



PFL  
*moda*

# **A Story of Female** ENTREPRENEURSHIP



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# ABOUT US

*PFL moda is the dream of two women who have always wanted to enhance other women, envisioning fashion and style as powerful tools for female empowerment.*

The project originates from the passion and entrepreneurial spirit of sisters Floriana and Luisa Pazienza. After growing up surrounded by fabrics, patterns and sewing machines, they inherited their family's tailoring business and decided to continue cultivating their love for high-quality fashion, expanding their horizons and launching their own women's clothing brand.

Today, Floriana's experience in fashion, combined with Luisa's managerial skills, gives voice to the sisters' personal and creative vision, their concept of femininity, and a distinctive aesthetic that translates into versatile and comfortable garments.



## VISION

*PFL moda is a women's brand, inspired by women, for women.*

The project is rooted in the different and complementary personalities of Floriana and Luisa, in their desire to help every woman express herself through her style, recognizing herself in what she wears.

## MISSION

*Creating clothes that make women feel special.*

To bring PFL moda garments to life, Floriana and Luisa draw inspiration from the endless nuances of femininity. In this way, their creations meet the style desires of every woman, through comfortable fits that suit various silhouettes and remarkable versatility.





1952

The history of PFL moda began in the 1960s and is rooted in Bitonto, one of the centers of the Apulian textile industry. The intuition of Floriana and Luisa's grandparents, who were fabric merchants at the time, led them to start a small production of women's clothing with a practical and simple style, suitable for those years, in their local tailoring workshop.

1974

In 1974, the business was passed on to the next generation. Floriana and Luisa's father and aunt decided to continue the family tradition and broaden their horizons, making a winning move and anticipating what would become one of the biggest trends of those years. The company became a pioneer in Puglia for tracksuits for women, men, and children—the flagship item in sportswear.

From the beginning, Floriana and Luisa's parents became key figures in the company, thanks to their great experience as tailors and the endless love for their work. These two pillars continue to instill the same passion and expertise for tailor-made fashion in every action and every person in the company.

1998

This great legacy was passed down to Floriana and Luisa, who grew up to the sound of sewing machines in the workshop.

In the early 2000s, Floriana, with a degree in fashion and design, was the first to join the company. Luisa followed after her degree in economics, dedicating herself to the company and taking its reins.

After years of experimentation in women's fashion, the Pазienza sisters proposed a change in direction.

2014

TOLÉRANCE

The sisters' maturity and clearly defined vision reached their peak in 2014 with the debut of the first women's clothing line, Tolérance, an expression of inclusivity and femininity.

2015

TOLÉRANCE  
*Couture*

In 2015, Floriana and Luisa launched the Tolérance Couture ceremonial line, a perfect combination of femininity and elegance.

2016

VIVYA

In 2016, PFL moda's second brand, VIVYA, was born, a contemporary, bold, and casual line. Since then, both brands have embraced changes in the world and women's fashion, updating their style.

