



**ENTRE AMIS**

NAPOLI

B R A N D P R O F I L E

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# 01

COMPANY



The C.A. Group srl, owner of the brand “ENTRE AMIS” closes the first five-year financial plan 2010/2014 with sustained growth and a strong positioning in the men’s fashion sector, attesting the brand as one of the most requested and important players in the men trouser segment.

During the first 5 years on the market the brand managed to maintain a steady growth, at an extraordinary rate of + 26% per year in terms of turnover and reaching 90,000 items sold per season.

These numbers have allowed the brand to rapidly climb the positions of the reference sector, becoming the most appetizing pants in the Italian market but also in the Japanese market. In the Far East the success of ENTRE AMIS it was even more striking. Having to clash with historical players present in that market for many more years, the Neapolitan brand has succeeded in a short time to become the third best selling pants brand in the Japanese market and the appeal does not seem to want to stop.





The beginning of the 2015/2019 second industrial plan sees ENTRE AMIS facing international challenges with very precise and ambitious goals, opening up to new markets such as the Benelux, Germany, Spain, Scandinavia and is ready to approach in a very strong and decisive way to the North American market. After a physiological slowdown in growth, during the 2015-2016 period the brand will close with an increase of only 10% per year, but the focus of the management was to capitalize the company. For this reason in September 2015 it decided to acquire a new Head Quarter, thus tripling

the initial operational surface to be ready for the future challenges that await the brand. But the period of acquisitions by the company does not end there. In September 2016 it was decided to acquire a small excellence in the Neapolitan tailoring and outerwear sector with the "Filomario Napoli" brand already present on the market for some years. This new acquisition increasingly affirms the desire on the part of C.A. Group srl to become a reference point for all-round men's fashion, from outerwear to trousers.

# 02

## BRAND



# ENTRE AMIS

NAPOLI

ENTRE AMIS is a pant that combines impeccable sartorial roots with an understated and contemporary spirit. Inspired by the centuries-old Neapolitan tradition, it offers a new point of view thanks to a fresh and personal twist.

Born in 2010, ENTRE AMIS immediately succeeds in imposing itself in international menswear thanks to tailored fit and unusual textures, establishing itself as one of the “brand to watch” in the segment of men’s trousers.

The name of the brand tells a very clear goal: create a product that starting from the sartorial tradition could become a model of style for the new metropolitan tribes.

The soul of an ENTRE AMIS trousers reflects the identity of a new generation, characterized by infinite facets and contradictions. ENTRE AMIS offers experimentations on denim and classics chinos, without neglecting elegant double pleated with a high waist.

# 03

TOP SHOPS



# 03.1

TOP SHOPS / ITALY

cumini conf.ni sas	GEMONA DEL FRIULI
la coupole roby	VENEZIA
la coupole roby	PADOVA
eraldo	CEGGIA
marinotti	CORTINA
lucini	SARONNO
diana	CREMA
wise	CREMONA
wise	DESENZANO DEL GARDA
tessabit	COMO
la rinascete	MILANO
mantovani	CARATE BRIANZA
da giuseppina 1941	LIVIGNO
bonvicini	MONTECATINI
filippo marchesani	CUPELLO
ombre	REGGIO EMILIA
luisa boutique	RIMINI

gibot	ROMA
zita fabiani	ROMA
oriani	ROMA
gaballo	CIVITAVECCHIA
susi store	LATINA
di ceglie	ANDRIA
nida	CASERTA
boutique d'aniello	GIUGLIANO IN CAMPANIA
boutique d'aniello	AVERSA
boutique d'aniello	VILLARICCA
de matteo	NAPOLI
umberto giugliano	NOLA
acanfora	SORRENTO
brancaccio	SALERNO
giglio boutique	LAMEZIA TERME
maccarrone couture srl	ADRANO
scandurra	TAORMINA

# 03.2

TOP SHOPS / OTHER COUNTRIES

## *Belgium*

rs tailoring bvba | STOKROOI - HASSELT

## *Holland*

porto di lusso international b.v.	ROTTERDAM
atelier 9	GR NUNSPEET
de nimes	ROTTERDAM
koedijk mode	RIJSSEN - KE
barneys for men heemstede	HEEMSTEDE

