

WEAR



HAND PICKED

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ITALIAN POWERHOUSES

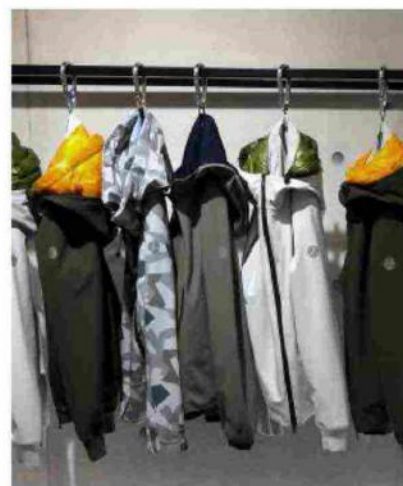
FOR THIS ISSUE, **WeAr** CAUGHT UP WITH THE CEOS OF THREE ESTABLISHED ITALIAN COMPANIES WITH DIVERSE BRAND PORTFOLIOS TO DISCUSS HOW THEY RUN THEIR BUSINESSES AND THEIR PROJECTED BESTSELLERS FOR S/S19



Hand Picked



Caterina Lucchi



People of Shibuya

CAMPOMAGGI AND CATERINA LUCCHI S.P.A.



Marco Campomaggi

Campomaggi and Caterina

Lucchi S.p.A. was founded in 1983 in Cesena, Italy, when the designers Marco Campomaggi and Caterina Lucchi began to make bags that soon evolved into two separate brands, **Caterina Lucchi** and **Campomaggi**. In 2005, the duo met Franco Gabbriellini who had started his line of transformable colorful accessories, **Gabs**, five years earlier. A partnership was soon formed: until 2016, Campomaggi and Caterina Lucchi S.p.A. were the global exclusive licensees of Gabs. In August 2016, Campomaggi and Caterina Lucchi S.p.A. took over 100% of the shares in Gabs S.r.l., making Gabs the third brand in its portfolio.

What are the USPs of each brand? "The Campomaggi product is a bag with a soul that tells the story of the hands that have worked on it," says CEO Marco Campomaggi. The brand is positioned as accessible luxury with a target price of 400–500 EUR. The price point is similar for Caterina Lucchi, an accessories brand for independent women renowned for sophisticated uses of laser, quilting, perforation, embroi-

deries, patchwork and weaves. Gabs, meanwhile, is all about "irony, color and transformation", offering convertible bags with signature turquoise buttons at the competitive price of 150–200 EUR.

Their distribution strategies differ, too: "Campomaggi has a concentrated distribution with a focus on Northern Europe, the US and Australia. Caterina Lucchi sells 50% in Italy and 50% abroad, with a focus on Europe. Gabs focuses on the Italian market but is also growing in Asian countries, particularly in Japan and Korea where it's been opening mono-brand stores.

S/S19 bestsellers? "Campomaggi has introduced a line of bags in unwashed leather that's been very successful in the women's segment. For men, the 'Messina' line in canvas is key.

Caterina Lucchi will focus on geometrical and laminated laser processing, while Gabs will launch its new iconic product, 'Origabs', in September, which will most likely be the biggest success".

www.cclfashion.com



Year of launch: 1983

Number of points of sale: Campomaggi–1,100; Gabs–675; Caterina Lucchi–270

Number of own stores: two, both in Milan in Corso Como 1

CEO: Marco Campomaggi

Range: accessories

Key markets: Campomaggi–Germany, Italy, France, USA, Far East;

Gabs–Italy, Germany, Japan, Korea;

Caterina Lucchi–Italy, France, Spain, Northern Europe



GIADA S.P.A.



Based in Adria, Italy, **Giada S.p.A.** has been manufacturing and distributing denim and casual lines for major brands for over three decades. Its clients over the years have included **Yves Saint Laurent**, **Les Copains**, **Max Mara**, **Guess** and **Calvin Klein**. Since 2004, it has been exclusively producing and distributing denim for **Jacob Cohën**. In 2017, the company entered the American market by opening **Giada America** in New York. This year, Giada S.p.A. has signed two major new denim licensing agreements, with **Karl Lagerfeld** and **Vilebrequin**, and launched its first own label, **Hand Picked**, at the last Pitti Uomo.

