

ALVIERO MARTINI

1^A (LASSE)

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WELCOME TO

O U R

W O R L D

-COMPANY PROFILE-



FINAL S.P.A.

POLIFARM

POLIFARMABENESSERE

LUSAN • MYOSOTIS

I - DESIGN • L - LAB

ALVIERO MARTINI 1^A CLASSE

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- 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 1st 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, umbrellas collection and 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 are settled 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 work 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 casual-chic 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 to further segment our proposals to meet the needs of the best 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.

From this year, our iconic Monogram Permanent Collection has transformed into a seasonal line, adapted to the colors and shapes of the current season.

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.

UMBRELLAS COLLECTIONS: a colorful and lively selection of compact, automatic and walking umbrellas.



1^A CLASSE DESTINATION

- 1^A CLASSE DESTINATION -

Alviero Martini 1^A Classe, for the Spring/Summer 2025 season, introduces the new RTW “1^A Classe Destination” Collection, inspired by the vibrant essence of Ibiza. The island, where city energy meets tranquil landscapes, is captured in a versatile wardrobe designed for various experiences.

The Collection features lightweight, bright pieces reflecting Ibiza’s natural beauty. Key colors include stone blue and bleach blue denim, representing the island’s crystal-clear waters, and ochre yellow, evoking the warmth of the sun on sand and rocks. Vibrant lime symbolizes the energy of nightlife, while lively contrasts like pink and turquoise bring freshness and dynamism, infusing each outfit with vitality.

The “1^A Classe Destination” Collection celebrates the freedom to live authentically—whether strolling through shopping streets, enjoying seaside dinners, practicing yoga, relaxing on the beach, or attending elegant evenings and exclusive parties. Every piece invites the wearer to explore a world without boundaries.





- 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 nine mono-brand boutiques: three in Rome, Padua, Verona, Bologna, Cagliari, Arese and Brescia.

The brand boasts a qualified distribution with more than 900 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 Brescia



Alviero Martini 1^A Classe, presents a new Boutique at IL CENTRO in Arese, neraby Milan.

This space of over 80 square meters adopts the concept inspired by the journey of the Flagship of Milan through a lightweight and dynamic design, able to offer a selection of the brand in a warm and elegant environment.

With particular attention to leather goods, the Boutique offers a wide selection of products, keeping itself constantly updated.

- NEW OPENINGS ITALY -

Alviero Martini 1^A Classe opens a new boutique at Elnòs Shopping, the mall in the suburb of Brescia.

Continuing its storytelling around the theme of travel, the Boutique features a minimalist yet sophisticated design that perfectly highlights both the seasonal collections and timeless classics.

The space creates a harmonious blend of colors and volumes, offering an elevated shopping experience.



Boutique Arese



Boutique 360° Mall - Kuwait



Boutique Athens - Greece

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 Tirana - Albania





Boutique Al Rashid Mall - Al Khobar

Boutique Riyadh Park - Riyadh



- FRANCHISING DEVELOPMENT PROGRAM -

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

Being a franchisee of Alviero Martini 1^ª Classe means becoming 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.

Alviero 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 Alviero Martini 1^ª Classe concept are just a few of the high-level instruments we provide.



VOGUE
ستيجي
VANITY FAIR
iO E L L E
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.



Veronica Fedolfi

» 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 activities, such as Experience, seeding and endorsement, with renowned Italian and international Talents.





Kay Rush



Hilary Swank



Adua del Vesco



Megan Ria & Maddalena Svevi



Gian Marco Tavani



Adrien Brody and Elsa Pataky



Angela Caloisi and Paolo Crivellin

Joss Stone



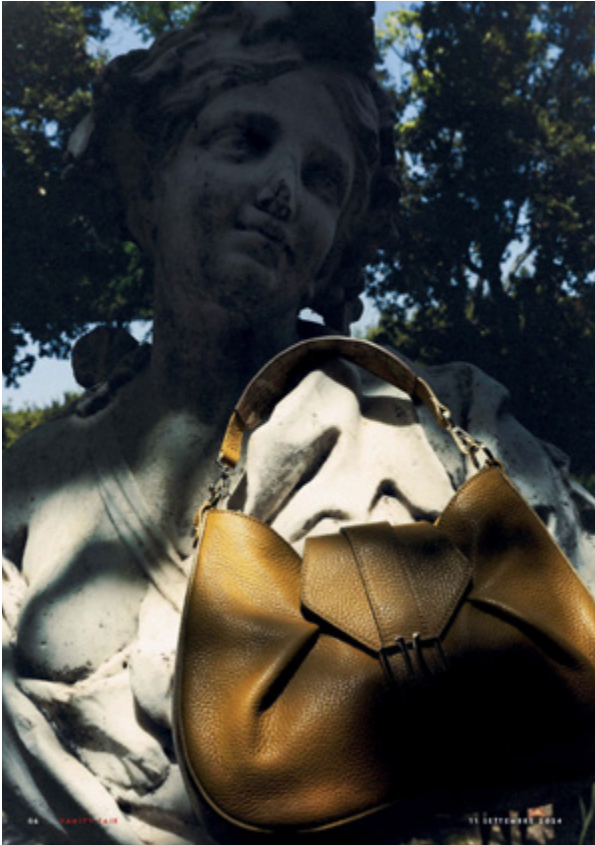
Misha Barton



Press Editorials



Dustin Hoffman





1ª Classe takes the field with BFM

For the next two sports seasons, Alviero Martini 1ª Classe will be the new Main Sponsor of the First Team of Basket Femminile Milano, which will take on the new name of "1ª Classe BFM." Both organizations are committed to supporting women's sports, nurturing the athletes of tomorrow, and contributing to the development of their talent and personal growth. For the young team, two uniforms have been designed featuring the 1ª Classe maxi logo: one with a Geo White background for home games and the other with a special Geo Royal Blue for away matches.

- *Our starting point towards a new modernity* -

- CORPORATE INFO -

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