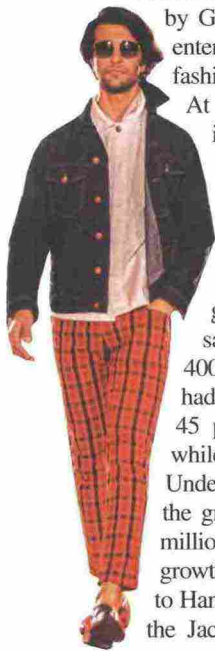


GIADA

Hand Picked Broadens Its Horizons, Focuses On Sustainability And Craftsmanship

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Hand Picked, the brand launched last year by Giada, is broadening its horizons, entering the summer season with a fashion-forward, total look collection. At a presentation for the press and its sales force, the Rovigo-based company presented 140 pieces last month in the Sicilian seaside town of Taormina, near the company's Bronte production site. Looking ahead, Giada's goal is to double the brand's sales and expand its network to 400 stores from the 200 it currently had this winter. Italy accounts for 45 percent of its total distribution, while 55 percent is booked abroad. Under Franco Catania's direction, the group's total turnover reached 70 million euro in 2018, with a 10 percent growth forecast for 2019. In addition to Hand Picked, the company produces the Jacob Cohën brand under license,

together with the more recent Karl Lagerfeld Denim and Vilebrequin lines. "We pay great attention to our Hand Picked label which, one year after its launch, has achieved excellent results. For the most part, this can be attributed to the credibility that Giada has been able to establish over time. Each label has a different philosophy, but luxury denim is the common denominator", Catania said. Inspired by nature, the new Hand Picked luxury denim collection is complete and extensive, featuring the use of very high-quality materials processed with attention to details ensured by many manual steps. The denim used for the five-pocket model is produced with cotton grown using traditional techniques and treated with natural indigo. Japanese indigo fabrics and eco-friendly or reused fiber denim are at the core of the Bronte production plant, which is focused on eco-sustainability, already through the use of solar panels, water recycling, reuse of waste fabrics and new treatment techniques to reduce water consumption. (c.b.)

