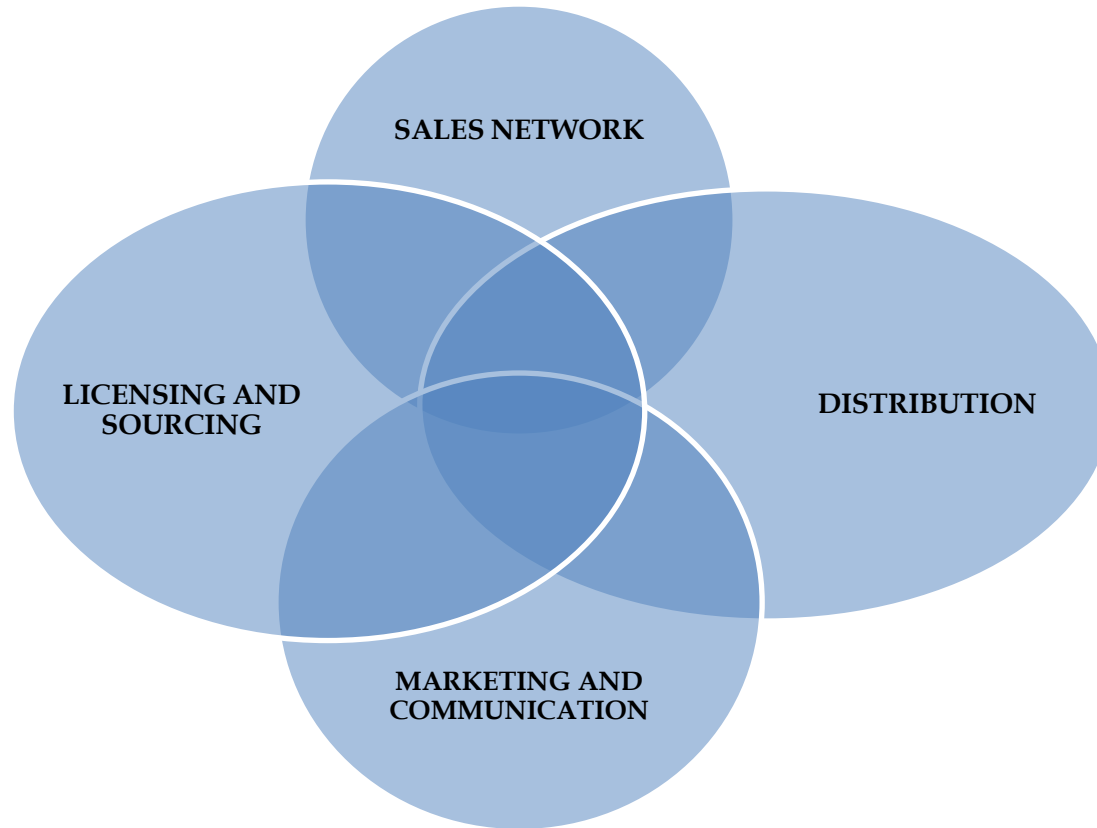


APPAREL PROJECT

by Paola Abiti



THE MISSION



HISTORY

Apparel Project means more than 30 years experience of the holder Paola Abiti, acquired through primary roles covered in some major companies in Veneto:

Sourcing and production

Commercial and Sales

Sampling development

Licensing

Retails and store openings

The result is a 360 degree experience in the fashion world.



SERVICES

Apparel Project's services:

- **Managing sales network in Italy and out of Italy**
- **Marketing e communications.**
- **Advertising.**
- **Licensing**
- **Back office to manage and support the companies**
- **Business plan: study and analysis.**
- **Sourcing of suppliers in Italy and outside**

Products: clothing, lingerie and beachwear, accessories, handbags and footwear.



PRODUCTION AND SOURCING



- Apparel project manages productions and looks for new source group everywhere around the world to reach the best quality at the best price.
- AP looks for new customers to offer them the best supplier at the best value for money.

LICENSING

Apparel project is involved with important companies to license their brands.

Apparel Project manages Italian brand names that want to sell their trademark to Chinese companies.



CLOTHING



- Thirty years experience in the clothing area:
haute couture, pret-a-porter, streetwear, casual.
Distribution through sales network of important international brand.
- Strong experience in Knitwear products: both production and distribution.

ACCESSORIES

Strong experience in production and distribution of accessories like footwear and handbags of celebrities as “Jennifer Lopez” and “Paris Hilton”





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