

ALVIERO MARTINI

1^A (LASSE)


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WELCOME TO

O U R

-COMPANY PROFILE-



FINAL S.P.A.

POLIFARMA

POLIFARMABENESSERE

LUSAN • MYOSOTIS

I-DESIGN • L-LAB

ALVIERO MARTINI 1^A CLASSE

TUSCAN

USIGLIANDELVESCOVO

- THE GROUP -

Alviero Martini 1^A Classe is part of Final Group S.p.A., an entrepreneurial Italian holding company originated in the pharmaceutical industry.

Founded in 1996, Final Group S.p.A. nowadays is a holding that operates in different fields: pharmaceuticals, fashion, nursing homes, viticulture and wine production and luxury hospitality.

The mission of Final S.p.A. and all companies in the group is QUALITY first.

In terms of products and services offered, the achievement of absolute quality is the strategic milestone of the holding.

The group is made of people and finds within them its strength and its reason for being a GROUP.

- THE BRAND -

Alviero Martini 1^A Classe has been in the luxury goods industry since 1991 and asserts a globally recognizable Italian style.

The company stands out - right from its origins - for its high-end bags, leather goods, and travel proposals.

Over the years, the range of products has expanded to footwear, menswear, womenswear, kidswear, accessories & jewelry/watches, and a Home Collection, giving a lifestyle concept to the brand.





- A STRONG HERITAGE: THE MAP -

The brand name links to an iconic hallmark: an ancient geographical map that shows the entire hemisphere. The so-called Geo Map is a calligraphic reproduction of parchment of antique maps.

It's a creative artwork that characterizes many of the brand's Collections and has its roots in long-manufacturing Italian traditions.

The Geo Map is a timeless feature that grants each product an identity, even when it's only a detail: an inimitable creative intuition.

Uniqueness, recognition, and an evocative strong message are the brand success factors and ensure the appreciation and loyalty of the final consumer.

- OUR HEADQUARTERS -

Our headquarters settle in Milan in a suggestive 5.000 square meter building in the heart of Navigli, where typical Milanese architecture meets modern design.

One of our flagship boutiques is situated in Milan's renowned fashion district.

- PEOPLE VALUE -

The key factors to our success are People.

Their commitment, creativity, and know-how are the backbone of our business. About a hundred people are working for our company with passion, talent and professionalism.

Designers, agents, distributors, licensees and suppliers with whom we have established a solid long-term relationship based on trust, loyalty and mutual respect complete our "chain of value".





- THE MISSION -

Starting from the tradition to innovate and renew itself is the challenge that Alviero Martini 1[^] Classe collects daily with the MISSION to export our unique and distinctive lifestyle all over the world.

- OUR VISION -

Integrity, quality, beauty and Italian taste. Every day we work to affirm a unique lifestyle and to make Alviero Martini 1[^] Classe a recognizable benchmark in the world.



- OUR TARGET -

Dynamic.

Cosmopolitan.

Contemporary.

A wide range of clients with different ages, lifestyles and cultures.

A casualchic lifestyle aimed at those who want to express their identity.

- THE BASIC PRINCIPLES -

The fundamentals of our business model are:

RESPONSABILITY

PARTNERSHIP

QUALITY

INNOVATION

FOCUS ON CUSTOMER

VALUE FOR MONEY



A TAILOR - MADE -MARKETING STRATEGY-

PRODUCT: a central element of our competitive strategy.

PRICE: a premium positioning that allows us to occupy a distinctive spot in the industry.

DISTRIBUTION: a multi-channel distribution network.

COMMUNICATION: integrated, effective and innovative.



- THE PRODUCT -

The business areas span a wide range of products: from the leather goods-core business of the brand to shoes, clothing, accessories and homeware bearing a lifestyle concept.

Our Collections are upgraded and renewed on a seasonal basis to allow us to offer a broad selection of products in different categories. Our product strategy is to further segment our proposals to best meet the needs of our clientele.

The highlight of the business is the Permanent Collection that can be ordered any time of the year; this is a significant value for our distribution partners.

Every Collection is born from the creativity of a team of Italian designers.

All raw materials and the spirit of exporting to the world the great crafting tradition of our country are Italian.





- COLLECTIONS -

The breadth and depth of our product ranges are really important:

GEO COLLECTION: a permanent collection of leather goods and small leather goods with over 300 models characterized by our Geo Print.

TRAVEL & BUSINESS COLLECTION: a dynamic collection of trolleys, backpacks, travel bags and briefcases. The wide range of products covers all travel needs for both business and leisure.