TODAY

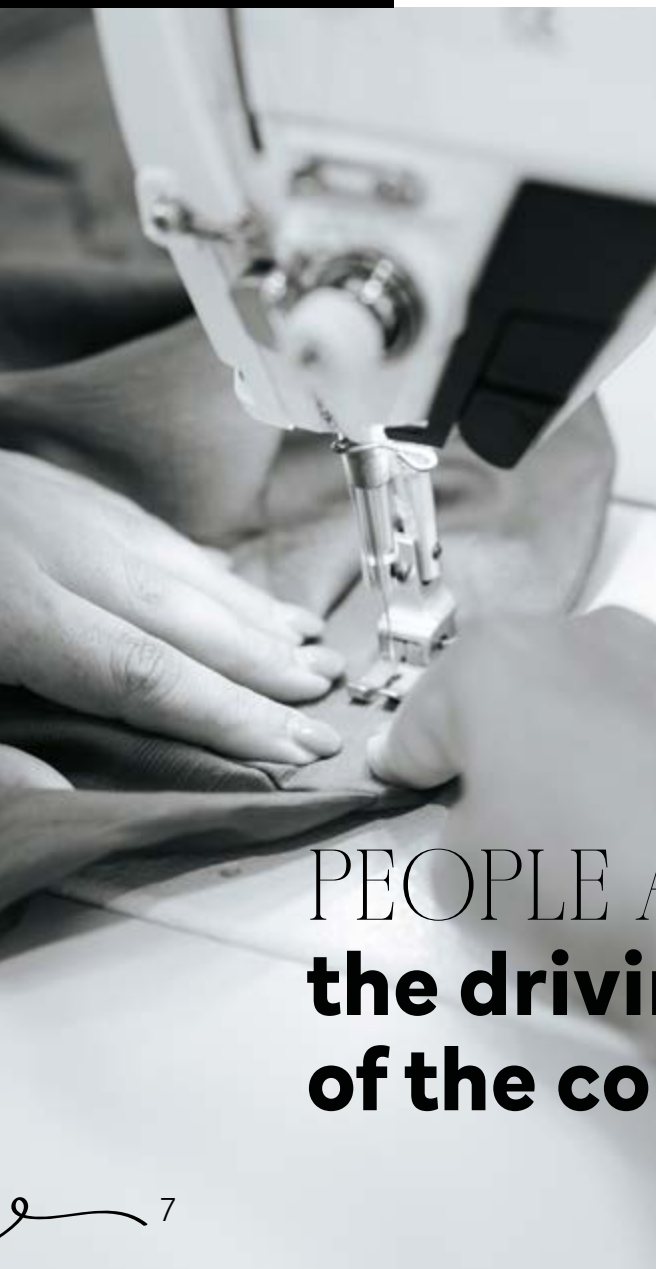
Floriana and Luisa continue to write the history of PFL moda with the same passion: a virtuous story of roots, family, creativity, courage, and resilience.

Research and originality, tailoring expertise and stylistic innovation, versatility and fit are the values that come with every collection. PFL moda brands thus rewrite the rules of style with inclusivity, helping every woman to live and wear beauty, affirming her femininity.

**A dream that  
spans and inspires**  
THREE GENERATIONS







PEOPLE ARE  
**the driving force  
of the company**

*PFL moda has always considered its collaborators a great resource and a continuous source of dialogue and inspiration.*

Over the years, the Paziienza sisters have built a diverse and intergenerational team of great professionals and tireless workers.

And then there are Floriana and Luisa.

The first is the creative soul behind the two brands. The second is the rational and managerial mind of the PFL moda project. Together, they have created a reality that reflects the desires and stylistic needs of every woman, producing clothes that enhance the silhouette.



“  
DESIGNING CLOTHES  
FOR WOMEN MEANS  
UNDERSTANDING THEM.

**Reflecting their needs and  
passionately creating pieces  
we would wear ourselves.**

*Floriana and Luisa Paziienza*





**CUSTOMER  
RETENTION RATE**

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92%

**EMPLOYEES**

87% WOMEN

**NO. OF  
COLLECTIONS  
TO DATE**

---

60



O2

BRAND

TOLÉRANCE

*Tolérance is the expression of femininity and inclusivity.*

The brand reflects the personality of a contemporary woman who sees herself in the style she wears and expresses herself freely.

A recognizable and versatile offering, from casual to couture, but always attentive to the evolution of fashion and women's needs.

Tolérance collections' garments easily adapt to every silhouette.  
The fit and attention to detail are, in fact, the brand's strengths.



THE  
TOLÉRANCE  
WOMAN  
**is refined and  
contemporary**





O2

BRAND

VIVYA

*VIVYA was created to tell about a contemporary woman who wants to enrich her wardrobe with bold pieces that have a strong personality.*

The brand combines tailoring quality with a youthful, casual spirit, recognizable in the contrasts between vivid colors and original patterns.

Each collection plays with the ever-changing nature of fashion, where experimentation and creativity express and reinterpret the trends of the moment, creating a versatile wardrobe suitable for any occasion.



