



VIII

MICHELA FERRIERO

BRIDAL *chic*



WELCOME TO OUR COMPANY PROFILE

TARGET

All the brides who are looking for uncompromising quality and a strong focus on unique fine design.

FRAME OF REFERENCE

Michela Ferriero is a brand that offers a balance of exquisite craftsmanship and fabric innovation, always paying the utmost attention to the environment.

POINT OF DIFFERENCE

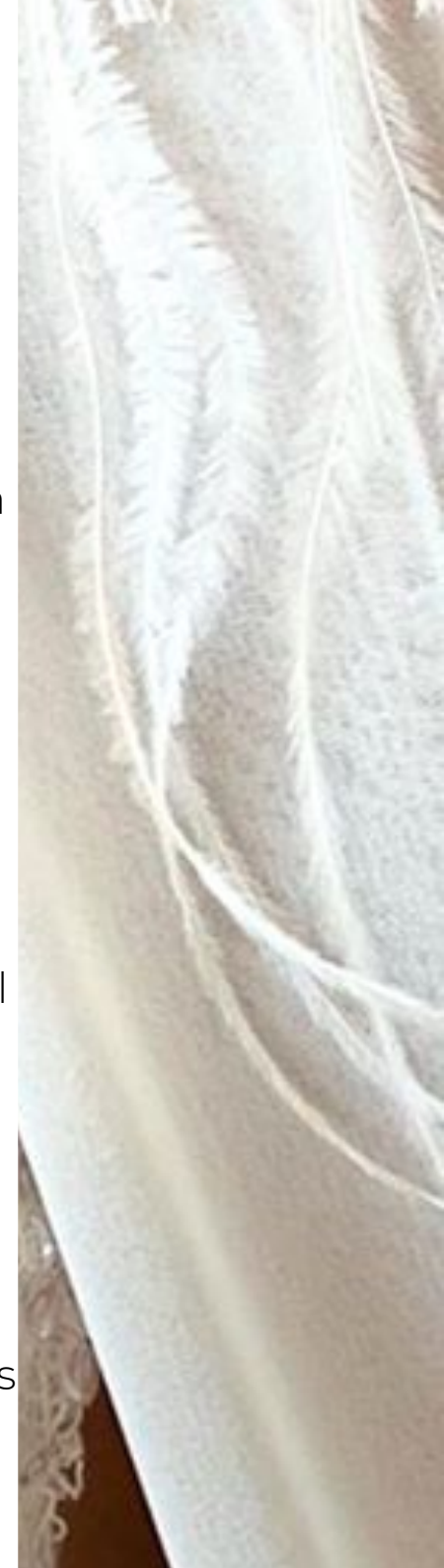
Creating dresses with an incredible fit for brides that want to feel daring and modern.

REASON WHY

Because we want to shake the universe of bridal fashion.

REASON TO PARTNER WITH US

We are growing company that creates several capsule collections throughout the year and knows how to meet brides' needs, offering a tailored service and turning every dress into a trend driver.





THE COMPANY

OUR HISTORY

Michela Ferriero is a young Italian wedding dress maison, whose creations are characterised by a unique style that fuses Mediterranean taste with a strong passion for innovation. Founded by a married couple in love with the world of bridal fashion, the brand is a second-generation business, born out of Atelier Pantheon, a maison with over 40 years of experience in the industry.

Michela Ferriero has created a cutting-edge style, always shifting the boundaries of modern bridal fashion design.

Her style is appreciated all over the world, especially for its perfect, sexy and modern fit.



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OUR MISSION

Shaking the universe of bridal fashion upside down, to amuse and surprise our clients and reflect our brides' dreams.

Designing high-quality wedding gowns like no one is creating anymore, 100% made in Italy, with only the finest, most precious and thoughtfully sourced fabrics.

Sharing with the world a new way to look at brides and wedding dresses, as well as an innovative process of co-creation that connects the production line with brides and sellers.



OUR VALUES

TRADITION

The strongest luxury tailoring tradition of Made in Italy, based on a rich heritage of technical skills and a careful selection of high-quality fabrics, luxury embroideries and French laces.

INNOVATION

The desire to constantly innovate, to create gowns in a different way, always starting from what brides want.



OUR VISION

Michela Ferriero's wedding dresses are not for every woman: these dresses are solely for real queens, women with a bold personality who want to be cherished, who know that they deserve nothing less than a throne.

Michela Ferriero's dresses make brides' dreams come true, embodying the uniqueness and splendour of Made in Italy tailoring.

With these dresses, brides are transformed into real divas.



TIMELESS TRADITION

A centuries-old manufacturing tradition of high-quality tailored products meets modern production technologies in an era in which international markets are saturated by mass production and cry out for less standardisation.

A return to excellence, especially for life-changing moments.



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A woman with long, wavy brown hair and freckles is wearing a white, long-sleeved lace dress with a deep V-neckline. She is standing outdoors in a garden or courtyard setting, with a wooden pergola and green foliage in the background. The lighting is warm and natural, suggesting late afternoon or early morning. She is looking slightly to the right of the camera with a neutral expression. Her hands are resting on a stone ledge in front of her.

OUR
BUSINESS
MODEL

STRATEGY

Michela Ferriero identifies its main product distribution channels through:

DEDICATED RETAIL AREAS

within shops, all highly branded and customisable depending on the needs and structures of the different markets.

FLAGSHIP STORES

which, as well as offering the collections and the capsule collections, may be used to introduce additional products as part of a carefully designed “brand extension“, such as shoes, first night sets, coordinated veils, lingerie, home fragrances, etc.