LEATHER GOODS SEASONAL COLLECTIONS: every 6 months, over 200 products are updated in new variants of materials and colors according to seasonal trends.

SHOES SEASONAL COLLECTIONS: from flats to high heels, from boots to sandals to the inevitable sneakers, shoes are for any time of the day, and perfect for our women.

APPAREL SEASONAL COLLECTIONS: full range of items for men and women for a total look with casual-chic touch.

ACCESSORIES SEASONAL COLLECTIONS: scarves, hats and gloves to complete any outfit. Even umbrellas, watches and jewels.

CHILDREN SEASONAL COLLECTIONS: clothing and footwear to also dress children and infants with special taste.

SEASONAL BEACHWEAR AND UNDERWEAR COLLECTIONS: items ranging from swimwear, out-of-water clothing and lingerie sets according to a refined and feminine taste.

HOME COLLECTIONS: a collection of strong impact expresses an exquisitely Italian style and includes bedroom linen and a set for the bathroom with bathrobes, face and guest sets, towels and bathmats.



- MONOGRAM COLLECTION -

A Permanent Collection of leather goods that follows a new route of femininity. It's sophisticated, unexpected and characterized by the new 1C logo, a linear synthesis of 1^A Classe.

The Monogram Collection offers three different shades that reflect two worlds: the first is characterized by warm nuances like earth tone, leather tone and cream; the second is represented by the cold black and gray tones of the Black variant, designed for a young and contemporary woman.

Monogram 1C is outlined as a starting point towards a new modernity in which initiative, particular care for details and Italian design go hand in hand with the desires of the feminine sphere.



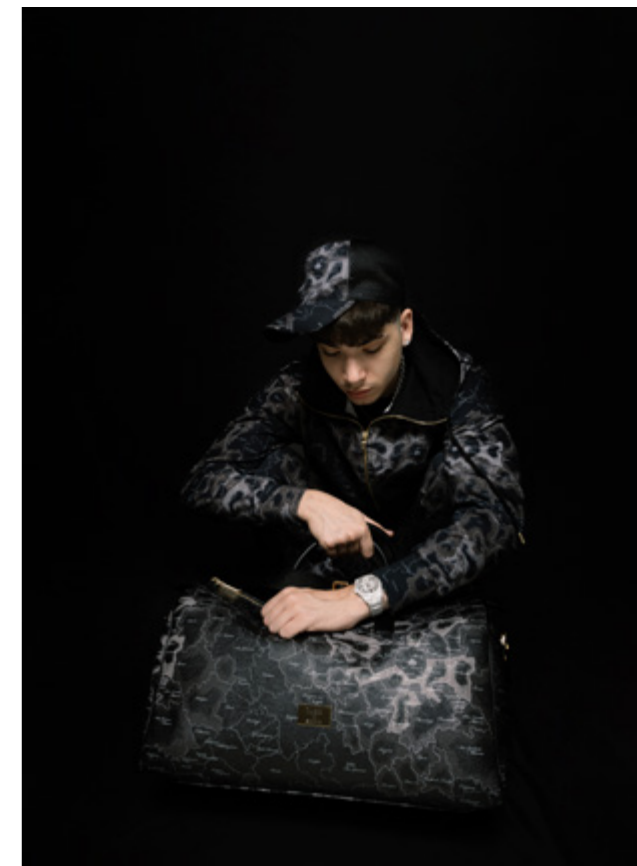
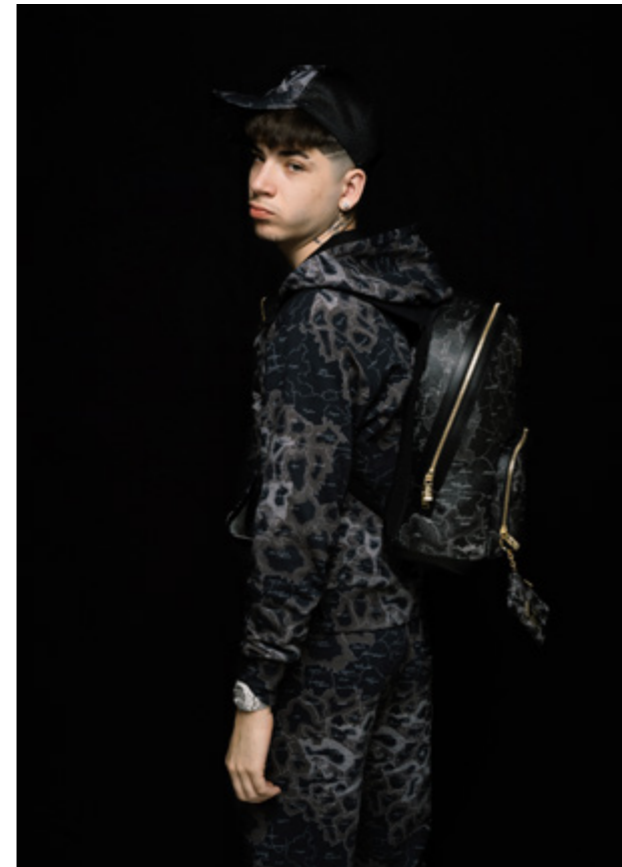
- 1^A CLASSE FOR SHIVA -