THE VIVYA  
WOMAN  
**is casual  
and chic**









# MADE IN ITALY

“

Made in Italy  
is the art of creating  
high-quality fashion.

*Floriana and Luisa Paziienza*



*Made in Italy is in the DNA of PFL moda, the key to standing out with the legacy of Italian tailoring, passion, “savoir-faire” and good taste in a market now overwhelmed by uniformity and fast fashion.*

## RAW MATERIALS

*Everything starts with the fabrics.*

With every collection, PFL moda carries out meticulous research into fabrics, selecting those characterized by captivating colors and contemporary patterns to emphasize the strong identity of the two brands, Tolérance and VIVYA.

The project invests in this choice so that every woman searching for unique pieces can recognize an expression of style and personality in PFL moda.





## TAILORING

*Through the creative process, every collection aims to propose new styles, interpreting the evolution of women's fashion with creativity.*

With great care and skill, the seamstresses give shape to Floriana's ideas —she is both designer and patternmaker—turning the concept into reality.

The improvement of fit and attention to detail translate into garments that reflect the Pazienza sisters' approach and their dedication for "doing things the right way."

Women choose PFL moda for the way the fabrics feel on their skin, the comfort of the fit, the hand-finished details and the versatility of the garments.

**Each PFL moda garment**  
HAS A DISTINCT IDENTITY



## FIT AND VERSATILITY

*The fit of PFL moda garments is the result of careful study of lines, model design and fabrics that embrace the body.*

The goal is to create comfortable clothing designed for a diverse audience of women who do not want to give up their femininity.

The two PFL moda brands, Tolérance and VIVYA, offer an inclusive size range, from XS to XXL, and a design that adapts to various body types, so that every woman can enjoy the pleasure of a garment that truly enhances her.

Tolérance and VIVYA collections are designed for women who love to play with fashion to express themselves in different ways, every day.

Versatility is the added value that allows them to flaunt an always-fashionable look, with an outfit suited for every occasion: from casual to couture, from office work to a cocktail with friends, to an elegant dinner.

**A style designed**  
FOR EVERY WOMAN





## DISTRIBUTION

*Over the years, PFL moda has evolved its distribution network, building strong, trustworthy relationships with partners.*

Today, Tolérance and VIVYA collections are distributed nationally, in selected boutiques that align with the image of the two brands, which stand out for their refined and sophisticated offering of garments.

The next goal the company aims to achieve is to establish its presence abroad, with the launch of new international partnerships.



## SERVICES

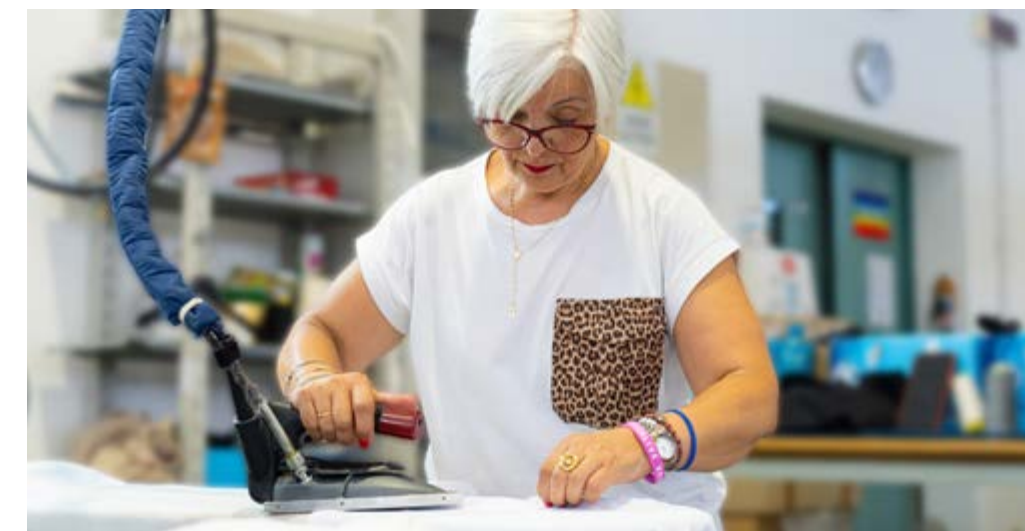
*For PFL moda, pre-and post-sale are two crucial moments, a way to support clients and show empathy, reliability and professionalism.*

### **PRE-SALE SERVICES**

To support these collaborations, PFL moda offers a range of pre-sales services that ensure a flexible offer tailored to the needs of individual operators in the women's clothing sector.

