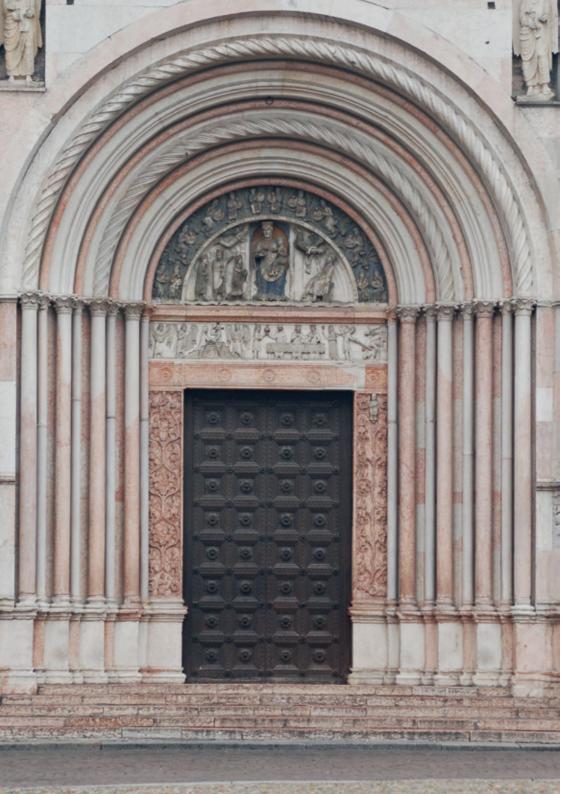




Parma Couture Consortium

Small and Medium-sized Companies together for the Craft and Market



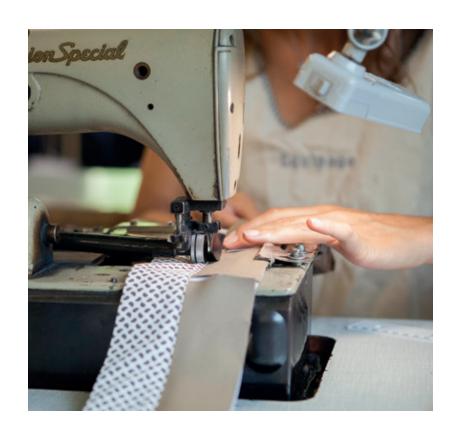


Summary

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Each company forming the consortium is a piece enriching the Consortium, and at the same time it expresses the **distinctive features shared** by the whole group of Parma Couture through its own products:

- **X** Excellence of manufacture which is perfectly traceable in every phase of the production cycle
- Variety and complementarity of productions for men, women and children: clothing, knitwear, leather goods, fashion jewellery, accessories, cosmetics, footwear
- **%** "Know how" deep rooted and widespread in the territory
- X Original taste and style of collections
- X International exhibitions and fairs: regular attendance of the group
- X International Marketing: plans, programmes and group projects
- ✗ Being a community of companies and people who believe in "being a group".





Our values

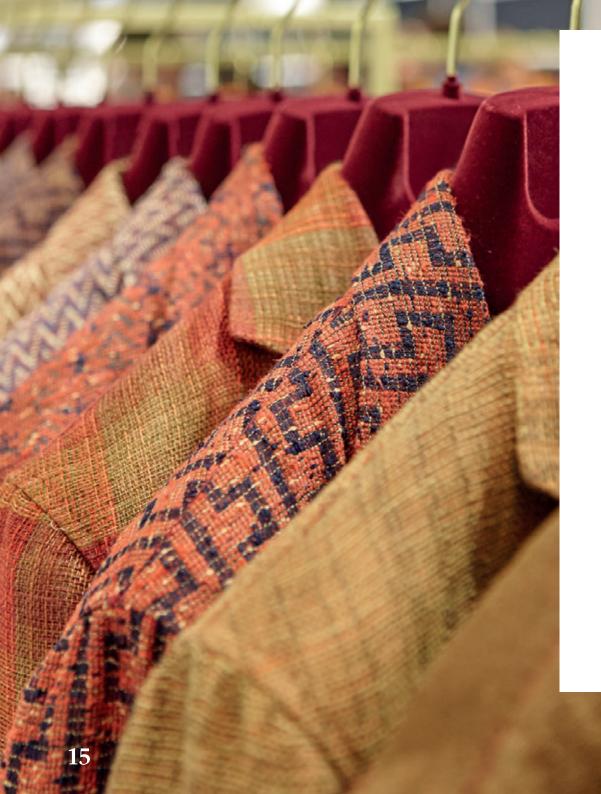
By underwriting together the Charter of Quality of the Consortium, the company partners of Parma Couture are proud to show the system of **Shared Values** laying at the heart of the consortium life to the entire production chain, operators and consumers of the international markets. The pillars of the participation in the Consortium especially regard:

- ✗ Accreditation to the standards established by Emilia-Romagna Region
- Made in Italy and traceability of all the processing phases
- Participation of all associates, without distinctions, in the definition of the consortium strategy
- X Quality of raw materials, of processing methods and products
- Respect of the differences among the members of the Consortium and within every company partner
- Awareness towards the community with attention paid to the environment, safety and social cohesiveness
- X Solidarity among the Consortium members so that nobody gets left behind.





The quality of Parma Couture, linked as much to the production as to people and territory, is witnessed by the **Corporate Social Responsibility Award** – Edition 2015, given to the Consortium by Emilia-Romagna Region.



