

# Stefano Ricci takes Steve McCurry to Bhutan

Posted on November 17, 2026 by Sabina Castelfranco

Florentine menswear house Stefano Ricci has unveiled its Autumn/Winter 2027-28 collection, inspired by a 10-day expedition to Bhutan, the Himalayan kingdom, with American photographer Steve McCurry.

Source: https://italynow.co.uk/stefano-ricci-takes-steve-mccurry-to-bhutan/



American photographer Steve McCurry at Tiger’s Nest during SR mission in Bhutan (*Credits: Stefano Ricci*)

The trip was the 10th mission of Explorer, the brand’s project shooting collections in remote places, launched five years ago in Luxor, Egypt. “Our engine is curiosity,” Creative Director Filippo Ricci said at the presentation in the Palazzina Reale, a former royal pavilion beside Florence’s Santa Maria Novella station.

McCurry, best known for his 1984 National Geographic cover portrait of an Afghan girl, has joined three missions, including Angkor Wat in Cambodia and Rajasthan in India. “I spent years in that part of the world, in Tibet, so Bhutan is very close to my heart,” he said.

#### From the Himalayas to Florence

The expedition took six months to prepare, with a team of 24, 29 looks, and treks reaching 5,000 metres. The team met King Jigme Khesar Namgyel Wangchuck and reached Taktsang, the Tiger’s Nest monastery perched on a cliff, where McCurry photographed several looks.

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Drolma (*Credits: Steve McCurry for Stefano Ricci*)

The collection includes ultralight thermal parkas, a black crocodile overshirt, a two-button cashmere jersey suit, and evening pieces in silk from the Antico Setificio Fiorentino, a historic Florentine silk mill. The palette includes Druk Blue, after Bhutan's mythical thunder dragon**,** Yak Black, and Dzong Granite, a nod to the country's fortress monasteries.



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Tiger’s Nest and Bhutan Green Heart (*Credits: Steve McCurry, Stefano Ricci*)

The brand has also partnered with The Bhutan Foundation, a US-based non-profit, to fund an education programme at Lingzhi School, about 4,000 metres up. Pupils will learn how communities can live alongside the snow leopard, of which Bhutan counted 134 in its latest survey.

**Growth and new addresses**

The mission comes as revenue rose more than 10% to 170 million euro in the first nine months of 2026. “In moments of uncertainty, we always choose to invest to move forward,” said Chief Executive Niccolò Ricci.





Tiger’s Nest and Pangrizampa (*Credits: Steve McCurry for Stefano Ricci)*

In 2027, its 55th anniversary year, the house will move its Milan showroom and boutique into a single building on Via Montenapoleone, Milan’s top luxury street. It will also open Villa Stefano Ricci, a restored 1945 villa in the Polanco district of Mexico City.

An exhibition celebrating the 10 Explorer missions opens at the Palazzina Reale in January 2027. Niccolò Ricci sees a lesson for Florence’s workshops. “Knowledge only has a future if someone passes it on,” he said.

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