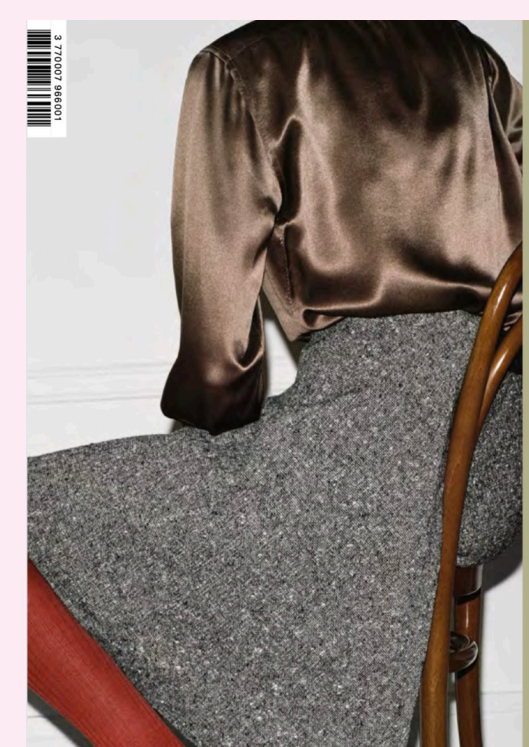
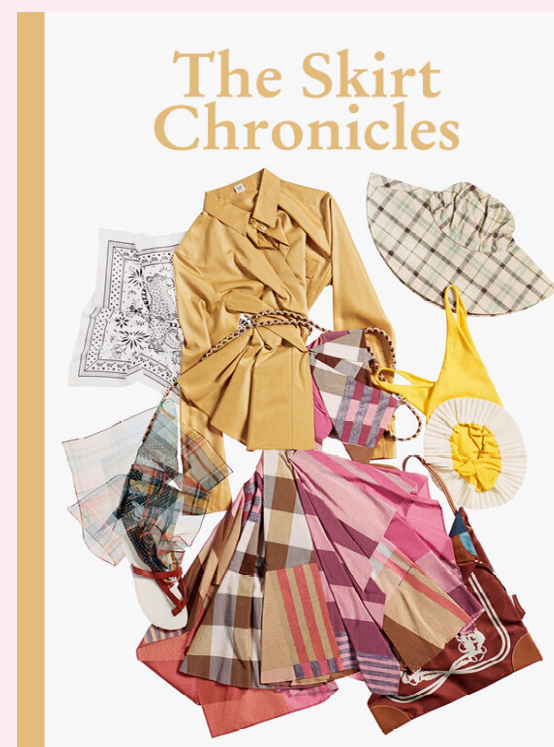
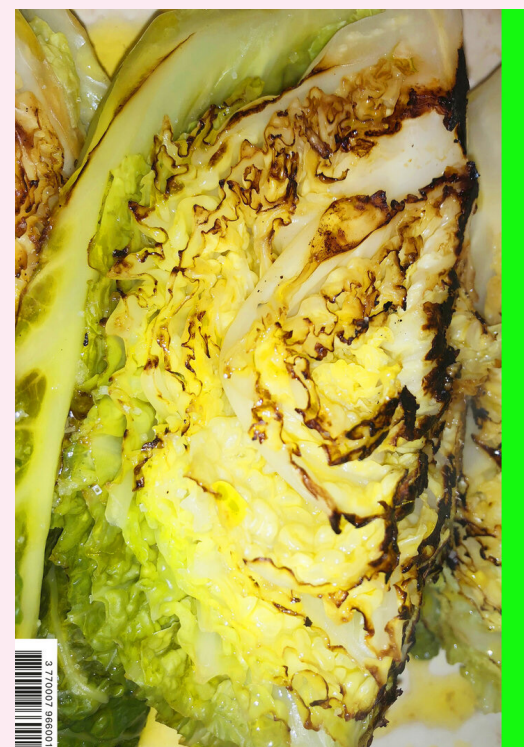
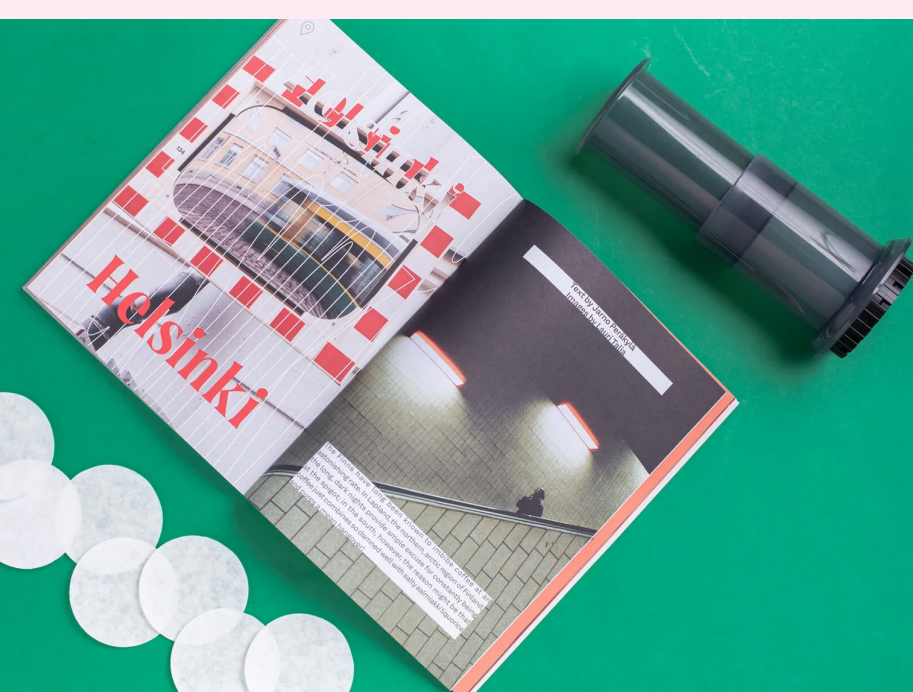
