



Parma
couture

Parma Couture Consortium

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





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Parma

The territory in the name: the fashion productions of Parma Couture companies are one-of-a-kind as they can originate only in this area due to a history, a style, a manufacturing tradition deep-rooted in places and people.

Parma Couture has proudly borne that name for thirty years. Parma collections stand out for their original quality and style in the fashion valley of Emilia-Romagna region. The vocation to craftsmanship of the “beautiful and well manufactured items” is historically present and still evident in the leather, textile-clothing, cosmetics industry, adding that distinctiveness stemming from the excellence of a territory and industriousness of its people.



Who we are

Parma Couture, founded in 1984 with the name of "Consortium of Clothing Exporters of Parma" thanks to the support of the Chamber of Commerce of Parma, is a Consortium for the internationalisation recognised by Emilia-Romagna Region. Thanks to Parma Couture, the small and medium-sized fashion companies show up together on the international markets.



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:

- ✂ **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
- ✂ **Original taste and style** of collections
- ✂ **International exhibitions and fairs:** regular attendance of the group
- ✂ **International Marketing:** plans, programmes and group projects
- ✂ **Being a community** of companies and people who believe in "being a group".



How we are organised

- ✂ Parma Couture Consortium is a non-profit organisation.
- ✂ The companies forming the Consortium are especially small and medium-sized companies, but also public and private corporations, banks and large companies.
- ✂ They meet in the Shareholders Meeting for laying down the general directives of the Consortium to be implemented through the annual Promotional Programme.
- ✂ The Board of Directors, elected by the Meeting, is entrusted with the management of the Consortium and Promotional Programme.
- ✂ The President, elected by the Board of Directors among its members, is the legal representative of the Consortium, who can be replaced by the Vice-President, if need be.



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
- ✂ **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
- ✂ **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
- ✂ **Leather goods and accessories:** bags, belts
- ✂ **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 enabled the industry to withstand crisis and the increased international competition.

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

- ✂ **Clothing:** sweaters, trousers, scarves
- ✂ **Leather goods and accessories:** bags, fashion jewellery
- ✂ **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.



Contacts

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