WHAT WE OFFER

TO RETAILERS

We offer limited-edition dresses designed with a tailor-made approach. Michela Ferriero retailers can always satisfy their clients' requests, offering them not just standard models, but refined customisation and striking details.

Thanks to our customised service, every dress can be adapted to satisfy our clients' wishes, tastes and needs, so that retailers can always offer something new and become real trend-setters. Our creations are not just unique, but also of higher quality than our competitors'.



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WHAT WE OFFER

TO BRIDES

A brand-new shopping experience that allows them to have a haute-couture dress designed according to their dreams and the latest trends.

An unrepeatable, one-of-a-kind dress that enhances each bride's beauty and creates a scenography that makes her shine.



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THE WEDDING LAB

The Wedding Lab is not just the moment when brides ask for the details they want or don't want in their dresses. It's also an unrepeatable, unique occasion to collaborate closely with an international brand and actively participate in the production process.

Brides and professionals can co-design the dresses and take part in an extremely emotional and creative process.

A special occasion to develop an active listening of the key actors of the bridal industry and to share the talent of Michela Ferriero.



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**THE
COMPANY
TODAY**

EXPORT

Michela Ferriero exports her products to several retail shops in Spain, France, the United Kingdom, the United States, Korea, Greece, Germany, the Netherlands and Malta.

As part of the LM Fashion Group, the brand is also focusing on other foreign markets, such as China, Russia, Canada, Brazil, Saudi Arabia, and any other countries interested in Made in Italy products characterised by the highest quality and exclusivity.



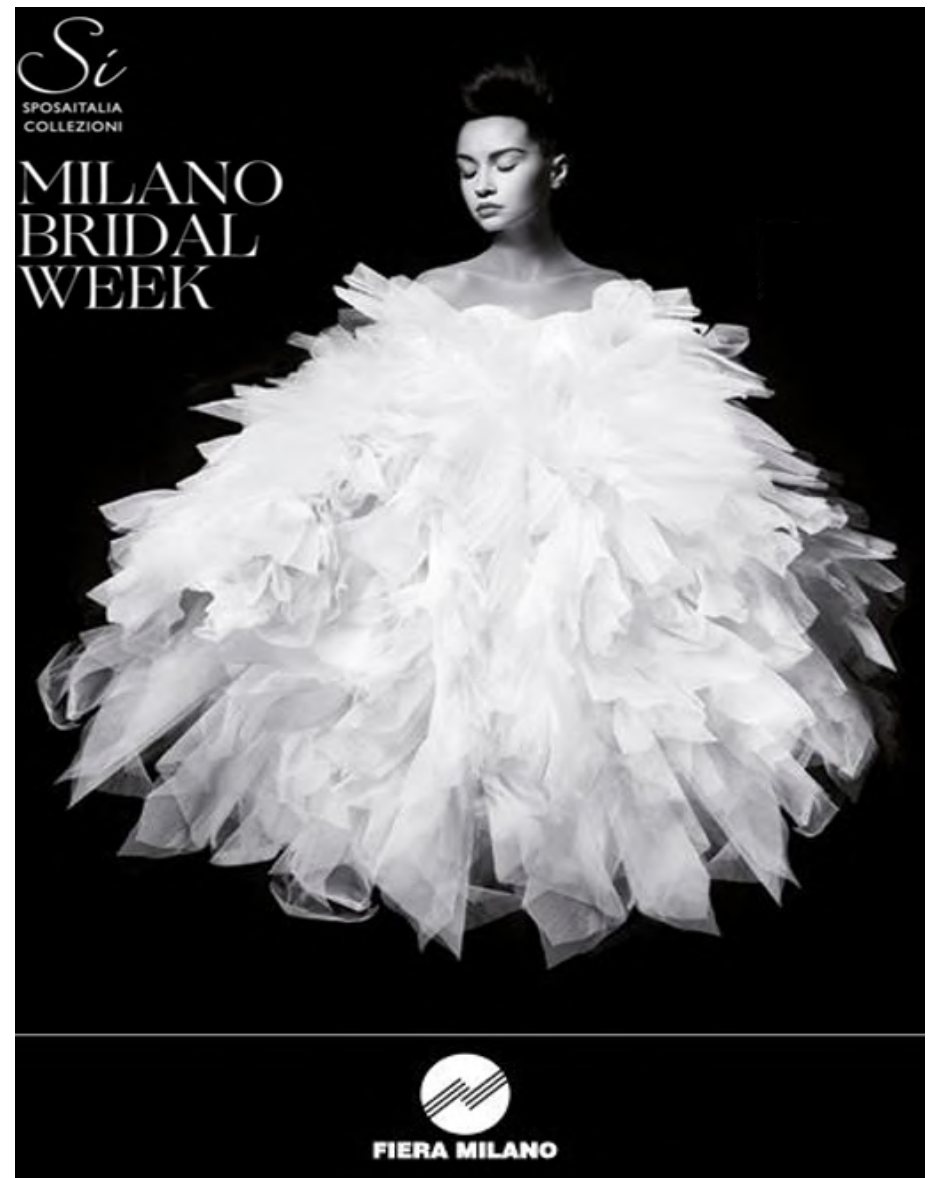
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EVENT

Michela Ferriero has been selected among other international brands to appear at #SIGREENBRIDAL, a fashion show event organised by «Sì Sposaitalia Collezioni», whose aim is to raise awareness of sustainability and eco-friendliness in the bridal fashion industry.

#SIGREENBRIDAL presents the most innovative bridal and ceremony looks in a new ecological paradigm and turns the international spotlight on next season's eco-friendly creations and trends.

#VBBFW Valmont Barcelona Bridal Fashion Week



— VALMONT —
BARCELONA
BRIDAL
FASHION WEEK

THANK YOU

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