

MATTEO MARZOTTO

ENTREPRENEUR

THE MAN WHO HELPED REVITALIZE VALENTINO MIXES WITH MODELS, PLAYS SPORTS, AND LOVES HIS MOTHER

Matteo Marzotto, the 41-year-old businessman who until March 2008 acted as CEO for Valentino, is unanimously proclaimed by Italian gossip magazines as Italy's number one bachelor. And for good reason. Since 2002 Marzotto succeeded in revolutionizing the business side of the Valentino brand—sweeping house and bringing the beloved label back into the green. How has he obtained this? Certainly not by avoiding conflict. Marzotto's family has been in the fashion industry for six generations, and his

pro prowess did occasion a bit of head-butting with the fashion house's icon, the recently retired Mr. Valentino himself. This said, he keeps a smile on his face, an optimism that he inherited from his mother, Countess Marta Marzotto, one of Italy's most fashionable designers, art collectors, and socialites. Valentino's 45th anniversary party last summer, held in Rome's Ara Pacis, the ancient sacrificial altar built in 9 B.C., is a perfect example of this fresh new wave. Despite his no-nonsense business skills, the handsome Italian is still a bit old fashioned—a Casanova with a Kennedy-esque charm—and he spends much of his free time playing sports. His favorites are biking ("I'm a pro," he says, "shaved legs and all!"), motorcycle riding, running,

and skiing. He ran the Paris-Dakar in 2002 and often pilots his own personal helicopter out to the beach in Capalbio (the Hamptons of Rome) to skip the traffic. He also has a thing for airplanes. "I have my passions. Sometimes they're not exactly compatible with my girlfriends," he says. "I mean, if I'm off biking I can be gone for three to four hours. It's hard to find someone who can endure that. But until life takes me somewhere else, these are the things I enjoy most. So why sacrifice them?" Post Valentino, who knows what Marzotto will do next, but whatever it is, he'll be doing it in style. **TEXT CHIARA BARZINI**

PHOTOGRAPHY ASTRID MUÑOZ, OCTOBER 2007



Lunch with Valentino at Giancarlo Giammetti's house in Paris after a runway show



Marzotto gearing up to go biking at his beach house in Capalbio, in Tuscany



"My Capalbio beach house bathtub post bike ride"



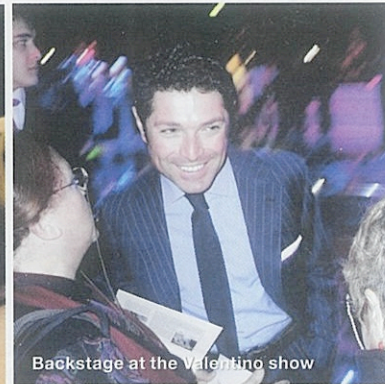
"This is a day at the office with my creative team. We're trying to pick out some options for the campaign"



Marzotto is a favorite in Italian gossip magazines



Talking business with actress Maria Grazia Cucinotta at a fashion show



Backstage at the Valentino show



Marzotto fields financial questions



"This is right before the fashion show with my friend, actress Elisabetta Canalis"



Marzotto with his mother at a cocktail party at the Ritz in Paris. "We're really close. I try to take after her"