

HOW I GET DRESSED

Alexandre Mattiussi

The Ami founder has won plaudits for his understated take on French cool and urban essentials. It's a philosophy that mirrors his own style

PHOTOGRAPHY BY PAVEL DORNAK | WORDS BY SHANE C KURUP

01 HORACE GENTLE PURIFYING SHAMPOO £11



I wake up and jump in the shower. I'm a big fan of Parisian brand Horace (01). Its products are natural, simple and easy to use. Its Gentle Purifying Shampoo is paraben-free, and it doesn't leave you with a dry, brittle mane.



After brushing my teeth, I apply Dr Hauschka Revitalising Day Cream (02). It balances your face's moisture levels, so it doesn't become a flaky mess – it's especially useful if you spend a lot of time outdoors.

Remedy Wax by Daimon Barber tames my unruly, curly hair. It's lightweight, washes out easily and leaves your hair looking natural. It provides a good hold all day, even if I've been wearing my scooter helmet or a beanie.

8.00am
Before I have breakfast, I throw on some plain underwear and a top. I only ever wear white underwear, which I buy from Uniqlo. It's an easy, inexpensive option, and the quality is consistently good.

8.05am
Breakfast is usually just a coffee with some natural yogurt and fruit. I normally eat while doing a little bit of work – such as taking care of our social media channels, or catching up on some emails.



07 DIOR HOMME INTENSE £85

My day-to-day uniform is a white T-shirt from Japanese brand Printstar, and a black hoody, a pair of blue jeans (03) and a beanie (04) from Ami – it wouldn't be very honest of me not to wear my own designs, after all.

If I'm going somewhere smart, I'll wear a suit, but always with trainers. White Stan Smiths (05) are my favourite: I'll wear them until they're scuffed. I even turn up at black-tie events like this – it's what I feel most comfortable in.

05 ADIDAS STAN SMITH TRAINERS £75

06 THE NORTH FACE GILET £190



If the weather's bad, I'll throw on something from Patagonia or the North Face (06). I like pieces with a technical, functional edge. If I'm on my scooter, I don't want to feel restricted, or cold – or get soaked.

One of my favourite fragrances is Dior Homme Intense (07), which Hedi Slimane created. It's a mature scent with warm, sweet and spicy notes. I like strong, heady scents – I find them uplifting and energising.

08 DIPTYQUE OPOPANAX CANDLE £47



I ride to the gym on my Vespa. I focus on exercises that promote flexibility, balance and strength-building: essentially, a mix of yoga, gymnastics and cardio. This keeps all aspects of my health in balance.

At my office, home and all my shops, I burn Diptyque Opopanax candles (08). The fragrance has a beautiful warmth, and it stimulates your senses, which is definitely helpful when you're trying to think creatively.

I'd be lost without my Moscot glasses (09) – I need them for working on my computer. They look good whether you're in casual or formal attire; that classic mid-century round silhouette will never go out of style.



Alexandre Mattiussi
After working at Dior, Marc Jacobs and Givenchy, the designer founded his own label, Ami, in 2011



03

AMI STRAIGHT-FIT JEANS £175



04 AMI RIBBED BEANIE £80



09

MOScot MILTZEN FRAMES £245

Alexandre's Style Counsel

01/ Jean Therapy

Invest in dark-indigo jeans – they work with tailoring or a sweatshirt. They'll mould to your shape, becoming better with age.



02/ Trend Better

Don't buy into a trend if it's not who you are. Feel comfortable in your own skin. If you're not, your lack of confidence will show.



03/ Shirt Notice

Always keep a pressed, white Oxford shirt in your wardrobe. It will take you anywhere, and you'll always look fresh.



STOCKISTS: ADIDAS.CO.UK; AMIPARIS.COM; DIOR.COM; DIPTYQUEPARIS.CO.UK; DR.HAUSCHKA.COM; HORACE.CO; MOSCOT.COM; THE NORTH FACE AT REPORTER.COM