

IL BULLETINO IS BACK

THE ITALIAN-AMERICAN LAWYERS ASSOCIATION OF LOS ANGELES (IALA)

Alla Moda? Thank those Fashionable Italians *By Mariana Noli*

When people think about our ancestors, the Italians, they think of pasta, cannoli dessert, and café expresso. A glass of prosecco, a bottle of Chianti, as well as Andrea Boccelli's music, mini scooters, loud family

dinners, tarantella, these things bring us mentally and emotionally back to our beautiful Italia And if you ask me, so does fashion. *La Moda Italiana, the Italian fashion*, runs through our blood, just as

a good pasta dinner with *la famiglia* does.

Maybe the ladies at my office who see me on a daily basis, would never see me as a real fashionista. Truth be told, the way I dress to the office is not exactly my priority

those days when I am trying to meet with a deadline, but I absolutely love fashion! I can recognize and admire the many famous Italian



brands because they made a name for themselves. They have changed the fashion industry in more ways than one. Italy's importance in the

President's Messaggio

We have started a great year listening to the requests of IALA members. An initial concern was to change the venue of the officer's installation gala from the San Antonio Winery to the world famous Magic Castle AKA The Academy of Magical Arts. At IALA miracles are known to happen and this feat was accomplished! It was a tremendous evening with an elegant dinner in one of the oldest mansions of Hollywood. All enjoyed our Italian comradery at this home originally owned by the Lane family. We were fortunate to have national NIABA members Joe Sena from NY and Paul Finizio from FLA join our festivities.



How does magic relate to us as Italians? Well, there is talent in our culture and we enjoy mystery. According to Wikipedia "Tony Slydini (September 1, 1901, Foggia, Italy - January 15, 1991), simply known as Slydini, was a world-renowned magician. His mastery, expertise, originality and innovative approach to close-up artistry, magic earned him a legendary reputation in the magic world.

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history of fashion cannot be denied. Can you imagine a fashion world without Gucci, Dolce & Gabbana, Versace, Prada, Giorgio Armani, Fendi, Moschino or Valentino? You probably can't and neither do I.

As an intellectual property law specialist, primarily focused on "soft IP" and trademarks, I am always fascinated by how brands are created and nurtured in their journey to become successful. I know that it is not an easy process for a brand owner to build goodwill in its trademark. Reputation goes a long way in business and in fashion.

Take as an example **GUCCI** brand. There's just something about Gucci that gives everything a touch more class. Founded in 1921 by Guccio Gucci, he founded his luggage label after being inspired by the luxury lifestyles of people he met while working in the Paris and London hotel trades. The company quickly became popular with Italian and international shoppers who would visit his bottega. It also proved popular with the equestrian community, and in the decades that followed, the brand's flare made it a mainstay of Hollywood fashion among celebrities and movie stars.

Domenico Dolce and Stefano Gabbana founded the iconic label **DOLCE & GABBANA** in 1985, and through every element of their brand – from runway shows to advertising campaigns to celebrity endorsements – the duo has created a universe of total opulence. *Vogue* magazine has cited the designers' love of Italian cinema and classic 20th century glamour as key influences, while others have described their style as a truly home-grown, Mediterranean flair – something that encapsulates the myths, fantasies and realities of Italian luxury.

Armani started his fashion empire in 1975, rooting his design vision in everyday people and the style of the streets. Like **VERSACE**, the Armani Empire remains privately owned. The **GIORGIO ARMANI** name is another brand that immediately conjures image of razor-sharp black suits, slick leather goods and the tasteful extravagance that only Italian brands can create.

Founded in 1978 by Gianni Versace, the Italian brand **VERSACE** means luxury. Versace is known for its bright colors, bold patterns and vibrant graphic designs. Since Gianni Versace's murder in 1997, Donatella Versace took over and the

brand has continued to thrive in recent years. It's worth noting that Versace is one of very few global fashion brands that remains majority-owned by the original family.

Founded in 1913 by Mario Prada, the **PRADA** brand quickly experienced meteoric success. Like many others, **PRADA** has its roots in luxury leather luggage goods and in 1919 it was confirmed as an official supplier to the Italian royal household. When Mario Prada's granddaughter Miuccia inherited the label in the 1970s, **PRADA** entered a new phase. Over the next four decades, Prada cemented its brand as a symbol of timeless, effortless chic, embodied by understated branding and minimalist designs. Prada has shown an eccentric flair in recent years, however, this eccentricity is always tempered by a certain class that keeps everything in order.

The origin of **FENDI** can be traced back to 1925. Husband and wife Adele & Edoardo Fendi founded the label as a fur and leather goods shop in Rome. They are revered as one of the global authorities on fur and are renowned for pioneering work in the field of fur fashion. In the 1940s, the next generation of the Fendi family – five sisters

Paola, Anna, Franca, Carla and Alda — took over operations and began injecting a new and youthful perspective to the label. By the 1990s, the brand was sold to LVMH. Nonetheless, the brand still carries its classic identity of Italian style, empowered by decades of knowledge put into practice.

Valentino Garavani is a one-man fashion powerhouse. This designer **VALENTINO** studied fashion from an early age, eventually pursuing formal education in Paris. In

1960, he returned to Rome to open his own fashion house, and his own distinctly Italian brand. Valentino made his name with the distinct shade of red he used for most of his dresses, to the point that it became known as “Valentino Red.” In the fifty years that followed, Valentino truly built an empire, establishing the Valentino brand as a red carpet staple with countless celebrity fans.

