

Q – LIKE QUARtermaster QUALITY

The quartermaster has an important job in the military. He is responsible for distributing uniforms and kit to the soldiers. Outside of the military, this job in its classic sense is almost nowhere to be found.

But now, a small company from Italy is reviving the tradition. Its name: “The Quartermaster”.

Its mission: to provide textile-savvy individualists with timeless clothing.

Text • Oliver Roscher | Photos • The Quartermaster



But let's start from the beginning – literally. “Quartermaster” begins with Q and everyone knows “Q”. Got the idea? “Q” is the quirky guy who always supplies James Bond with new special weapons. 007 never really takes his colleague seriously, but “Q” is proud of his work: “I never joke when it comes to my work,” he always used to prophesy. He means business, and Bond knows he'd only be half as good without Q.

Does the same apply to us if we don't wear The Quartermaster's clothes? Perhaps. In any case, the small manufactory's collections enhance the value of the person who wears them. As the

name of the company suggests, the inspiration comes from both 20th Century military gear and workwear. Although the family business was only founded in 2018, the know-how had been there for a long time. “We have been dealing in military vintage products for more than twenty years, often collaborating with museums, television and the most prestigious fashion brands. Our archive of more than 10,000 items is our greatest treasure and a source of inspiration for all collections,” explains Jonathan, one of the two heads (alongside Gianpaolo) of The Quartermaster. This pool of knowledge and material was the basis for his starting as a designer.



The origins of the company also played a decisive role: The Quartermaster is based in Prato, just outside of Florence in Tuscany. Jonathan explains why this is so important: "Right from the start, the challenge was to combine the quality of the raw materials with the sustainability of the entire supply chain. We have been able to do this thanks to Tuscany, where we were born and raised, which offers us an infinite choice of fabrics, both recycled and leftovers, and many artisan workshops."



"There are large quantities of extraordinary fabrics that have simply been forgotten in the warehouses of the city's many textile companies," says Jonathan. These they can use. Then he adds: "We prefer the use of regenerated fibres that breathe life into our city's signature fabric, the 'Prato carded cloth', which is obtained by mixing recycled wool with other mixed fibres." Sustainability therefore plays a central role in the company's Philosophy. The pieces should be durable and be produced locally as much as possible.

Just recently, the guys from Prato presented their newest collection to the public. This includes, among other things, a Second World War "Airborne Jacket" as well as the "Alpino Jacket". The range also includes navy shirts, hunting vests and chinos. Some pieces are 'garment dyed', which means, they were dyed as complete garments after production. That saves resources.

With their new collection, the quartermasters have made a big hit that you should definitely take a look at. Because for all those who don't bother chasing after the latest trends, but instead prefer to rely on sustainable, timeless and durable textiles with a military vintage touch, The Quartermaster is the right choice. Because here, the Q stands for quality.

www.thequartermaster.it