

ARMERIA MESCHIERI

MADE IN ITALY



WITH
ARMERIA MESCHIERI
YOU ARE NOT JUST WEARING A PIECE OF FASHION,
YOU ARE LIVING AN ITALIAN STORY.

ABOUT US

Armeria Meschieri was established in the year 1900 as an historical shooting store in Varese, a beautiful hillside town at the foot of mountains and a lake not far from Milan. Varese is well known for the important villas, popular Hotels and numerous parks in which Milan's aristocracy and high bourgeoisie came to stay during the holidays, a trend that continues today.

The Valcarengi Family bought the business in the '80s and began to expand its activity to include country/casual clothes, soon culminating in the design and production of our own Armeria Meschieri luxury fashion products known today for their exquisite taste and uncompromising quality.

The brand started with ties and grew to include garments and fashion accessories inspired by our family's day to day lifestyle: elegant sport. Today the product line expresses a precise elegant identity without any compromise with quality. The price...a consequence.

The inspiration that brought us here continues to lead us with passion into the future.



OUR PRODUCTS

Armeria Meschieri is currently focused in the luxury belts, ties and shirts segments. Each of our products is the result of the finest tradition of Italian craftsmanship, handed down from father to son, from generation to generation.

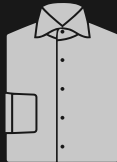
We work together with the artisans, selecting the best materials to obtain the kind of quality expected in the best Made in Italy products. Every aspect of the products - from the choice of leather to the craftsman's technique, from the selection of silks and cottons - every step is dotingly designed and made in Italy.

Thanks to century-old experience in the world of clothing, we have developed a wide range of products ranging from knitwear to travel bags, from jackets to coats and overcoats, all sharing superb quality with a timeless classic country chic style.

For a broader review of our products, please refer to website www.armeriameschieri.com

FASHION CHANGES EVERY SEASON.
WE OFFER A TIMELESS STYLE
THAT REPRESENTS A REFINED,
ITALIAN ELEGANCE.





COMMITMENT TO PRODUCT

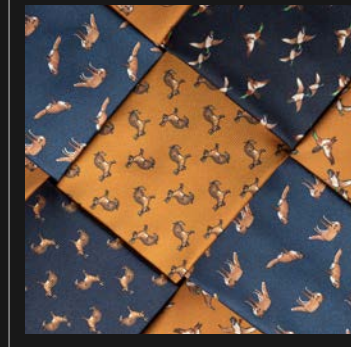
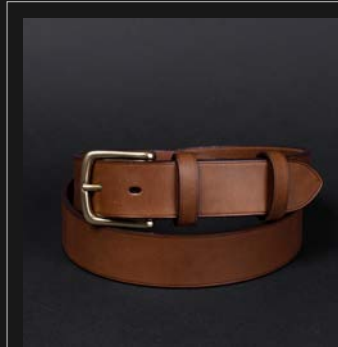
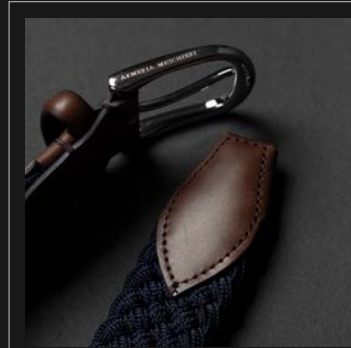
Armeria Meschieri is and always will be a company that prioritizes style, design and quality over everything else. One of the most important aspects to us when designing new products is using the highest quality, longest-lasting Made in Italy materials available. We design all of our concepts from the ground up, rather than white labeling existing products. It costs more to do so but the cost isn't as important as the value that doing so creates.



OUR VALUES

For us, Armeria Meschieri is much more than a brand name; it is a way of being, living a philosophy, becoming part of a certain community imbued with classic traditional Italian looks and feels, and much more.

- We value Made in Italy, seeking craftsmanship, and long lasting products.
- We do not pursue trends, we seek endless style.
- We do not lower quality to make prices more affordable or to increase margins. The product's high-quality level rules the final price, not the opposite.





WHAT WE DID AND WHAT WE WILL DO



WHAT WE DID

- Decades of experience on physical shop
- Ideation and creation of own product line and brand
- E-commerce integration
- Expansion in 4+ countries
- Pitti moda fair participation
- Patent creation
- E-commerce development

WHAT WE WILL DO

- Expansion of product portfolio
- Increasing Social Media online presence
- Exploring Online Business partners
- Exploring selectioned B2C platform
- Worldwide expansion of physical stores





VILLA D'ESTE®
LAGO DI COMO



FONTEVERDE
TUSCANY

OUR PREMIUM PARTNERS

Our products are currently available
at the following locations:

- Villa D'Este, Cernobbio, Lake Como (IT)
- Fonte Verde Resort, Siena (IT)

You can find our products also
in our digital store
<https://www.armeriameschieri.com>

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tel: +39 346 0364789



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