



ELISA BURLAMACCHI
FIRENZE

COMPANY PROFILE

The brand ELISA BURLAMACCHI is synonymous with prestige and luxury. With a refined and elegant style, it embodies the excellence of Made in Italy, thanks to a production entirely made 100% in Italy, entrusted to the finest selected companies, each specialized in a specific sector.

ANTIQUE ORIGINS. The brand name originates from a noble Tuscan family with roots dating back to the 1200s, including prominent figures who have shaped both Italian and international history. (In particular: Francesco Burlamacchi, named “forerunner of Italian Unity” with a statue in his honor in Piazza San Michele in Lucca).

PRECIOUSNESS:

The creations in the collection are authentic handbag-jewels, considered investment assets:

- The brass accessories are enhanced with a **24k gold plating**, applied with a generous thickness (0.50 microns), a rare treatment used by only a few luxury brands. This particular process not only further enhances the refinement and quality but also ensures lasting durability over time, setting our products apart from those of other brands in the sector.
- Each handbag features a **certified diamond** embedded on the back tag, certified in Milan and set by hand in the historic Torre dell'Orefice on Ponte Vecchio, by skilled Florentine artisans.
- The handbags are numbered and accompanied by an **Identity Card** and official certifications, guaranteeing their quality and confirming their authentic provenance.
- The products are delivered to the customer in an exclusive **Luxury Packaging**, designed to offer a unique and refined shopping experience, consisting of: a high-quality branded box, a satin cushion upon which the bag rests, a suede and satin pouch, and a luxurious Shopper Bag. All components are crafted in the brand's colors—gold and black—creating a distinctive and sophisticated visual impact that reflects the quality and authenticity of the product inside.



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RED CARPET Festival: The bags have been showcased on the red carpets of the Venice International Film Festival and the Rome Film Festival, as well as at other events related to the San Remo Music Festival.

During Milan Fashion Week (MFW), the brand held two distinct runway shows in Milan in September 2023.

PRESS:

The brand is present online at www.elisaburlamacchi.com, where purchases can be made, and on all social media platforms under the name @elisaburlamacchibrand (Facebook, Instagram, LinkedIn, TikTok, YouTube).

- Following the brand's inauguration in June 2023 at the Four Seasons Hotel Florence during Pitti Immagine, numerous articles and interviews have been published online and in print.
- Multiple issues of the luxury magazines "Firenze made in Tuscany" and "Milano City of Fashion" (by the "Editorial Group") have featured advertising pages and an interview with the founder, distributed in five-star hotels in Florence and Milan.

SHOPS:

In Florence, the brand ELISA BURLAMACCHI is present at the historic store "ANNA Piazza Pitti 1955," and will soon be available at other exclusive stores in Florence and Forte dei Marmi. The brand's goal is to open luxury monobrand boutiques in the centers of the most prestigious cities in Italy and worldwide. Personalized appointments can be booked directly at the Maison Elisa Burlamacchi.

MISSION:

The brand's mission is to enhance and relaunch 100% Made in Italy production, bringing Italian excellence in luxury fashion to the world. The goal is to celebrate the craftsmanship and inherent elegance of Italian style, making each creation a symbol of unparalleled quality and refinement.