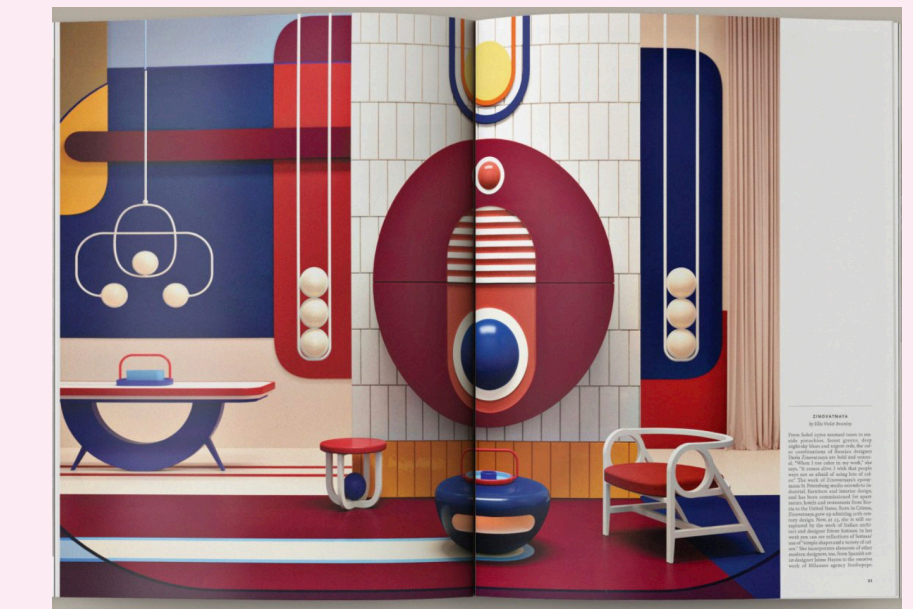
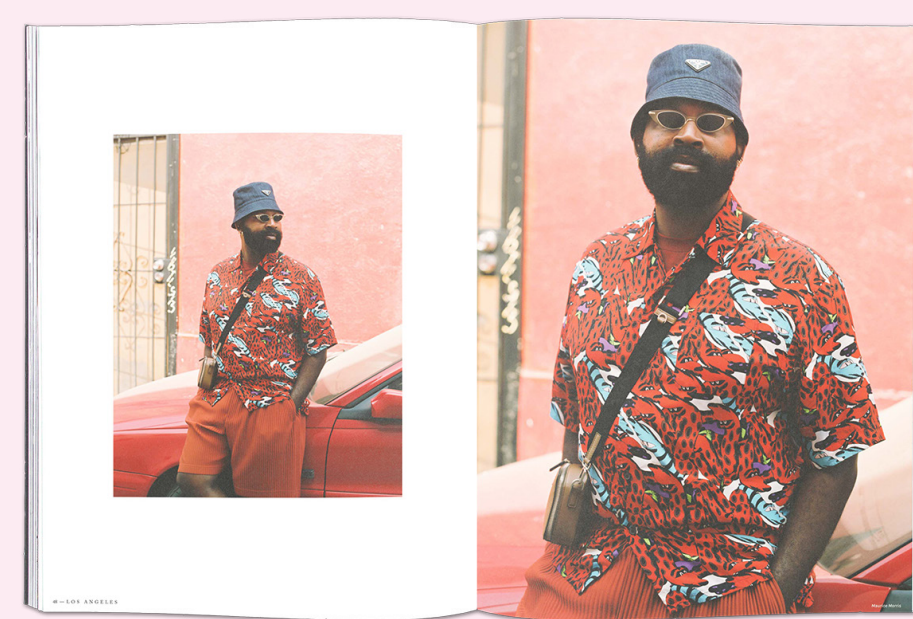
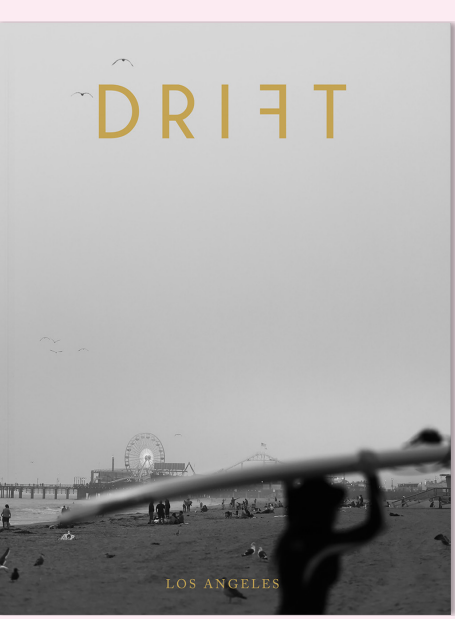


