

FEMEA MILANO



COMPANY PROFILE



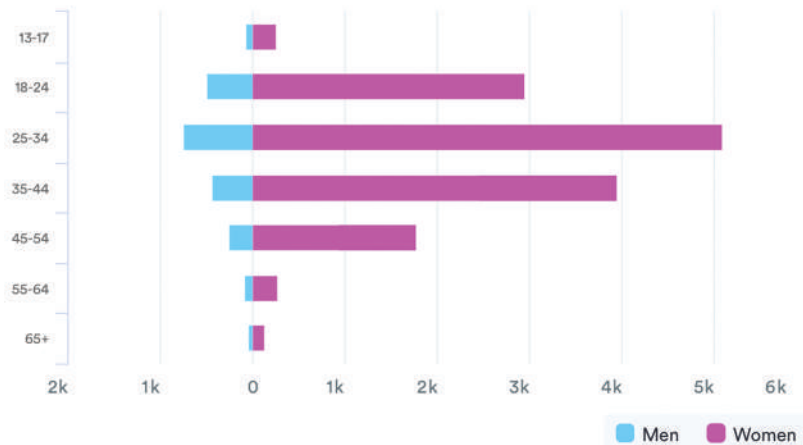
## COMPANY PROFILE

The Femea Milano luxury bags are an elegant tribute to a land of excellent craftsmanship. They are luxury à porter. Femea Milano brand is the result of a collaboration between manager Luca Cantele and architect Fabiana Scrudato. A couple of creative talents united by a passion for beauty, with twenty years of experience in the world of luxury design and in the curriculum collaborations with some of the most famous brands worldwide such as Fendi, Trussardi, Bentley and Bugatti.

Their first collection is called *City Collection*, and each bag reproduces, with 3D bas-reliefs made of marble powder, three important Italian cities: Rome, Milan and Venice. The second bag collection named *Floating bags*, blends architecture, design and shape giving life to precious casings that seem sculpted by the waves of the sea and shaped by the wind. The surfaces characterised by twisted shapes and dramatic light create the illusion of an infinite space within a confined volume, in a deconstructivist style.

## CRAFTSMANSHIP

Quality, craftsmanship and sartorial expertise: these values are behind every collection, for a luxurious style that has become the new standard in the world of fashion. From research, to the study of materials and fabrics and the creation of prototypes with painstaking care for details, every single phase of the production of each item is carried out at the headquarters, in Rome. The fashion house's innovative ideas are turned into reality by expert hands, in an on-going dialogue inspired by a passion for excellence. At the heart of all collections is a constant improvement of fitting and superior care for details, which result accessories of the highest quality, characterized by a sophisticated elegance which is a true symbol of "Made in Italy".



## SOCIAL NETWORK

The mission is to use social networks not only as a tool to increase product and brand visibility but also and above all to convey positive values, disseminate information and to be reachable, understood as being the ability to communicate and interact with the team of the brand. On the one hand fashion content in an editorial form dedicated to collections, on the other messages that are easy to read and understand, direct interaction and listening. The elimination of these barriers and the simplicity of communicating has resulted in very important results in terms of satisfaction.

## CELEBRITIES

Thanks to her style, FEMEA MILANO rapidly conquered the celebrity.

Journalists, stylists, actors and influential professionals like Mara Venier, Guenda Goria, Donna Anastasia, Giuseppe Di Cecca, Stella Manente, Paola Peregò, Giorgia Palmas, and Romina Carancini, just to name a few, have worn our bags with great elegance and simplicity.

We focusing on a well-defined product strategy: proposing versatile bags suited for every woman and occasion.



## CUSTOMER SERVICE

The “must” of our brand is to guarantee the satisfaction of the distributive net and the final client: with this goal, the Team manage the direct relationship with the clients on a daily basis, to satisfy their expectations in terms of purchase support and collection quality.

FEMEA MILANO ON MAGAZINES



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