## *Romania*

boutique royal men | BUCHAREST

## *Japan*

barneys	TOKYO
isetan	TOKYO
edifice	TOKYO
beams	TOKYO

## *Korea*

in the booth | SEOUL



04  
CAMPAIGN







FALL WINTER 19 20





SPRING SUMMER 20





FALL WINTER 20 21

05

COLLECTIONS



o'sart

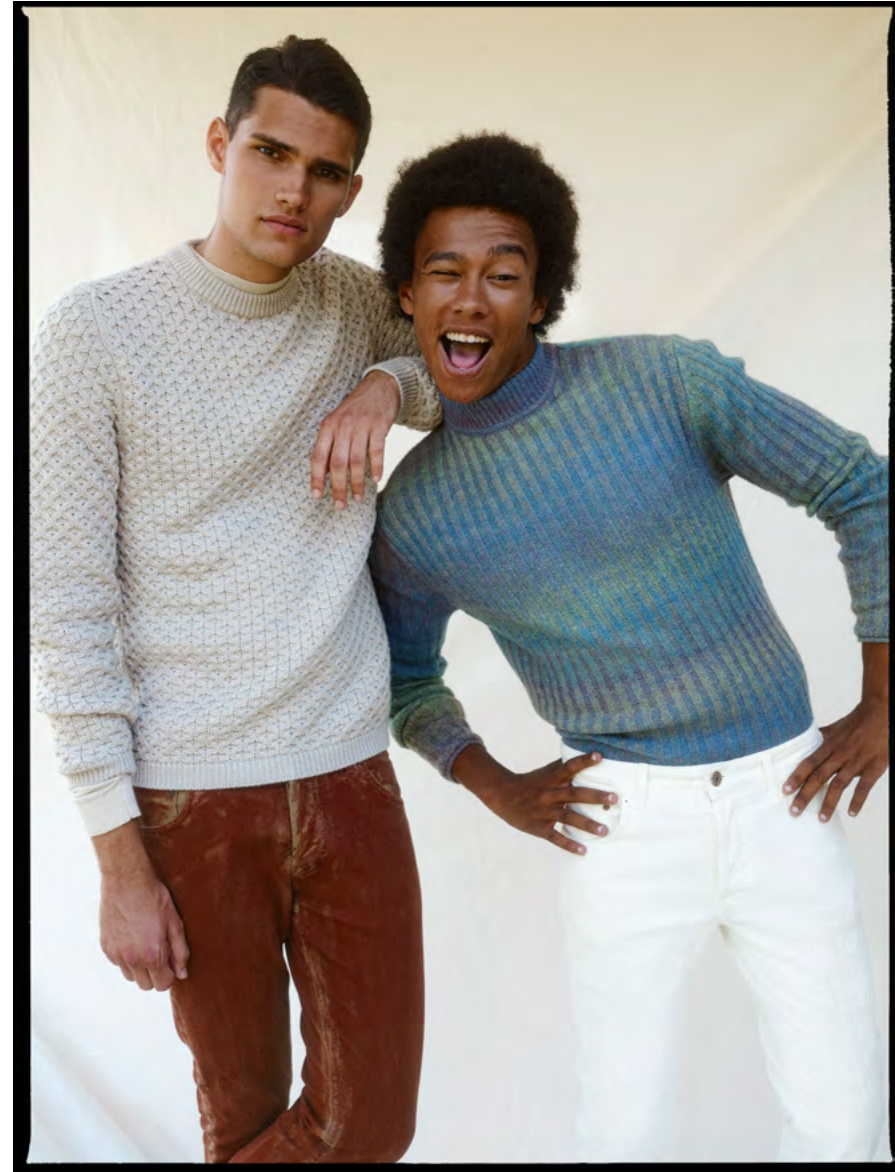
Trousers and outerwear uniquely  
created from sartorial mood.