A capsule collection created four-handed with the Milanese rapper Shiva, from its origins to the final production.

Starting from the iconic Geo map has been designed a map of the city of Milan and its hinterland linked to the life of the young rapper, specifically for the 1^A Classe For Shiva Collection.

This is how Geo Map Milano was born.

1^A Classe For Shiva aims at Generation Z with the desire to amaze and reinvent itself towards the route of urban style.





- PRICE -

Our price positioning has always been one of the main competitive factors, and the premium choice allows us to occupy a distinct place in the industry.

Our goal is to ensure competitive and correct value for money with an excellent and recognizable price-quality ratio.



Flagship Store Milan



Boutique Bologna



Boutique Roma c/o Euroma2

- DISTRIBUTION NETWORK -

The brand has recorded high growth rates in the last decade and is nowadays well established in the Italian market and growing in foreign countries.

Our multichannel strategy allows us to be present:

- in retail: with direct and franchised boutiques
- in wholesale: with multi-brand and department stores
- in e-commerce: an online store operating in more than 50 countries.

One flagship store represents our lifestyle in Milan in the prestigious fashion district and has recently been fully renovated.

Italy has seven mono-brand boutiques: three in Rome, Padua, Verona, Bologna and Cagliari.

The brand boasts a qualified distribution with more than 800 multi-brand stores located throughout the national territory, with the highest level of loyalty in the industry. An integrated website that is our main window for the world, with more than 500,000 visits a month.

Besides offering the purchase of Collections, it aims to narrate them through videos, images, and insights about products and editorials.



Boutique 360° Mall - Kuwait



Boutique Athens - Greece

Boutique Tirana - Albania

In foreign markets, we work with major distributors carrying forward a consistent expansion strategy in the retail segment.

We have established partnerships in: Greece, Albania, China, Japan, South Korea, Taiwan, Hong Kong, Kuwait and the Kingdom of Saudi Arabia.

Our partners operate mono-brand boutiques and conduct business with selected multi-brand retail stores in major malls, department stores and duty-free stores.

The continuous attention to market needs leads us to set up new partnerships in other countries with strategic relevance for our brand.





Boutique Taipei - Taiwan

Boutique Al Rashid Mall - Al Khobar



- FRANCHISING DEVELOPMENT PROGRAM -

In the Alvierio Martini 1^A Classe Boutiques all over the world, the customer experiences a unique shopping experience and this our strength in the efficiency and effectiveness of our stores.

Being a franchisee of Alvierio Martini 1^A Classe, means to become ambassadors of the brands' values.

We offer a complete range of quality services and operations manuals to lay solid foundations and head together towards achieving business goals.

Alvierio Martini 1^A Classe Sales Ceremonial, staff visits for visual and sales ceremonial training, product tutoring in our headquarters, Visual Merchandising Guidelines, corporate and social Media Marketing Consulting, together with a custom-built furnishing project according to the Alvierio Martini 1^A Classe concept, are only some of the high level instruments we provide.



VOGUE

ستيجيا

VANITY FAIR

iO E L L E
donna

marie claire

- BRAND COMMUNICATION -

For the brand, communication plays a key role. Our integrated and multi-channel strategy is made up of traditional communication together with web-oriented and social media activities.

» Advertising campaigns to interpret and express the essence of our Collections.

» Media plans to spread our image worldwide on the top tiers of newspapers, video communications, projections and billboards in selected strategic locations.



» Events in Alviero Martini 1^A Classe mono-brand stores, our client stores' and press and influencers dedicated presentations.

» Product placement and celebrity endorsements to promote our Collections, focusing on Italian and foreign celebrities.

» Incisive and consistent press office activities to develop brand awareness.

» Social media channels and web projects targeted to create contact and interaction with our virtual audience. Currently active on Facebook, Instagram, YouTube and TikTok.