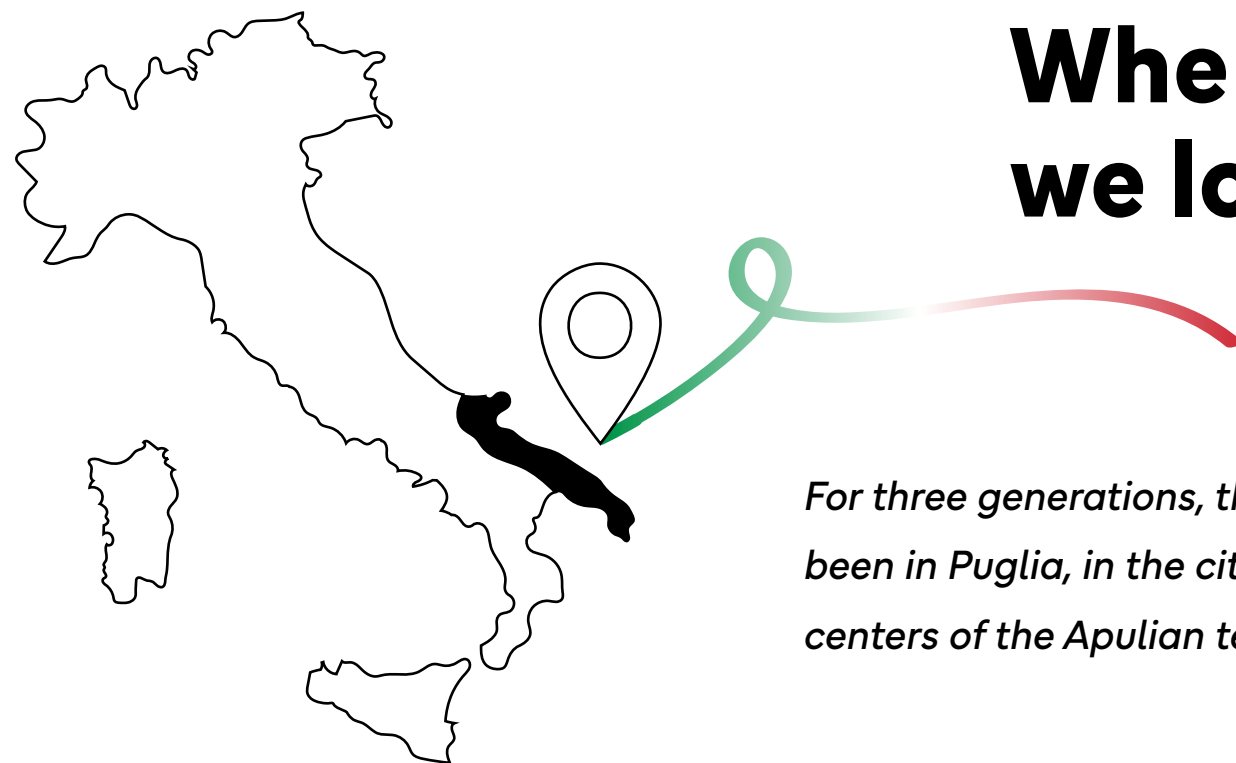
### **POST-SALE SERVICES**

PFL moda strongly believes in nurturing relationships with its clients even after the sale. To support them in their day-to-day work, it offers a range of services such as replacement and restocking.





## Where are we located?



*For three generations, the roots of PFL moda have been in Puglia, in the city of Bitonto, one of the centers of the Apulian textile industry.*



### **OUR LOCATION**

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