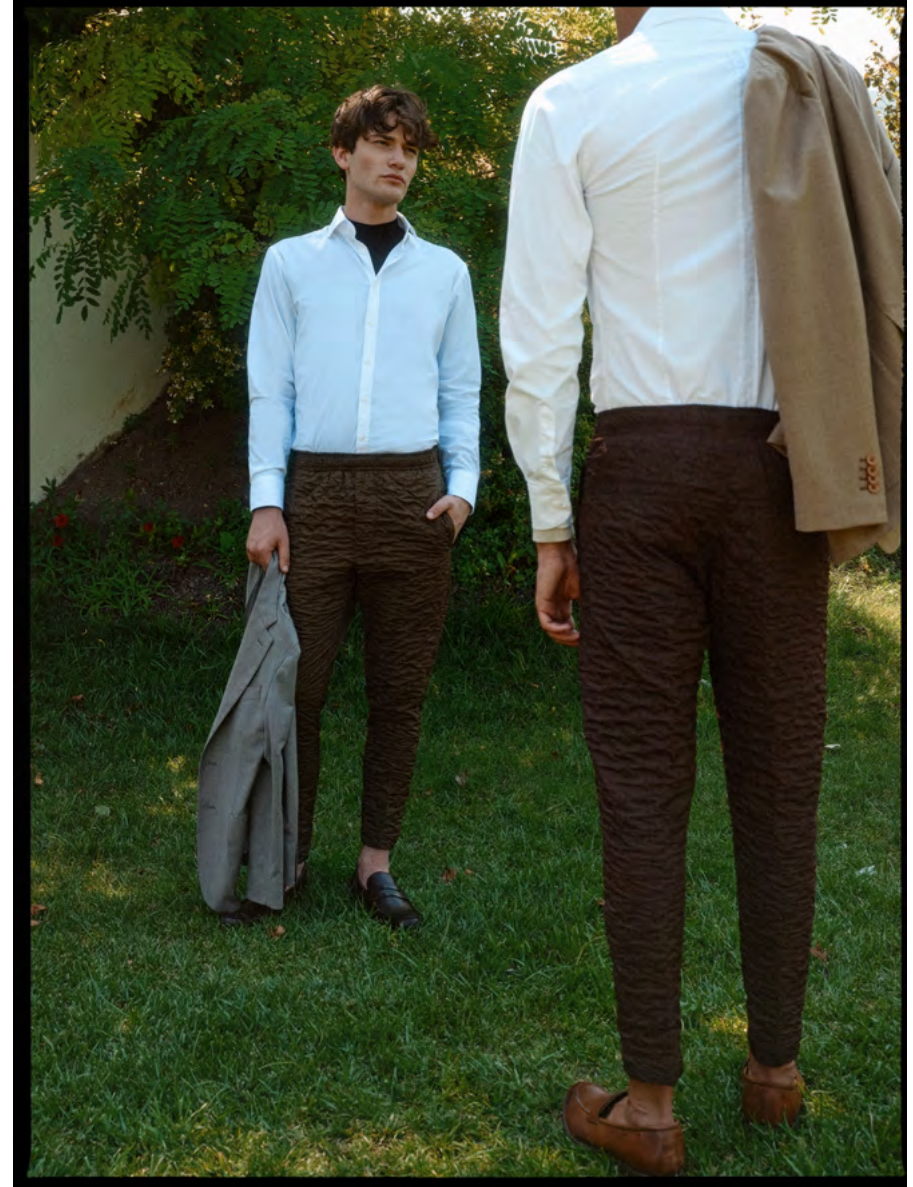
# denim

Always evolving, ENTRE AMIS denim represents research for style and trends.



# collection

100% Made in Italy  
trousers impeccably tailored FW 20 / 21.



o'mast

Cosmopolitan inspiration and sartorial  
research giving life to a storytelling of style.





# officina

Tradition and experimentation blended in  
the Green project.





**ZDHC**

**THE FUTURE IS GREEN!**

For the Fall / Winter 2020-21 season, the production of green trousers started with the OFFICINA collection, always been the Entre Amis capsule dedicated to experimentation.

**ZDHC**

Zero Discharge of Hazardous Chemicals



**no chemicals**



**less water**



**energy saving**

The entire process of treating the Entre Amis Officina trousers is designed following a guideline aimed at enhancing as much as possible favorable aspects in terms of health, energy saving, low water consumption, ozone savings, low Co2 emissions, presence of surfactants highly biodegradable. The products in Z.D.H.C. gateway - level 1 have been evaluated by three of the most important international certification bodies: GOTS; FMD TOX; ECO-PASSPORT.

**WATER SAVING**

0% of waste water  
100% quality

**REDUCED CO2 EMISSIONS,**

for all the production of each trousers.

**BIO MATERIALS**

- bottoni di ottone senza galvanica  
- cerniera eco friendly.