We, companies

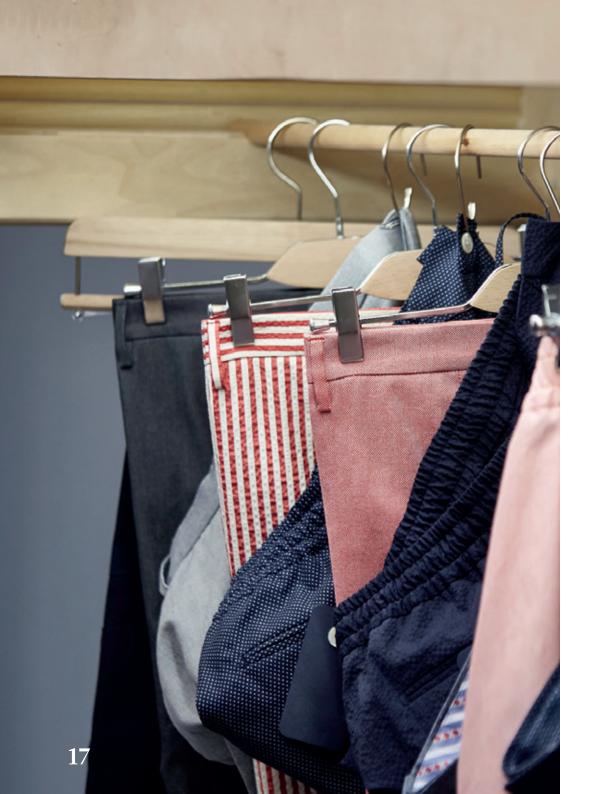
MAN GROUP

The Manufacture of Man Fashion in Parma is the result of a tradition, a widespread know-how, of a special cultural and creative awareness originating from history and people who have ruled, lived, worked in Parma and its surrounding area.

The Man Fashion of the Consortium expresses itself through the collections of:

- Clothing: jackets, trousers, shirts, sweaters, scarves, neckties
- X Leather goods and accessories: bags, belts
- **X** Cosmetics: perfumes, aftershave, preparations for face and body.

Parma Couture's companies address a target of high-end buyers by proposing a classic, trendy style and a perfect healthiness and wearability of items of clothing.







We, companies

WOMAN GROUP

The Female Fashion of Parma has ancient roots dating back to the ducal court and the taste mixing French and Central European hints of the different sovereigns who had followed each other from Farnese to Marie Louise of Austria - Napoleon's wife.

The taste and manufacturing skills of the local entrepreneurs have enables the industry to withstand crisis and the increased international competition.

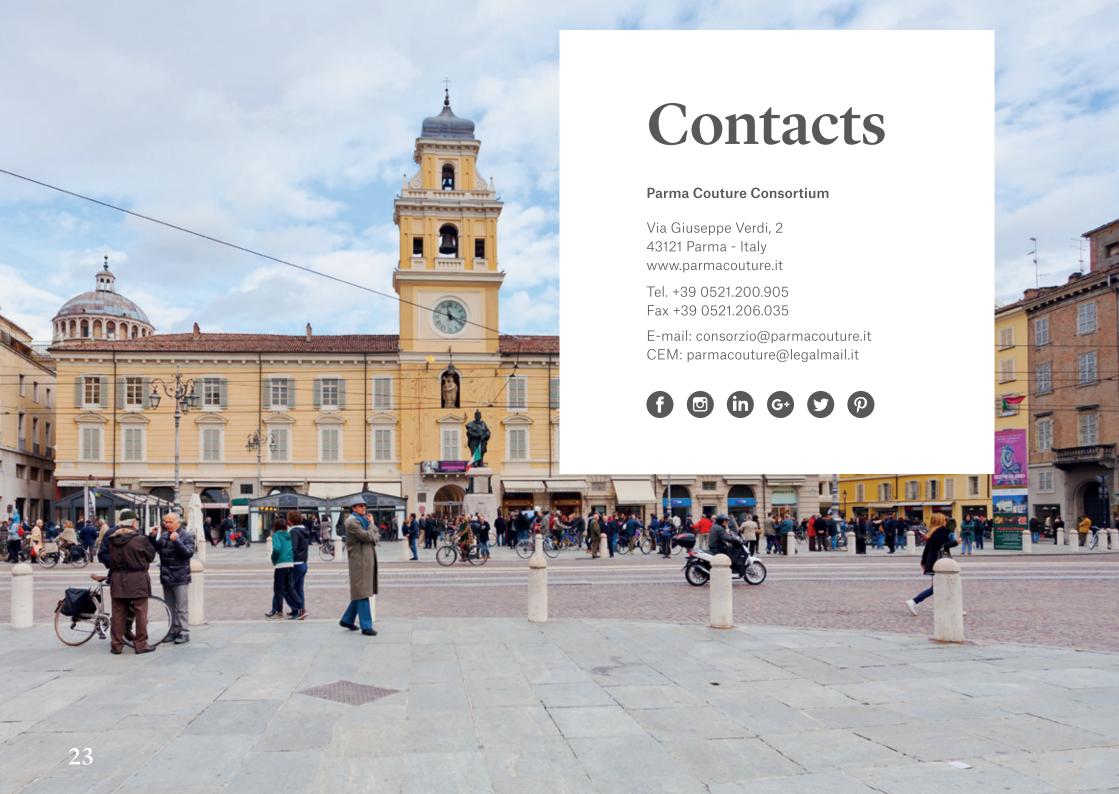
The Woman Fashion of the Consortium expresses itself through the collections of:

- **X** Clothing: sweaters, trousers, scarves
- Leather goods and accessories: bags, fashion jewellery
- X Cosmetics: perfumes, creams, soaps

Parma Couture's companies address a target of medium-high-end buyers aiming at dressing women of different ages and styles with a refined, original taste.

























With the contribution of:



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