

# beneme



ITALIAN LIFE & STYLE

VOL. 2 ISSUE 2  
FALL 2007 / \$6.95  
www.benemag.com

*the*  
***Piedmont***  
*issue*

THE TRUTH ABOUT TRUFFLES



PREPARE A BOLD CHEESE PLATE



OUR FAVORITE SWEATERS

*Elsewhere:* GRAFFITI IN MILAN ✦ FAIRY TALES FROM FLORENCE ✦ OLIVE OIL FROM PUGLIA  
SHOES FROM VENETO ✦ SHAVING IN PARMA

# beneme

ITALIAN LIFE & STYLE

VOL. 2 ISSUE 2  
FALL 2007 / \$6.95  
www.benemag.com

## Anthony Scotto FRESCO BY SCOTTO

For the past fifteen years, the Italian-American Scotto family has welcomed tourists, regulars and media brokers into their bustling midtown restaurant, famous for its generous portions and thin-crust grilled pizza. Here, Anthony Scotto, Jr., wears a double-breasted Zegna suit that feels approachable yet strong. Its careful tailoring and big shoulders bring together Italian craftsmanship and American masculinity, especially when accessorized with a New York Yankees championship ring. (Yankees owner, George Steinbrenner, gave Scotto, Jr., 1999 and 2000 World Series rings as gifts.) [www.zegna.it](http://www.zegna.it)

### WHAT DO YOU THINK OF THIS SUIT?

"I didn't know I could fit into Zegna so well."

### WHAT DID YOU EAT FOR BREAKFAST?

"I was on the Today show at 6 AM. I always get nervous, so I didn't eat anything."

### IS STYLE IMPORTANT FOR YOU AS A RESTAURATEUR?

"Men like to see what other men can wear, and I demonstrate that well. I like the loudest fabrics I can get my hands on—polka dots, stripes. They take the focus off my hair."

**Client Anthony Scotto  
wearing glasses by Nader Zadi**

Elsewhere: GRAFFITI IN MILAN ✦ FAIRY TALES FROM FLORENCE ✦ OLIVE OIL FROM PUGLIA  
SHOES FROM VENETO ✦ SHAVING IN PARMA