# Eduardo / 100

LIMITED EDITION

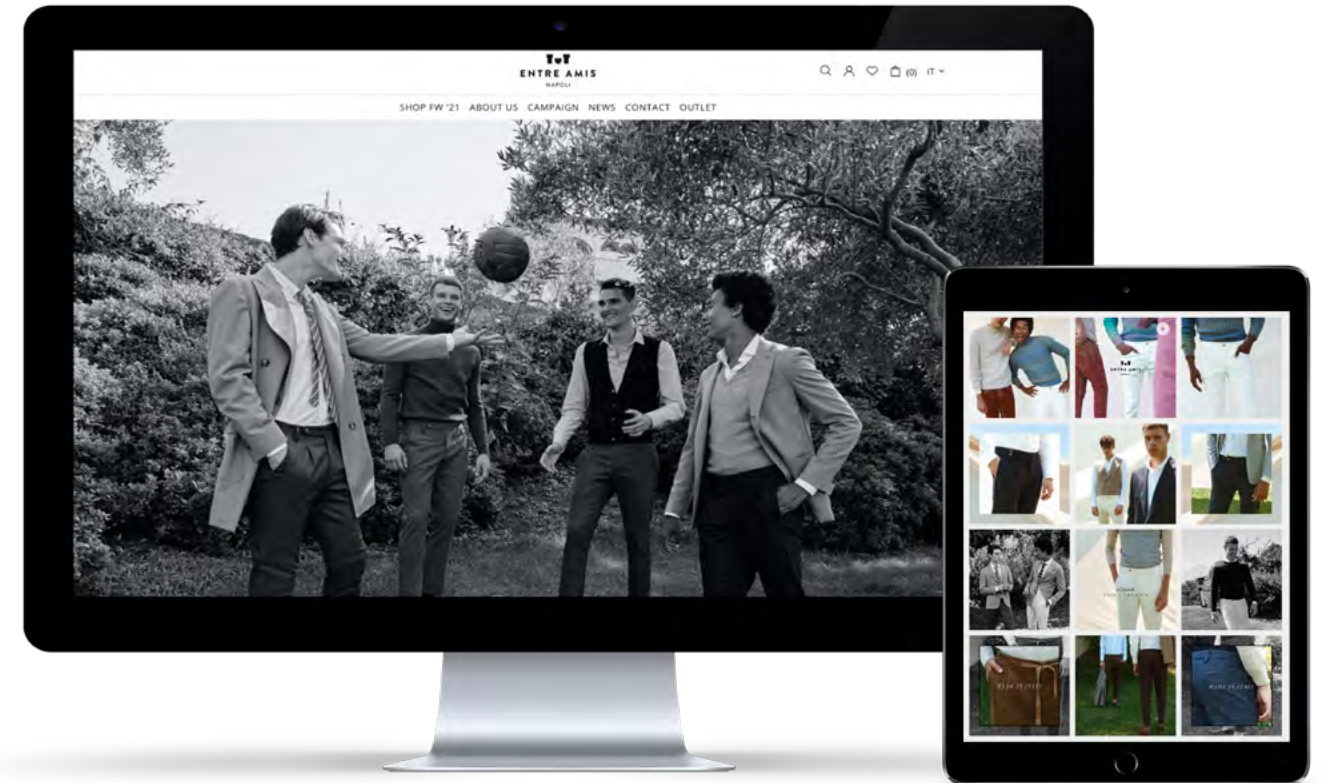
Inspired by the Neapolitan tradition, the EDUARDO / 100 capsule collection comes from a mixture of esoteric symbols and elements of fantasy and is dedicated to the “secret” Naples, rich in art and culture, always loved and unknown to many.

100 trousers, in two models, with a strong street style and linked to two places in the city of Naples, Piazza del Gesù and the Church of Purgatory, rich in history and magic.



# 06

## COMMUNICATION MEDIA



07  
FAIR & EVENTS



PITTI UOMO 97



# 08

PRESS / EDITORIALS



EDITORIAL / the other side of the river / editor: SpaghettiMag



Men's Club



Safari Magazine



Lauren Slindeman / 78m followers







Alessandro Romito / 13m followers



Lorenzo Bacchin / 27m followers

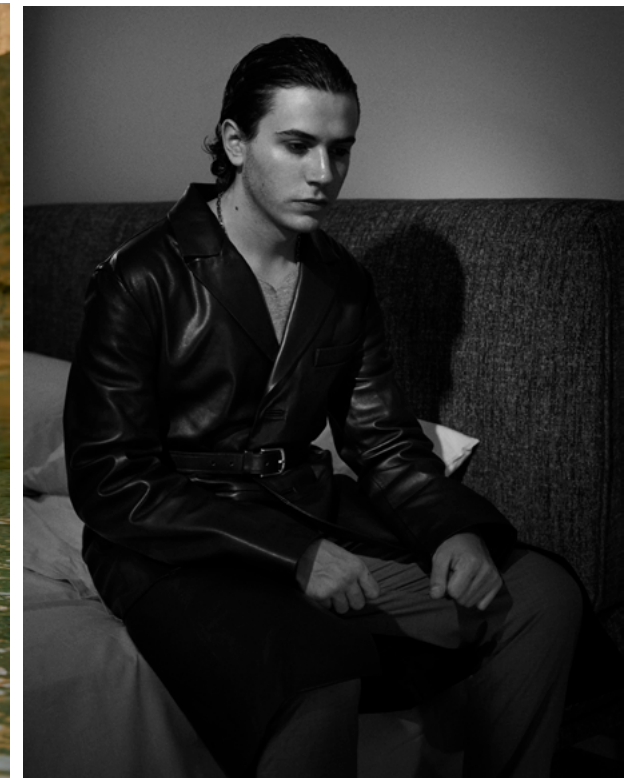




Matteo Corvino | SpaghettiMag #10



SpaghettiMag #10



Mirko Trovato | SpaghettiMag #11

# 09

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