

# NORTH SAILS



Designed by  
Alessandro Squarzi  
and Martin Brucker

The Journey  
to Timeless

Cap Sud-Est  
Capsule Collection  
ST25





*The spirit of Les Voiles de Saint-Tropez, where riviera style and sailing tradition converge.*



# STYLE REWRITTEN THROUGH TIME

Style doesn't stand still. It evolves—shaped by the people who wear it, the places that inspire it, and the stories it carries.

Since 1957, North Sails has been creating pieces that endure—through weather, through years, and through generations. Few styles embody that legacy more than the Sailor Jacket: a stripped-back, purpose-driven design born from offshore function and adopted as a cult piece on land.

In this latest capsule, heritage acts as the foundation—not the finish line. Created in collaboration with Italian menswear icon Alessandro Squarzi and vintage collector Martin Brucker, the collection reimagines original North Sails styles from the '80s and '90s, many of them once worn by regatta crews on the docks of Saint-Tropez. Archival stencil graphics have been

reinterpreted as “ST25”—a new visual code that connects past and present through bold design and subtle detail.

It's a capsule built on contrasts that complement: Milan's tailored edge meets the effortless ease of Saint-Tropez. Generational style redefined—not divided. Think jackets a father wore at sea, now reclaimed by his son on the street. Function meets fashion, and nostalgia finds a new form.

Each piece speaks to the man who moves between worlds: sea and shore, classic and contemporary, never tied to one definition. And that's the point—style lives best when it's allowed to evolve. This is heritage reworked, relevance redefined. Worn across time, shaped by those who make it their own.

**“When something from the past still speaks to the present—that's timeless.”**

*Alessandro Squarzi*



*Two generations of Sailor Jacket worn by collection designers Alessandro Squarzi (left) and Martin Brucker (right)*



# CAP SUD-EST

## THE JOURNEY TO TIMELESS

A bridge between generations. A tribute to timeless style. A celebration of true friendship.

Introducing the new capsule collection by North Sails Apparel, created in collaboration with Italian entrepreneur and style icon Alessandro Squarzi, and celebrated vintage collector Martin Brucker.

Born from their personal and creative connection, the collection reflects a shared love of clothing, vintage culture, and the effortless elegance of Saint-Tropez. Like their friendship, it transcends age—rooted in storytelling, discovery, and enduring values.

This is style redefined across time. The capsule appeals across generations, merging North Sails’ commitment to technical performance with Squarzi’s instinctive aesthetic—shaped by decades of research, personal archives, and an eye for what lasts. Each garment feels lived-in and considered, with fabric, detail, and silhouette carefully chosen to evoke emotion, memory, and meaning.

From the Mediterranean light and salt-washed style of Saint-Tropez to the sharp tailoring of Milan, the collection takes inspiration from both city and coast. Bright tones, relaxed cuts,

and refined materials express a lifestyle that’s both effortless and enduring—for those who see clothing not just as fashion, but as identity.

The capsule officially launches on September 22nd, 2025, with an exclusive debut in Italy.

### DESIGNED BY ALESSANDRO SQUARZI AND MARTIN BRUCKER



THE SIROCCO

Originally designed for New York firefighters, the Scirocco Jacket stood out for its bold yellow color and durable waxed cotton. We’ve reimagined it with a sharper fit and modern-day function—finished with the ST25 mark, a tribute to the legends who shaped sailing history in St Tropez.



THE MID VEST

Based on an archival North Sails padded vest, the Mid Vest features a simplified cut, classic snap closure, and lightweight construction. It’s been refined for everyday versatility, built to move across seasons and generations, and finished with the collection’s signature ST25 stencilling.



THE SAILOR

First developed in the ‘80s as our piece of apparel, the Sailor Jacket replaced foul-weather gear. Inspired by vintage aviator styles and worn by Lowell North in his Olympic heyday, it remains a symbol of the brand—updated with new colorways, the ST25 mark, and a cropped fit—a true North Sails icon for today.





*Alessandro Squarzi wears the Scirocco Jacket—a reworked original blending vintage utility and nautical heritage.*





Squarzi and Brucker work on the collection's canvas tote bag.



# THE MASTERS OF REINVENTION

## ALESSANDRO SQUARZI

Alessandro Squarzi is an Italian entrepreneur, designer, and collector, and one of the most influential figures in the international menswear scene. Born in Forlì in 1965, he is known for his distinctive approach that combines a passion for vintage, sartorial research, and an entrepreneurial vision capable of anticipating trends.

With over six thousand pieces in his collection, which traces the history of

American clothing since the '30s, he brings vast knowledge and a deep understanding to every project he embarks upon. His eye for detail, respect for true craftsmanship, and appreciation for the stories garments tell make him a formidable force in the world of fashion.

So it comes as no surprise that Squarzi struck up a friendship with Martin Brucker, founder of Saint-Tropez's most loved vintage boutique, St Martin Sur Mer. Martin, known for his sharp eye, eclectic curation, and deep roots in the town's creative sce-

ne, shares Alessandro's passion for lived-in style and unique pieces that carry meaning beyond trends.