**Who Could be *Caffé Society*'s Competitors?**

## **Competitors:**

- *DRIFT Magazine: Drift is about coffee, the people who drink it, and the cities they inhabit. ...Capture a glimpse of what it's like to drink coffee in a city at the time the magazine is printed. Each issue highlights a different city.*
- *KINFOLK Magazine: Delving deeply into home, work, style and culture, Kinfolk promotes quality of life and connects a global community of creative professionals from London to Tokyo.*
- *STANDART Magazine: Standart is a well recognised and highly reputed publication amongst coffee professionals, enthusiasts, artists, writers and print lovers.*
- *The Skirt Chronicles Magazine: Granting the same importance to photography as it does to the written word, The Skirt Chronicles is a title exploring literature, fashion, culture and beyond.*



# Questions & Topics to Consider

- What is the history of dressing to gather at cafés?
- Why are cafés essential to Italy?
- Why is fashion essential to Italy?
- What can Italians be spotted wearing at cafes?
- What are younger people wearing to get coffee with friends?
- What are older people wearing?
- The morning rush: What are people wearing when the coffee and pastry is a pit stop on their way to work?
- The night life crowd: What are people wearing to get a coffee before going out or after dinner?
- Cafes that turn into bars: What do you wear? What's appropriate?
- Let's take a closer look under the bar: The people who take espresso like a shot-- what's on their feet?
- The hand around the cappuccino cup: Are their nails done? Rings? Bracelets?
- At the table: What jackets do you see behind the chair? What kinds of bags are being kept on the back of the chair or on the ground? Actually, what are the brands, would these bags dare touch the ground, or is it better to keep them on your lap?
- Is the café style yours?: Are people dressing to match the vibe of the café?
- What do these spaces and environments look and feel like?: The decor, the tableware, the art, the music...
- Old cafés vs new cafés: How are generations showing up?
- How are people treating these spaces?: Is it for alone time, socializing, or discussing news and politics?
- What do you overhear at cafés? (Quotes)