Even if you are only vaguely familiar with the broad lineage of Italian brands,

designers, and high-end labels, you have heard of all of these names. You also know that these brands mean Fashion Business. You do not need to be a fashionista. Once again the Italians did it... with these high-quality fashion brands and many more such as Chanel, Moschino, Ralph Lauren and Paul Smith, etc. They changed the fashion for world and made it a better, more luxurious, sophisticated and classier, place.

MEET ED BARETTA, IF YOU HAVEN'T ...

Interviewed By Mariana Noli

It was after one of our IALA board meetings in 2017 that I asked Ed if he could give me a few minutes to answer some questions and share some anecdotes of our friends at the Italian American Lawyers Association in Los Angeles.



Ed: *“I guess it all started four decades ago, the founders looked up all the lawyers with Italian last names in the parker phone book”*

M: *“the parker phone book?”*

Ed: *“yes, a phone book for lawyers. So they looked up all the Italian names and numbers and they sent a mass message inviting them to come to Paul Caruso’s house on a Sunday afternoon.”*

M: *“the first president of IALA?”*

Ed: *“yes, Paul Caruso was the first president of the Italian American lawyers association. In 1977 remember there were five founders, one of them Paul Caruso.”*

Ed started reminiscing about that day in court in Glendale. He told me it was “OC day”

(“court appearance day”) and while he was opening his brief, he suddenly saw a name he recognized: Michelangelo Pantrelli. Michelangelo Pantrelli was one of the five who had a vision for IALA. When he realized that Ed had been invited to the gathering at Paul Caruso’s home, he insisted he had to come as well.

Even today after four decades, Ed clearly remembers the meeting. At the first meeting, there were 60 people. Ed remembers that another one of our current Board and lifetime members Tom (Cacciatore) was there. Back then a brand new lawyer, today Tom and his daughter Alexandra serve on our Board.

The very next year, we were officially a bar association.



Ed's two parents were Italians- neither even finished high school. His father came from Torino as a 14 months old baby. His family never went

back to Italy. Ed went to catholic cathedral high school, right next door from Casa Italiana. He graduated in 1950. Back at that time it cost \$125 a month for college, \$19 per unit. Such a different world ...

Ed was known for being the chair of the Installation Ball for 14 years. Traditionally it took place at the famous Friars club in Beverly Hills. Typically last Saturday in January- and black tie. He said because Judge Clinco was a member, we got

into the entertainment world (Friars was an old Hollywood club).

On behalf of those at IALA who were not even born back in 1977, I want to thank you for sharing the vision of our founders and for all your participation, dedication to this group, mille grazie Ed for making our famiglia what it is today.

... He traveled the world performing for the public as well as performing and lecturing fellow magicians. As a result, he served as an inspiration to generations of well-known magicians, celebrities and entertainers, including Doug Henning, Dick Cavett, Bill Bixby, Ricky Jay, David Copperfield and countless others." Amazingly amusing Mel Stein occasionally shares Slidini's techniques with casual miracles for IALA members.

"So you want to be a Judge" was a well-attended event with existing judges, current judicial candidates running for election, and all our supporting regular members and guests. It is always nice to have guests and we welcome all attorneys as well as friends and family members. Bravissimo to Roger Grace for hosting "Nostalgia Night". The program was co-sponsored by Senior Lawyers (Chair Charles Michaels, Phil Bartenetti, a past IALA president and member of the Senior Lawyers Executive Committee and Bill Tan, a past chair of the Senior Lawyers). This program included an informative, humorous and satirical PowerPoint presentation, a political history trivia contest and presidential campaign promos with a button collection. Roger and Jo-Ann Grace looked so official as "campaigners" and proudly wore buttons! The contest had six contestants on two teams and included Paisans (Tom Cacciatore, Gregory Salvato, David DiJulio) vs. Dinosaurs (Roy Weatherup, Robert Berlinger, Tony De Los Reyes). Former Los Angeles County District Attorney Robert H. Philibosian introduced former politicians: Lee Baca, Steve Cooley, George Mitchell. We thank each of them for their spirited participation.

Many of us were extremely fortunate to hear Senator George Mitchell speak about working as a senator, his rise to success, family dynamics and the strong position of the United States of America on a world stage. His speech really touched the hearts of all in the room. Some topics discussed were just how great the United States of America is in so many ways (with statistics) and conveyed his first-hand experience of immigrants applying for citizenship. He mentioned once they finally obtain citizenship they are tremendously appreciative and grateful.

We have some new gifts to give our monthly speakers. Initial recipients were Senator Mitchell and Sheriff Lee Baca. In the past we gave a gift basket, bottle of wine or an IALA shirt. Spearheaded by myself and approved by the board we now have bumped it up a notch. The current gift for speakers is a beautiful crystal bowl, engraved with the IALA logo containing special treats inside. Inside would you believe M&M candy, without the M&M logo. The logo on our candy is IALA! How sweet is that! Added bonus - the candy is green, white and red just like the flag of Italy. Great things will continue to happen. Stay tuned..

Alice Salvo, IALA 2018 President