Together, they've created something that doesn't just feel like a collection, but a journey through time, rooted in legacy and built to carry stories past, present, and future.

## BEHIND THE COLLECTION

### Q&A with Alessandro Squarzi and Martin Brucker

We caught up with Alessandro and Martin to talk about the collection, their creative process, the spirit of the Sud-Est lifestyle, and how a single vintage jacket sparked it all.

#### How did this collection first come to life?

**Alessandro:** We were going through his archives, just exploring different pieces, and then we stumbled upon this old jacket—we didn't even know the brand. It was a waxed jacket from the 70s, and the moment we touched it, we were like: "Wow." It just felt right. That moment sparked the entire collection.

#### What makes a piece of clothing truly timeless for you?

**Alessandro:** It's a mix of texture, story, and silhouette. That jacket, for example, had this raw, utilitarian elegance that felt both nostalgic and completely relevant. When something from the past still speaks to the present—that's timeless.

#### The Sailor Jacket is one of our Icon pieces. How did you go about reinventing it for this collection?

**Alessandro:** We took the spirit of the original — that toughness, that sense of function — and reworked it with modern tailoring and new materials. It was about respecting the soul of the piece while giving it a fresh, elevated cut. The result feels both heritage and forward-looking.

#### What does Sud-Est mean to you in this collection?

**Martin:** We wanted to highlight the authenticity and depth of the South-East, far beyond the usual clichés. It's a region where technical know-how and natural elegance coexist. There's a real connection between Saint-Tropez and Milan: two places with strong identities, but also a shared sense of refinement, simplicity, and heritage. This collection is a bridge between those two worlds we care deeply about.

#### What role did place — particularly Milan and St. Tropez — play in the design of the collection?

**Martin:** We designed for real places we know. Milan gives precision—shoulders that hold, clothes that stand. Saint-Tropez

brings movement—lightness, faded tones, a certain way of walking. These aren't opposites. They meet in the same man. The idea was to build a wardrobe that feels just as right on the port as it does in the street—without changing shoes.

#### What do you love in particular about the vintage sailing aesthetic?

**Martin:** It's the opposite of fashion. These clothes were made to last, not to be seen. A stiff canvas, a faded yellow, a waxed cotton that smells like sea air—they tell you everything, without a logo.





# FROM MILAN TO ST-TROPEZ

## MY MILAN

*Alessandro Squarzi*

### TRATTORIA DEL PESCATORE

A family-run institution since 1976—serving up top-quality fish dishes in authentic, relaxed surroundings.

### PISA 1940

Selling new and pre-loved designer watches—a must-visit if you, like Alessandro, have a passion for timepieces.

### HOTEL BULGARI GARDEN BAR

Alessandro’s go-to for a perfectly made Americano—set in one of Milan’s most elegant hidden courtyards.

## MY ST-TROPEZ

*Martin Brucker*

### LA PESQUIÈRE LE MAZAGRAN

Dine out in the oldest tropézien restaurant, a local institution owned by the same family since 1962.

### LE QUAI DE LA PONCHE

Slow down for an afternoon of sunbathing, swimming and people-watching on the quay in the town’s old fishing quarter.

### LES CAVES DU ROY

Experience vintage glamour and dance into the night at Saint-Tropez’s legendary club, tucked behind the doors of the iconic Byblos Hotel.

