

braccialini.<sup>®</sup>  
*Company Profile*

“In your handbag there’s all your life!”  
*Carla Braccialini*





## 01. Inside a purse: fifty years of history, creativity, innovation, and passion.

To dare and experiment. To invent and mould with intrepid determination and innate courage. Carla Braccialini, the creative spirit and extraordinary founder of the Braccialini brand has followed that path since the very beginning.

Her dream began in 1954 when, together with her husband Roberto, she started sewing, a little clumsily at first, but with great natural talent and resourceful creativity, the first Braccialini purse. Carla wanted this purse to have authentic flair, pure fancy and bright colors so that it was not just an ordinary purse or bag, but a sort of a magical means to break free and travel into a world of dreams, where surprise was the passport. Her bag could not be like any other, it had to be a storyteller that stirred things up with unexpected tales. It was to forge new trails and set trends and Carla intended to invent an eternal and universal style that blended passion and charisma, personality and liberty; remaining elegant, feminine, and tasteful.

Little by little, the tiny creative workshop began to take shape, to grow and consolidate. The most convinced of all was Carla Braccialini herself, who was at the time one of the very few “iron ladies” in the entrepreneurial world of leather. That is how, after fifty years of success, this small handicraft company reached its present industrial size and commercial importance. The path undertaken by Carla is now followed by her sons, Riccardo, Massimo and Lorenzo, who share and foster the priceless values that lie behind their high quality craftsmanship; the same values that have marked the renown of the Braccialini brand all over the world. Innovation and technology, research and experimentation now walk hand in hand with a style that is free to look for new expressions, always faithful to the concept of fertile creativity that never surrenders to the mundane.

## 02. Braccialini history.



**1954**

Roberto and Carla Braccialini establish their first leather workshop.

**1976**

After her husband's death, Carla Braccialini carries on her project with tenacious determination, ready to face future business challenges.

**1980**

Carla's sons, Riccardo and Massimo Braccialini, step into the Company.

**1987**

Braccialini enters into a license agreement with Vivienne Westwood for the production and marketing of the accessories trademarked by the famous British company: bags, belts, and small leather items.

**1988**

On the wake of an initiative undertaken by the Braccialini family, Contromano is established: a company specializing in medium target leather production. Over the course of the years, Braccialini enters into license agreements with RoccoBarocco, Fiorucci, Bagutta, etc.

**1990**

Braccialini launches a new accessories collection with the trademark TUA by Braccialini featuring a lower price line targeted for a younger, dynamic public.

**1993**

Inauguration of the first Braccialini boutique in Florence.

**1997**

A license agreement is entered into with Mila Schön.

**2000**

A new luxury pole is created: Braccialini ties up a strategic alliance with the Mariella Burani Fashion Group, which had already been quoted on the stock market.

**2001**

Opening of Braccialini mono-brand boutiques in Milan and Tokyo (Ginza).

**2002**

The first brand-franchising project takes off. Moreover, the Antichi Pellettieri holding is established, a leading corporation in the leather sector, which gathers Braccialini shares owned by the Burani Group.

**2003**

The opening of new mono-brand stores continues at a breathtaking pace, parallel to the inauguration of a second showroom in Milan. Concurrently, the adhesion of the private French equity fund L Capital (LVMH Group) to the Antichi Pellettieri share capital, finances the growth of the several brands that make up the Group.

**2004**

A license agreement is executed for the production and marketing of Mariella Burani accessory lines all over the world. Braccialini opens its boutiques in Rome, London, and Dubai.

**2005**

Braccialini opens its first franchising store in Saudi Arabia and two other mono-brand boutiques in Dubai. The same year marks the establishment of a new affiliate in Hong Kong and of two flagship stores. The first franchising store is inaugurated in Milan, located in Corso Buenos Aires.

**2006**

The Company records a 25% growth and confirms its presence in 40 countries around the world. Three new mono-brand boutiques are inaugurated in Milan, Moscow, and Pusan (South Korea), respectively. It enters into active license agreements for eyewear (spectacles and sunglasses) and umbrellas trademarked by Braccialini.

**2007**

Acquisition of 100% stake of Dadorosa Srl, world wide licensee of the Florentine historical brand Gherardini. New stores open in Dubai, Paris, Forte dei Marmi, Varese, Moscow, and Kazan. Braccialini enters into a license agreement with Frangi Spa targeting the production of foulards, scarves, beachwear, and lingerie, with Facco for a jewelry line and with Schiapparelli Pikens for perfumes and beauty products.

