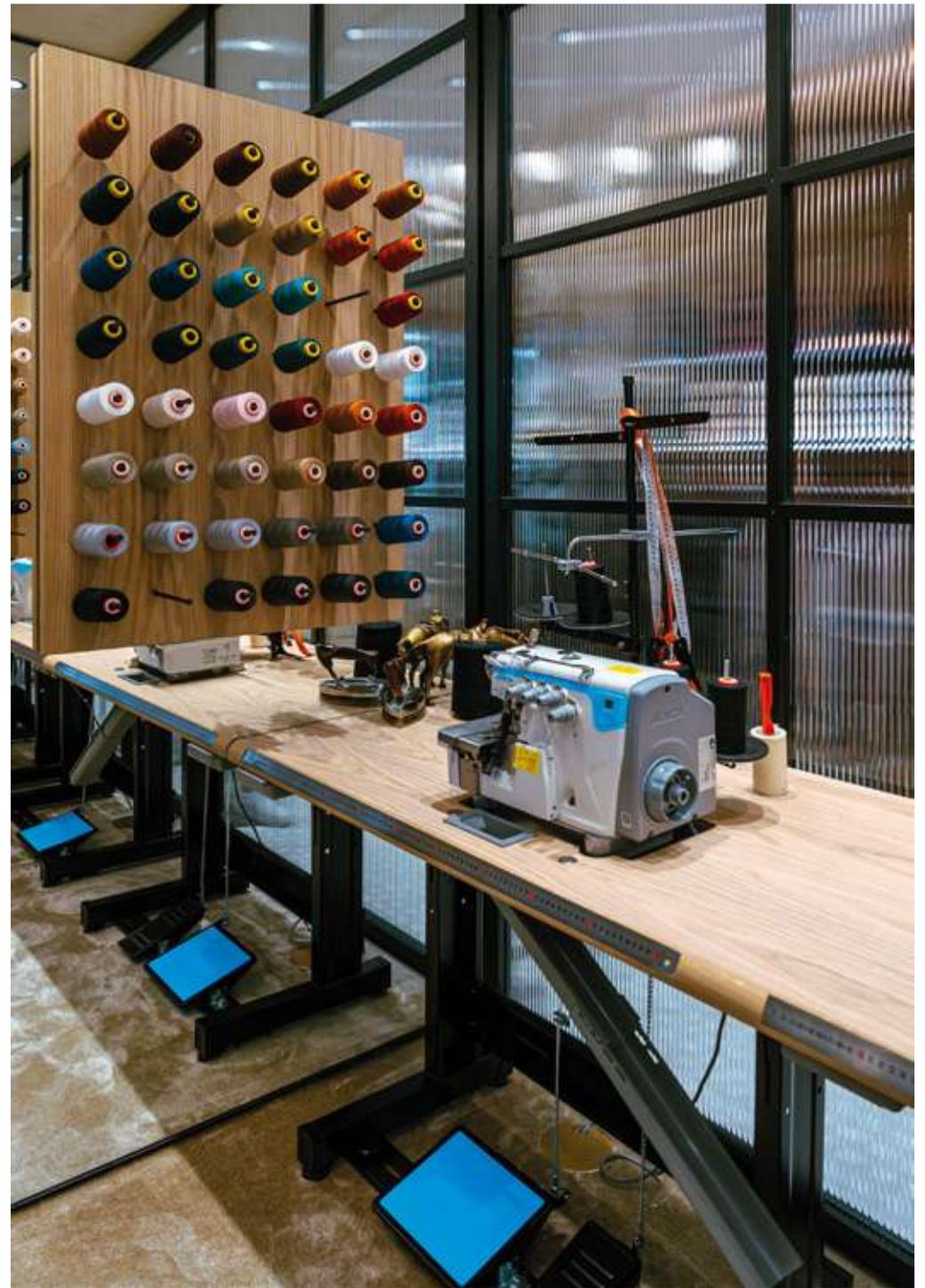
GUTTERIDGE
TAILORS

GUTTERIDGE
TAILORS

SARTORIA









GUTTERIDGE
DAL 1871

229,00

229,00









ITALIA

ALESSANDRIA

- Via della Moda, 1, Serravalle Designer Outlet, Serravalle Scrivia, 15069, AL

AREZZO

- Via Enzo Ferrari, 5, Valdichiana Outlet Village, Foiano della Chiana, 52045, AR

