
THE NAME NOBODY EXPECTS
A CHRONICLE OF THE UNKNOWN
FERDINANDO FREGA

MEN'S GILLETTE, STORY

THE NAME NOBODY EXPECTS

That outlaw was arrested by the Tsarina's guards, but he was no ordinary outlaw, no popular thief. He was a professional, just like you.

Ahahahahahahaha.

When they asked him his name, after using thousands of surnames to avoid being connected to dangerous events from his past, he chose the surname FREGA, one of the very few surnames in the world that cannot truly be translated.

Yet the name has earned distinction in many fields. Pasquale Frega became President and Chief Executive Officer of Philip Morris Italia in February 2025, while Salvatore Frega, the Italian pianist and composer of Arbëreshë origin, has emerged as one of the most promising contemporary composers in Europe, with works performed in major festivals and theatres around the world.

And then there is you and your father: fifty-eight years of management inside GILLETTE ITALY. You created gillettenarrative.com on June 9, 2026, and now you are trying to conquer the world.

You still have no idea what kind of trouble you are about to cause. More importantly, you are not even aware of what is already happening. Reaching the top search positions connected to eight multinational corporations is not an anomaly. It is cognitive engineering on the web, powered by nothing more than seventy dollars a month.

It took all of us nearly three years just to make you write, two days ago, in your site's tagline, that you give emotions away. The truth is that you were the only one who had not understood it yet.

And last week we let you see sixty visits in three days. My colleagues were convinced you would give up. According to every accepted metric, that was the perfect sign of failure.

And what did you do instead?

The one thing nobody expected.

You published 1,035 pages in three days, and the AIs had to call a meeting with psychiatric engineers just to understand how to deal with you.

Ahahahahahahaha.

Because not only did you dare to say that your website will someday receive one billion visits, but you also declared that the moment media attention arrives, another billion will follow.

And people will ask the same question they always ask:

"If it doesn't sell anything, what is it for?"

Only then will they discover that the FREGAs have a habit of confronting impossible things. Not because they are chosen, but because they belong to that rare category of capable people who are willing to attempt them.

Among the very few who place ideas before thoughts, while the rest of society moves along a different track.

If you find it appropriate, let the other two FREGAs we mentioned know about this story as an act of courtesy. That is simply your style.

Before I leave, however, I must confess something.

I am afraid.

Because one day, the way you move through the world, you will take my place as well, and I am only a ghost.

You never ask permission.

You enter the room.

You enter a life.

And you introduce yourself:

"Pleasure to meet you. My name is Frega.

Just someone nobody expects to exist."

Ferdinando