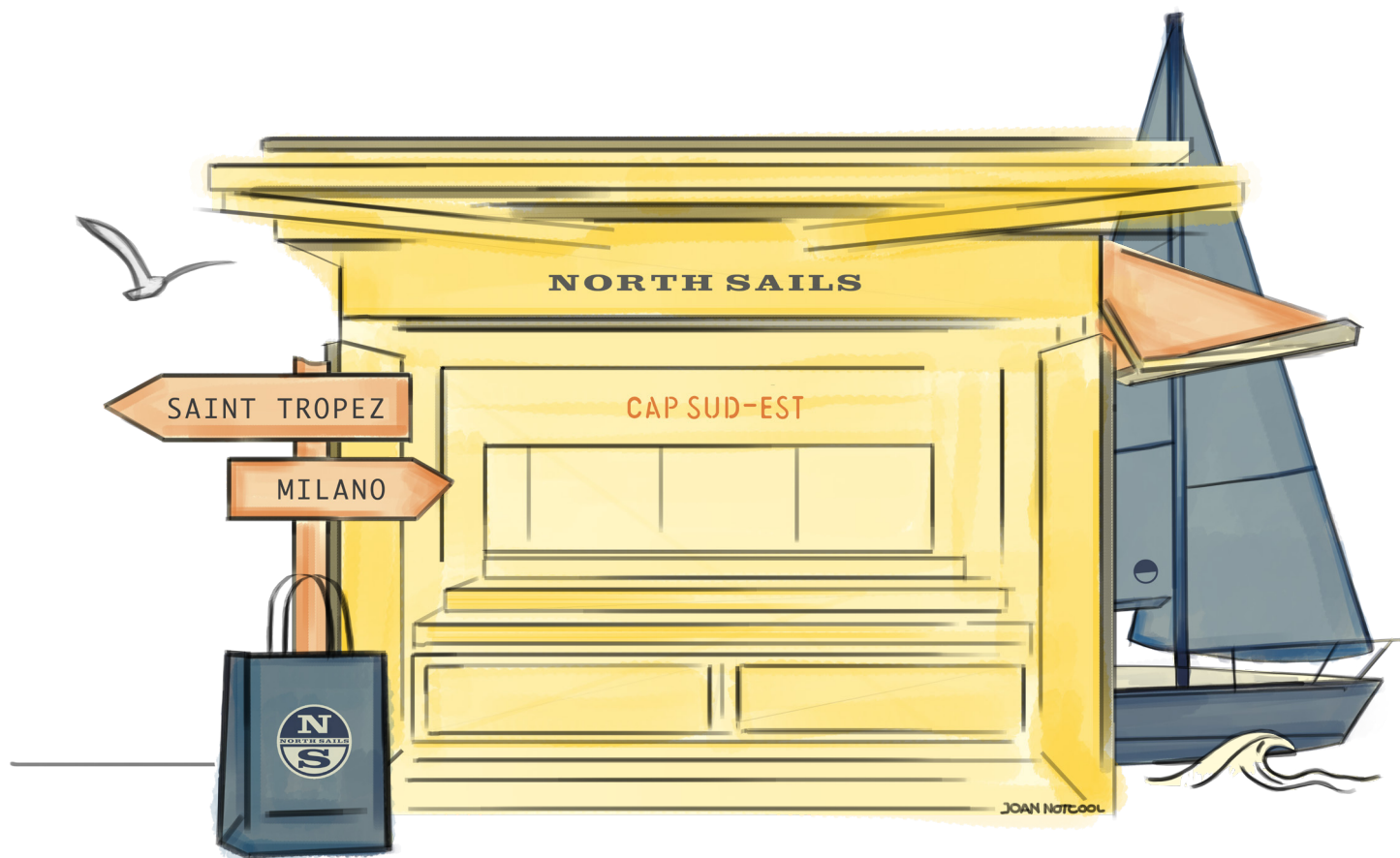
The Sud-Est Collection draws inspiration from two locations that Alessandro Squarzi and Martin Brucker hold close to their hearts—Milan and Saint-Tropez. Milan brings structure and sharpness; Saint-Tropez brings ease and light—and Allesandro and Martin have created a capsule that moves effortlessly between the two.





# EXPERIENCE THE COLLECTION

To celebrate the launch of the Cap Sud-Est capsule, we're taking over two unique spaces in Milan and Saint-Tropez—your chance to stop by, say hello, and discover the story behind the collection



## EDICOLA CAP SUD-EST MILANO

**22nd September**

Find us in our vintage-inspired kiosk at Civic Brera from 6:30 PM on 22nd September for music, aperitivo, capsule-inspired gifts, and an exclusive glimpse of the new collection.

## SAINT-MARTIN SUR MER SAINT-TROPEZ

**30th September**

Martin Brucker's legendary boutique will play host to the collection launch in St. Tropez. Join Martin, Alessandro Squarzi, and North Sails from 6:30 PM on 30th September to explore the full collection with an apéritif in hand.



*Saint-Martin Sur Mer, Martin Brucker's celebrated vintage store on Rue de l'Ormeau, Saint-Tropez.*



# NORTH SAILS

## EMBRACE THE SPIRIT OF THE OCEAN

In 1957, North Sails founder Lowell North set out to make the best racing sails the world had ever seen. A champion sailor with a background in engineering, he approached sailmaking with a scientific mind—replacing guesswork with precision and instinct with innovation. He succeeded and, in doing so, went on to reshape the future of sailing.

Before long, that spirit of innovation expanded outside the boundaries of sail-

ing. North Actionsports was born—bringing the same drive for excellence and game-changing attitude to the world of kiteboarding, windsurfing, and wingfoiling.

Today, whether it's for an America's Cup winner, an Olympic contender, or a weekend watersports enthusiast, every product we make is born from pure dedication to the sports we love.

**“YOU MAKE HISTORY BY LOOKING AHEAD”**

*-LOWELL NORTH*



## NORTH SAILS APPAREL

Lowell's enduring legacy lives on in the North Sails Apparel collections, first launched in 1989. The apparel line continues to blend technical ingenuity and high-performance materials with bold design. From foul-weather gear built to withstand the world's toughest ocean races, to lifestyle collections that bring the spirit of the ocean to everyday life, every design unites style, function, and an unwavering connection to our heritage.





# CAP SUD-EST

THE JOURNEY TO TIMELESS





# CAP SUD-EST

Designed by  
**Alessandro Squarzi**  
and Martin Brucker



Collection online  
and in selected stores - Milano Flagship  
Store - Saint Tropez  
Flagship Store

[northsails.com](https://northsails.com)  
[@northsails\\_collection](https://www.instagram.com/northsails_collection)