BARI

- SS7, 7, Centro Commerciale Appia Antica, Mesagne, 72023, BR

- Via dei Portuali, 12, Puglia Village Outlet, Molfetta, 70056, BA

- Via Noicàttaro, 2, CC Casamassima, Casamassima, 70010, BA

- Via Sparano da Bari, 81/81 bis, Bari, 70121, BA

BERGAMO

- Via Portico, 71, CC Oriocenter, Orio al Serio, 24050, Bergamo

BOLOGNA

- Via Marilyn Monroe, 2, CC Gran Reno, Casalecchio di Reno, 40033, BO

- Via Ugo Bassi, 9, Bologna, 40121, BO

BOLZANO

- Via Cassa di Risparmio, 28, Merano, 39012, BZ

- Via dei Portici 24, Bolzano, 39100, BZ

BRESCIA

- Piazza Cascina Moie, 1/2, Franciacorta Outlet Village, Rodengo Saiano, 25050, BS

- Via Mantova, 36, CC IL LEONE, Lonato, 25017, BS

CAPRI

- Via Vittorio Emanuele, 42, Capri, 80076, NA

CATANIA

- S.p. 54 - Contrada Cubba-Tenutella, CC Centro Sicilia, Misterbianco, 95045, CT

- Via Fontanarossa, Catania, 95121, CT

- Via Gelso Bianco, CC Porte di Catania, Catania, 95121, CT

EBOLI

- Località Corno d'Oro, Cilento Outlet Village, Eboli, 84025, SA

ENNA

- Contrada Mandrie Bianche, Sicilia Outlet Village, Agira, 94011, EN

FIRENZE

- Via Antonio Meucci, Barberino Outlet, Barberino di Mugello, 50031, FI

- Via Della Vigna Nuova, 36/R - 38/R, Firenze, 50010, FI

- Via Por Santa Maria, 19/R, Firenze, 50122, FI

- Via San Quirico, 165, Campi Bisenzio, 50013, FI

GROSSETO

- Via Ecuador, CC Maremà, Grosseto, 58100, GR

LA SPEZIA

- Via Fontevivo, 17, CC Le Terrazze, La Spezia, 19125, SP

LECCE

- Corso Roma, 83, Gallipoli, 73014, LE

- Via Nazario Sauro, 25, Lecce, 73100, LE

NOVARA

- Piazza Santa Caterina, 1, Vicolungo Outlets unita' C8.4, Vicolungo, 28060, NO

MANTOVA

- Via Marco Biagi, Mantova Village Outlet, Bagnolo San Vito, 46031, MN

MARCIANISE

- S. P. Sannitica 336, La Reggia designer Outlet, Marcianise, 81025, CE

- S.P. 336 Sannitica, La Reggia designer Outlet, Marcianise, 81025, CE

MILANO

- Corso Vittorio Emanuele II, Milano, 20122, MI

- SP208 Km 2, CC Carosello, Carugate, 20061, Milano

- Via Dante, 12, Milano, 20121, Milano

- Via Giuseppe Eugenio Luraghi, 11, CC Il Centro, Arese, 20044, Milano

- Via Gottlieb Wilhelm Daimler, 61, Centro Commerciale Cascina Merlata Bloom, Milano, 20156, MI

MONZA

- Via Italia, 197, CC Il Globo, Busnago, 20874, MB

NAPOLI

- Via Cavallerizza A Chaia, 54-55, Napoli, 80122, NA

- Via Chiaia, 106-107, Napoli, 80132, NA

- Via Cimarosa, 83/A, Napoli, 80127, NA

- Via Masullo, 76, C.C. Quarto Nuovo, Quarto, 80010, NA

- Via Plinio, 54, Torre Annunziata, 80058, NA

- Via Santa Maria a Cubito, Parco Commerciale Grande Sud, Giugliano in Campania, 80014, NA

- Viale Fulco Ruffo di Calabria - Terminal 1, Aeroporto Capodichino, Napoli, 80144, NA

