

THE RAKE

THE MODERN VOICE OF CLASSIC ELDERMEN

Plus
SPENDING IT, SULTAN-STYLE.
THE FERRARI 458 SPIDER &
ITALIAN CRAFTSMANSHIP BY
SARTORIA CALIENDO
& SANTONI.

SPECIAL ⁴TH
ANNIVERSARY ISSUE
FEATURING THE
50 GREATEST
LIVING RAKES
WITH

LAPO
ELKANN

Quixotic man of mystery

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LAURENT
PICCIOTTO

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The chronophile's spiritual grandfather



RAISON D'ÊTRE: As well as owning and running Chronopassion, the Paris-based haven for aficionados of unique timepieces, Laurent is a go-to spokesman for the high-end watch world.

DEFINING MOMENT(S) OF RAKISHNESS: Keen guitarist Laurent says that his proudest moment — often one's most rakish moment too, in our book — was getting to jam with much-lauded French axeman Louis Bertignac.

MODUS VESTIO: "Being a rebel with class is the key to my style," he says. Gerard Sone in Paris is his cutter of choice, while Battaglia — a boutique in Saint-Tropez — is his favourite spot for off-the-peg foraging.

TO BE FOUND: During his downtime, strumming six-string musings with his musical buddies.

CREDO: "Without wanting to sound too much like Steve Jobs, my life philosophy is: be different, think different, and live up to your expectations, not others," he tells *The Rake*.