**2008**

A new showroom is inaugurated in Milan, at Corso Venezia 5, where the two-story premise covers a total surface of over 600 square meters. Beside this exclusive showroom, the opening of 15 other mono-brand boutiques is on schedule and the first Braccialini fragrance will be launched.

**2009**

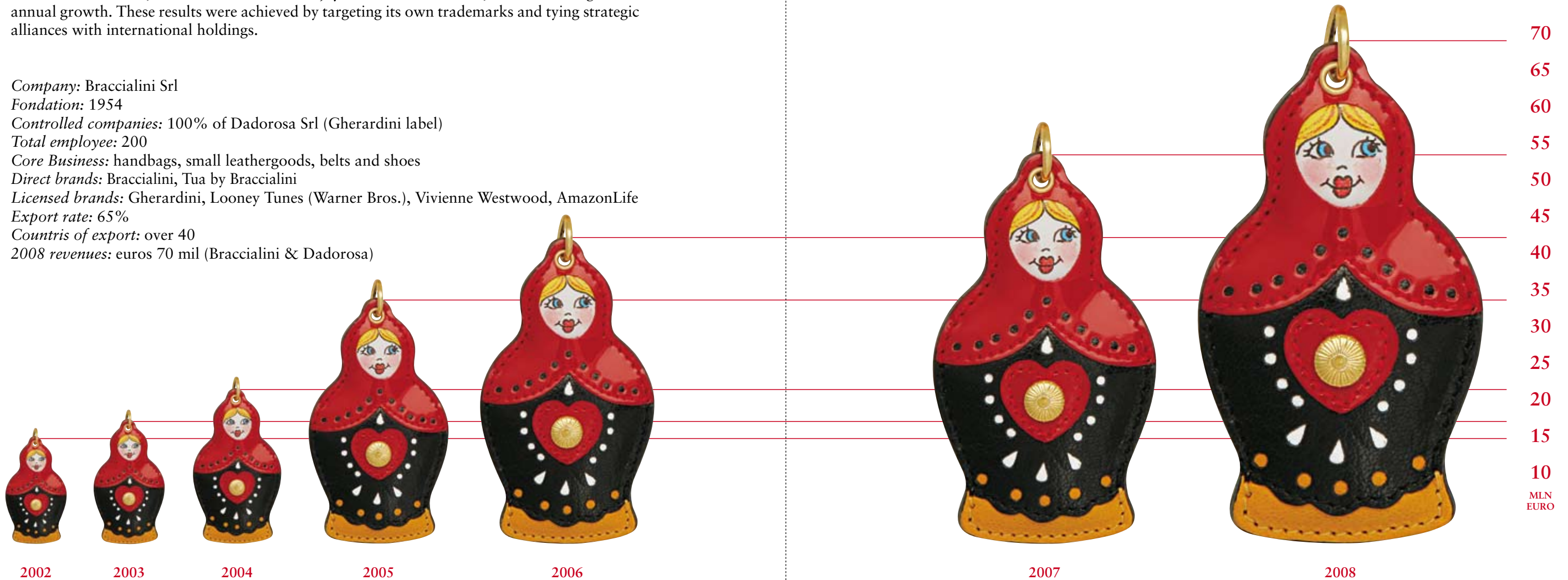
Carla Braccialini was nominated 'Cavaliere del Lavoro', the maximum recognition assigned to entrepreneurs who distinguished themselves in the economic world. Inauguration of Braccialini's new Headquarters; a Feng Shui inspired garden-Factory.

# 03. The company technical card.

Today, Braccialini is one of the most dynamic enterprises in the leather sector. It is the symbol of an all-Italian entrepreneurial adventure from its very roots; seen in its knowledge and fantasy. The audacious and international strategic visions followed from the beginning led to its rapid expansion throughout Europe, in Russia, the Middle East, China, South Korea, and Japan. In every corner of the globe, the Braccialini brand continues the building up of an authentic, unparalleled, and inimitable 'Made in Italy'.

From 2000 to 2008, Braccialini's turnover enjoyed an 8-fold increase, with an average 40% annual growth. These results were achieved by targeting its own trademarks and tying strategic alliances with international holdings.