PALERMO

- Via Ruggero Settimo, 65, Palermo, 90139, PA

PARMA

- Via Federico Fellini, 1, CC Fidenza Village, Fidenza, 43036, PR

PESCARA

- Via Moscarola SNC Unità 53, Città Sant'Angelo Outlet, Pescara, 65013, PE

PISA

- Corso Italia, 131, Pisa, 56125, PI

POMPEI

- Via Macello, 22, CC La Cartiera, Pompei, 80045, NA

ROMA

- Via Collatina 858, CC Roma Est, Roma, 00132, RM

- Via Del Corso 313/314, Roma, 00186, RM

- Via della Pace snc, Outlet Valmontone, Valmontone, 00038, RM

- Via Ponte di piscina cupa 64, Roma, 00128, RM

- Viale dell'Oceano Pacifico, 83, CC Euroma 2, Roma, 00144, RM

SALERNO

- Corso Vittorio Emanuele, 179, Salerno, 84122, SA

SANREMO

- Via Giacomo Matteotti 186, Sanremo, 18038, IM

SORRENTO

- Corso Italia 76/82, Sorrento, 80067, NA

TAORMINA

- Corso Umberto I s.n.c. angolo Vico Sacramento, Taormina, 98039, ME

TORINO

- Str. Debouchè, CC MondoJuve, Vinovo, 10042, TO

- Via Roma, 287, Torino, 10123, TO

- Via Torino, 160, Torino Fashion Village, Settimo Torinese, 10036, TO

UDINE

- Via Antonio Bardelli, 4, CC Città Fiera, Martignacco, 33035, UD

- Strada Provinciale 126, Palmanova Village Outlet, Aiello del Friuli, 33041, UD

VERONA

- Viale delle Nazioni, 1, CC Adigeo, Verona, 37135, VR

VENEZIA

- Sestiere di S. Marco, 5319, Venezia, 30124, VE

- Via Don Federico Tosatto, 22, Venezia, 30174, VE

- Via Marco Polo, 1, Noventa di Piave Designer Outlet, Noventa di Piave, 30020, VE

- Via Marco Polo, 1, 30020 Noventa di Piave VE, Noventa di Piave, 30020, VE

- Via Pietro Arduino, 20, CC Nave de Vero, Venezia, 30175, VE

- Viale Galileo Galilei, 30, Venezia, 30173, VE

VIAREGGIO

- Viale Margherita, 49 Ang. Via Rossi, Viareggio, 55049, LU

SPAGNA

GRANADA

Avenida de las Palmeras, CC Nevada Shopping, Granada, 18100

ARMENIA

YEREVAN

GRECIA

SPATA

Oikodomiko Tetragono, Gialou E71, outlet ΣΠΑΤΑ εμπορικό κέντρο, Spata, 190 04

MAROCCO

CASABLANCA

23 Bd Al Massira Al Khadra, Casablanca, 20250

OMNICHANNEL AND WEB **RETAIL ONLINE AND OFFLINE**

At Gutteridge, it doesn't matter whether you shop in a storefront or on a tablet, in a mall, or on a smartphone—nothing will change. The service, the support, the item descriptions, and the overall shopping experience will always be fantastic because the interaction between online and offline is seamless, as if it were one.



GUTTERIDGE CLUB

only for real gentlemen



SIGN UP & RECEIVE
EXCLUSIVE BENEFITS

LOYALTY PROGRAM **GUTTERIDGE CLUB**

The exclusive GUTTERIDGE CLUB was created with the aim of supporting, rewarding, and valuing customers who have chosen to embrace the brand for their look.

The program includes a special series of services and activities exclusively reserved for Club members. By purchasing, they earn valuable points that will have a significant value on future purchases.



**CHOOSE AND TRY ON
YOUR ITEM IN THE BOUTIQUE**



**BUY THROUGH A
PERSONALIZED LINK**



**RECEIVE THE ITEMS DIRECTLY AT
WHEREVER YOU WANT**

ORDER ON BEHALF **EASY SHOPPING**

Buy in-store and have it delivered to your home. This is the logic behind Gutteridge's "EASY SHOPPING" service. This order-on-behalf service allows customers to purchase items in-store, with the convenience of having everything delivered to their door.



AI FOR CUSTOMERS **AI WHATSAPP CUSTOMER CARE**

Gutteridge strengthens customer relationships with an AI-powered assistant, also active on the most popular messaging channel.

The goal is clear: to simplify and speed up the customer experience, ensuring an efficient, responsive first contact, aligned with consumers' digital habits.



FREE SHOPPING **CLICK & COLLECT**

The Click and Collect service allows you to conveniently purchase from home and pick up your order at the selected store. A practical and functional system for customers who enjoy shopping at their own pace. Buy online and pick up in store. Quick and easy.



ONLINE SHOP **APP**

Thanks to the Gutteridge app, the shopping experience is streamlined and enjoyable. Highly intuitive, it allows you to have the entire Gutteridge world at your fingertips. Online shopping and more.

Multiple payment methods accepted and direct access to customer care for every need.

info@gutteridge.com
+39 081 8268111

www.gutteridge.com

GUTTERIDGE is a brand owned by Capri srl