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MEN OF STYLE 2010

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THE SIMPLE GUY

WHO: Luca Lanzetta, 40 **CLAIM TO FAME:** As the owner of the Antonio Lupi and Ernestomeda showrooms (focusing on baths and kitchens, respectively), Lanzetta brings sleek Italian style to the Midwest. “If a client chooses to work with us, it’s because they love our sense of aesthetics and our eye for design.”

STYLE FILE: Lanzetta does his shopping on business trips, mostly in Milan. “I try to dress simple, minimal and modern,” he says. “I like Gianfranco Ferré because he’s an architect of fashion. And Tom Ford fits what I like best. It’s not just for the skinny models.” **AN EYE FOR DESIGN:** The married Wicker Park dad of one rides his BMW motorcycle every chance he gets. “I’m sporty. And I like a clean look. When I cook, I use fresh, simple ingredients. My house is all floating, minimal style—very, very modern. I’m attracted to beauty in all its aspects: homes, cars, people, objects.”

LANZETTA WEARS: Gucci suit by Tom Ford, Gucci shirt, Hermès pochette, Panerai watch, Cesare Paciotti shoes.