Company: Braccialini Srl  
 Foundation: 1954  
 Controlled companies: 100% of Dadorosa Srl (Gherardini label)  
 Total employee: 200  
 Core Business: handbags, small leathersgoods, belts and shoes  
 Direct brands: Braccialini, Tua by Braccialini  
 Licensed brands: Gherardini, Looney Tunes (Warner Bros.), Vivienne Westwood, AmazonLife  
 Export rate: 65%  
 Countris of export: over 40  
 2008 revenues: euros 70 mil (Braccialini & Dadorosa)





## 04. The importance of being unique: content and values of the Braccialini mission.

Accessibility, uniqueness, playfulness and humor, good taste.

Braccialini collections pivot on these values and they are expressed, translated, and interpreted in its creations without the fear to dream, joke, or dare.

In this way, Braccialini aims to become the benchmark on the luxury market, conveying and confirming its values day after day:

JOY CONVEYED BY THE PRODUCT	→	PLAYFULNESS
DISTINCTIVE ORIGINALITY	→	UNIQUENESS
MANUFACTURING CARE	→	MADE IN ITALY

Three more elements that are outstanding offer a clear overall picture of the Company's brand equity:

PROTAGONIST OF THE FASHION SYSTEM	→	UP TO DATE
ARTISTIC CREATIVITY	→	ART VS. FASHION
BALANCE BETWEEN FORM AND SUBSTANCE	→	VALUE OVER TIME



## 05. Metaphors and symbols, unveiled secrets: the Braccialini brand.

Each time that a new Braccialini bag is conceived, designed, manufactured, the glittering light of new ideas leading to experimentation also sparkles: that very light that has always spurred the company to test new materials, to go for uncommon lines and shapes, to ad lib new contents, to find new proportions. And this is the creative talent that has determined the success of the brand, the fanciful capability that enables the company to propose over 25 new lines every season; each one with its own distinctive personality. Unique bags and accessories that are carefully studied and conceived by an internal team of designers who work under the attentive direction of Carla and Massimo Braccialini.

And that's how leather, as well as velvet, brocade and silk - so many materials that are apparently contrasting with each other - are finely tuned and begin to speak a common language; the language of beauty.

### ***Objective***

To place the Braccialini brand in a high and at the same time trendy range of the market; to respond to the needs and expectations of the target by hinging on a better definition and recognition of the product, while broadening the production of solutions and accessories.

### ***Target***

A classy and cultured woman, between 24 and 50 years, particularly sensitive to originality and modernity. She has a sharp eye for a style that can enrich her look, free from common fashion standards. A woman with a predilection for quality and exclusive, distinctive details.



PRINCIPLE FAÇADE COVERED BY A VERTICAL GARDEN (RENDERING)



*Company  
Profile*

## 06. Braccialini's new Headquarters.

A Feng Shui inspired garden-factory over a 15,000 square meter surface in the heart of the leather manufacturing cluster. Braccialini takes a revolutionary new look at its Florentine site, conceived so as to accommodate more than 200 employees in an environment that zeroes in on the quality of work and wellbeing.

The element of major impact is most surely the principle Façade, covered entirely by a vertical garden with plants and ivy that embodies the company's strong vision of environmental defense. The wall garden will play the function of 'thermal stabilizer' for the entire building, beside reducing external noise pollution. The project also foresees the use of renewable sources of energy, such as photovoltaic solar panels and the recovery of rain water for irrigation of the garden.

But, the real revolution concerns the internal layout of the headquarters, which will be based on Feng Shui principles, the ancient taoist geomantic art of china that teaches how to harmonize the space we live in. For this important project, Braccialini has consulted the master expert of Feng Shui, Mr. Chan tit-Kwan from Hong Kong.

Quality of work, 'liveability' and mental wellbeing are, in fact, the three principles that Braccialini wanted to follow when it commissioned the project for the new seat.

In that regard, the cafeteria/break areas will have all the comforts imaginable, an avant-garde gymnasium, and a suspended garden with an area to relax on the rooftop. In addition, employees will be able to take advantage of day care center, in accordance with town planning legislation. An approach to industrial architecture that is absolutely innovative and that places Braccialini among the most modern and socially responsible companies in Italy.



ENTRANCE HALL (RENDERING)



## 07. Licensed brands.

Braccialini has developed, and is still developing, focused partnerships with the most prestigious total look maisons known both at national and international scales. The final goal is to optimize the Company's eclectic style and flexibility, to ignite production and distribution strategies for an increase in overall annual sales.