» Influencer marketing through collaborations with fashion bloggers.





Kay Rush



Hilary Swank



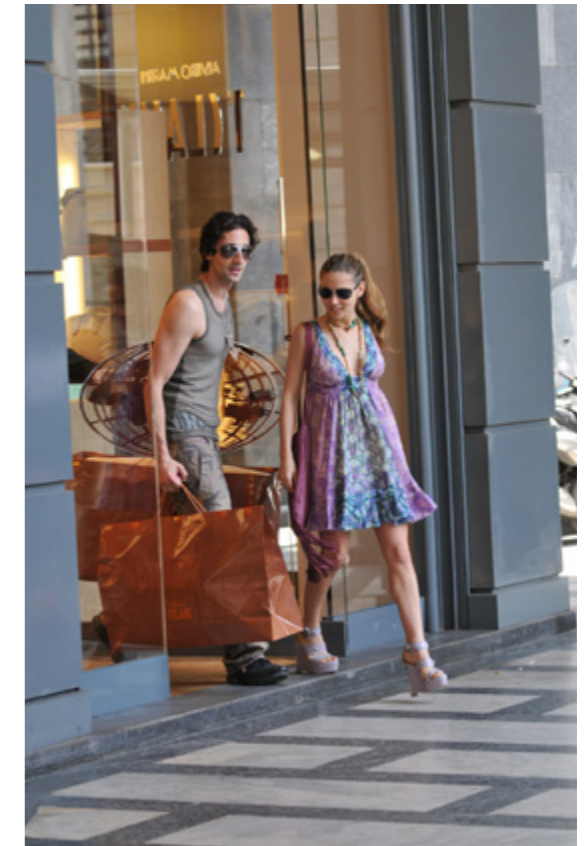
Violante Placido



Beatrice Valli



Adrien Brody and Elsa Pataky



Camila Raznovich and Filippa Lagerback

Joss Stone



Misha Barton



Dustin Hoffman



Press Editorials



TREND

ACCESSORI & CO.

Le texture giocano con righe e stampe a rilievo



FOTO MARCO GAZZA STYLING SILVIA GABRIELLI



SEMPRE IN VIAGGIO

La natura, le sfumature pastello e l'iconica stampa Geo sono protagoniste sulle borse di **Alviero Martini 1° Classe**. E ora il marchio dedica un progetto speciale a sostegno dell'ambiente

Gli accessori della collezione Alviero Martini 1° Classe per la primavera estate 2023 sono la bussola che guida le donne alla scoperta di una femminilità consapevole e potente. Questa stagione il marchio mette in campo una ricerca di significati che parte dall'idea di "Girl Power", la forza delle ragazze, e il nome evocativo della collezione diventa **GR1 PWR**. I temi forti di Alviero Martini 1° Classe sono il punto di partenza di questo nuovo viaggio: dall'irrinunciabile stampa Geo, alla comodità e polivalenza delle forme, dalla qualità dei materiali alla cura di tutti i dettagli, tutto racconta l'identità e la tradizione italiana del marchio. Borse, zaini, tracolle, shopping bag sono protagonisti di tre ambientazioni. La prima parla della riscoperta di sé, attraverso forme morbide e accigliate e colori delicati, in sfumature pastello e cangianti. All'opposto della palette cromatica si trova la serie dedicata al colore, frutto di un approccio energetico, di mix cromatici e di materiali, in cui semplice e complesso si incontrano e si armonizzano. La natura è la musa del terzo tema, con stampe a tema vegetale nella palette più neutra e armoniosa, equilibrate e riposanti, perfette come complemento del look più sofisticati. Infine, Alviero Martini 1° Classe dedica un capitolo a parte alla sostenibilità, con la linea Care Nylon, che sperimenta soluzioni innovative per la salvaguardia dell'ambiente in cui viviamo. Borse e zainetti sono pensati come modelli funzionali, realizzati in nylon riciclato ed eco-nappa, proposti in un'essenziale variante nera, con inserti in stampa Geo.



» A long-time sponsorship with the TV program *Donnavventura*, transmitted on the Mediaset network. A format of expedition dedicated to feminine stories around the world that combines a passion for adventure with the one for traveling and visiting extreme lands. The protagonists are ready to live an extraordinary experience in the most spectacular corners of the planet and to become travel reporters.
www.donnaventura.com

» A second sponsorship with Aniene Rowing Club with whom we take part in the most important national and international regattas.

- *Our starting point towards a new modernity* -

- CORPORATE INFO -

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