What was behind this decision? "We wanted to create a 100% Giada product in which we could express all our capacity in terms of quality, research and craftsmanship in the creation of excellent sartorial denim," explains CEO Franco Catania. The project

amalgamates the company's unique technological know-how, tailoring skills and creativity. Inspired by the colors, scents and textures of the Amazonian forest, Hand Picked offers highly distinctive pieces in exquisite materials that are the result of meticulous research. The first S/S19 collection focuses on jeans; for the A/W19-20 season, the offer will be extended, maintaining its characteristic of sober elegance, and by S/S20 it will evolve into a complete collection.

The brand is positioned in the premium sector and will be distributed to only 100 selected stores worldwide. At present, the client list includes **Neiman Marcus** (US), **Harrods** (UK), **TSUM** (Russia), **Santa Eulalia** (Spain), **Vakko** (Turkey), **Landsmeester** (South Korea), **KaDeWe** and **Braun** (Germany), **N.K.** (Sweden) and **Silver Deer** (Mexico), among many others.

S/S19 bestsellers? "Denim jeans without forgetting the chino. But we are also confident that we are able to offer the total look. At Pitti, we had great reactions to shirts and coats made from natural

Japanese fabrics of the highest quality with an Italian twist."

www.giadafc.it

www.handpicked.it



Year of launch: 1987

Number of points of sale: a total of 2,500 for Jacob Cohën, Vilebrequin, Karl Lagerfeld and Hand Picked

Number of own stores: 300 monobrands, mostly operated through franchising

CEO: Franco Catania

Range: menswear, womenswear

Key markets: France, Spain, Switzerland, Germany, Holland and Belgium, Scandinavia, ex-USSR, Turkey, Canada, Arab countries, Japan and North America

GOLDEN SEASON S.R.L. AND GOODFELLAS S.R.L.



Golden Season S.r.l. runs product and style offices in Italy and production sites in Asia, and manages distribution for fashion labels worldwide. In addition, it has two own labels: **AT.P.CO** and

Skills & Genes. The company's CEO, Luca Orsatti, is also the CEO of **Goodfellas S.r.l.** which owns the **People of Shibuya** brand. All three labels have distinct aesthetics and positioning. "AT.P.CO is positioned in the medium sector while the **People of Shibuya** and **Skills & Genes** are in a medium/high position," Orsatti explains. "The average sell-in prices are 80 EUR for AT.P.CO, 150 EUR for **People of Shibuya** and 100 EUR for **Skills & Genes**."

AT.P.CO is a smart casual line focusing on highly wearable clothes with an Italian flavor. 90% of its production and design is controlled by the group, resulting in great sales performance and high customer loyalty. Meanwhile, **People of Shibuya** is "an urban tech brand that can be used in both urban and outdoor environments", Orsatti says. Importantly,

the entire journey of the garments is controlled by the company: from the styling of the product and the fabrics in its high-tech laboratories to production in Italy and Asia, ensuring great quality and competitive margins. And **Skills & Genes** offers ready-to-wear for the contemporary, decisive, elegant woman that values originality.

What about S/S19 bestsellers? "For AT.P.CO, it's trousers, blazers and jackets," Orsatti remarks. "For **People of Shibuya**, performance materials are key: technical and light, featuring softshell inserts and triple layer fabrics." Sneakers, too, are expected to perform well, a result of a collaboration with the historic Italian sports brand **Lotto Leggenda**: for S/S19, the line features a new model in three color options. And **Skills & Genes** has enjoyed a great response to its new lines and new volumes, especially to prints and colors of the earth and the brightest tones of orange and red. The tailored linens were particularly successful.

www.atpco.it

www.peopleofshibuya.com

www.skillsandgenes.com



Year of launch: AT.P.CO – 2010;

People of Shibuya – 2016, **Skills & Genes** – 2018

Number of points of sale: AT.P.CO – Men's 600/Women's 200; **People of Shibuya** – 350; **Skills & Genes** – 100

Number of own stores: AT.P.CO – 5 (start-up testing)

CEO: Luca Orsatti

Range: menswear, womenswear, accessories, shoes, beachwear

Key markets: AT.P.CO, **People of Shibuya** – Italy, Spain, France, Germany, Norway, Denmark, Sweden, Russia, Switzerland, Japan, USA; **Skills & Genes** – Italy, Germany, Russia