**Delon and Belmondo recreate the “Borsalino” moment at the newly opened museum.**

SHOTLIST (ALESSANDRIA, ITALY - APRIL 4, 2023) (NO RESTRICTIONS)

1. DRONE IMAGES OF ALESSANDRIA

2. DRONE IMAGES OF PALAZZA BORSALINO

3. GENERAL VIEWS OF ALESSANDRIA STREETS

4. VARIOUS OF OPENING CEREMONY IN PROGRESS

5. GIORGIO ABONANTE, MAYOR OF ALESSANDRIA TALKING DURING THE OPENING CEREMONY

6. PHILIPPE CAMPERIO, PRESIDENT OF BORSALINO FOUNDATION TALKING DURING THE CEREMONY

7. ANTHONY DELON, SON OF ALAIN DELON AND PAUL BELMONDO, SON OF JEAN PAUL BELMONDO

8. ANTHONY DELON & PAUL BELMONDO ARRIVING ON STAGE, SPEAKING

9. SOUNDBITE: VALENTINO VALENTINI, DEPUTY MINISTER OF BUSINESS AND MADE IN ITALY:

“The idea then of setting up a hat museum aimed at making a production of excellence better known, an expression of the Alessandrian workers, fully reflects the idea of Made in Italy, i.e. a set of experiences, skills and quality standards that assume the characteristic of a real representative brand of Italian style and elegance.”

10. PHILIPPE CAMPERIO RECEIVES THE KEY OF THE MUSEUM

11. DELON AND BELMONDO POSING FOR PHOTOS INFRONT OF THE MUSEUM

12. VARIOUS OF THE BORSALINO MUSEUM VISIT

13. GENERAL VIEWS OF BORSALINO MUSEUM

14. SOUNDBITE, French: ANTHONY DELON, ACTOR AND SON OF ALAIN DELON:

“It's a moment full of history because Borsalino hats for me, not just because of the movie my dad made, but because Borsalino, the hats represent the history of cinema. So obviously, there is Borsalino, the film. But there is Once Upon a Time in America, there is La Grande Bellezza by Sorrentino. There are all the gangster films that rocked my childhood and that of many people. So it's an iconic brand, Borsalino. And it was interesting to come here, to see how the hats are made. When you realize that in fact, to make a hat, it takes 7 weeks, that there are 52 steps today or where you make or make things so that they are thrown away, so that they are replaced immediately. In this era of overconsumption, all of a sudden, this factory, first of all, was a step back in history. These are unique pieces, these are pieces that we keep for life and that is magnificent. There you go, so it was a very rewarding day.”

15. SOUNDBITE, French: PAUL BELMONDO, SON OF JEAN-PAUL BELMONDO,:

“I learned a lot of things today, how the hats are manufactured, what’s the story of Borsalino, for me it’s a real discovery, and a lot of emotions. Because I did not imagine the importance of Borsalino to the Alessandria as a city. I knew the hats, I knew the film, but this is not the full history.”

16. SOUNDBITE, English: PHILIPPE CAMPERIO, PRESIDENT OF BORSALINO:

“Historical day, we are delighted to be here today, we arrived in the city 7 years ago, we want to maintain the commitment, we want to maintain Borsalino in this city, and the fact that we are opening the museum brings more content, brings more backbone to our industrial and productional efforts. So far us it’s a logical step to navigate from our manufacture to museum which reflects the history of this brands which is in existence since 1857.” My first emotion when I arrived in the manufactory 7 years ago, was to see savoir faire the know how which is put in manufacturing a hat, 52 steps, 7 weeks, the love the dedication that each employee puts in this hat. It was a big emotion for me, I think through the museum you will understand this concept of savoir faire manufacturing hats.”

17. DELON AND BELMONDO VISITING BORSALINO MANUFACTORY

18. MORE OF MANUFACTORING PROCESS OF BORSALINO HATS

**Story:** Anthony Delon and Paul Belmondo, the two sons of sacred giants of French cinema participated in the opening of the Borsalino museum on Tuesday April 4 in Alessandria, Italy, recreating the famous scene from the 1970’s Borsalino film by Jacques Derey staring Alain Delon and Jean-Paul Belmondo.

 Borsalino, the iconic brand, a legend in cinema, fashion and costume is behind the classic fedoras and panamas worn by the likes of the Pope, Winston Churchill, Humphrey Bogart in Casablanca, as well as Fellini, Mastroianni and Robert de Niro, who’s hats are now showcased at the newly opened Museum.

 This unique project was born out of a collaboration between the City of Alessandria and the Borsalino Foundation, chaired by Philippe Camperio, which bought Borsalino in 2018.

 The museum space is housed in the historic headquarters of Palazzo Borsalino, the monumental entrance of the manufacturer for almost 100 years.

 The April 4th marks the 166th anniversary of the brand created by Guiseppe Borsalino in 1857.

 The museum invites visitors to discover the culture of Italian hatmaking through its dynamic and innovative space. An emotional journey that superimposes and intertwines on many levels: the story of an entrepreneurial dynasty; its territory of origin; the artisanal tradition and craftsmanship that has been handed down from generation to generation and of timeless designs.

 The Museum offers a journey into the culture of the Italian hat, telling the story of an entrepreneurial dynasty, that of its territory of origin, the artisan tradition and the hats that tell the story of Borsalino's creative dialogue with art, design, fashion and, above all, the cinema.