Braccialini is licensee of:

**GHERARDINI**

**Gherardini**

*Bags, purses, impermeabili, umbrellas, rings, belts.*

**AMAZONLIFE®**

**AmazonLife**

*Bags, purses, wallets, key rings.*



**Looney Tunes (Warner Brothers)**

*Bags, purses, wallets, key rings.*

**Vivienne  
Westwood**

**Vivienne Westwood**

*Bags, purses, wallets, key rings, belts, gloves.*



JEWELRY

SUNGLASSES

BEACHWEAR

SHOES

LINGERIE

Braccialini

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Company  
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FOULARDS

# 08. From bags to jewelry: brand extension strategies.

Besides strengthening its position as an immediately recognizable and identifiable brand via well-focused communication codes and strategies, Braccialini aims at expanding its notoriety, and overall visibility, by carrying out targeted actions addressed at widening its range of marketed products.

In fact, concurrently with a development of the brand, the Company has followed a winning philosophy over the last few years that pivots on brand extension and that includes active licenses in the eyewear, jewelry, light accessories, and beachwear sectors.

### Active licenses over the Braccialini brand:

*Ladies' spectacles / sunglasses*  
Vecellio Occhiali

*Umbrellas*  
Acqueodesign Srl - H.DUE.O

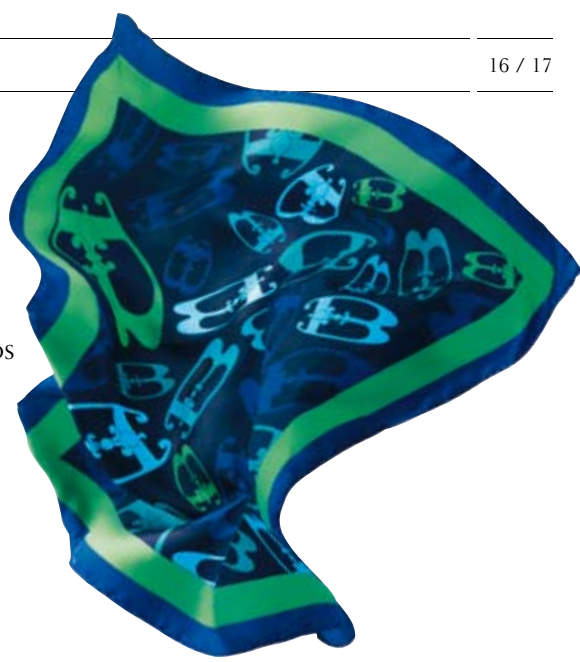
*Jewelry*  
Facco Corporation

*Foulards and scarves*  
Frangi SpA

*Beachwear*  
Frangi SpA

*Lingerie*  
Frangi SpA

*Shoes*  
Andrea Pfister Srl





FLORENCE BOUTIQUE



NEW YORK BOUTIQUE

## 09. The hand of every woman holds... A little corner of the globe.

The opening of prestigious proprietary boutiques; a strenuous action aimed at establishing franchised mono-brand sales points; the setup of corners and dedicated spaces; a critical presence in important retail shops and inside the most renowned department stores. This plethora of fervent activity constantly projects Braccialini toward the expansion of its distribution network to strengthen and further develop its retail channel.

Since 1993, the year that marked the inauguration of the first, historical boutique in Florence, the number of Braccialini shops has increased dramatically, so much so that today the Company is present nearly everywhere in the world. In 2002, the Company embarked on a decisive Franchising Project: a winning distribution policy and sales philosophy led to the establishment of a widespread commercial network in Italy and the world over.

All of the Braccialini sales points are consistent with the Company's concept design: a minimalist and refined layout that is rich in prestigious materials. White is the dominant color for the walls that are in contrast with black glass partitions and mirrored spaces; the final outcome is an ideal ambience that welcomes the multicolored Braccialini world. To become a Braccialini franchisee means to profit from the company's expertise and finely tuned operational procedure; to exploit the synergy and strength, not just of a brand, but of a Group, that leads the field.

# Boutique

DUBAI BOUTIQUE



- ITALY
- FRANCE
- GREECE
- TURKEY
- RUSSIA
- UNITED ARAB EMIRATES
- KUWAIT
- SOUTH KOREA
- UNITED STATES
- SAUDI ARABIA



MOSCOW BOUTIQUE



MILAN BOUTIQUE

*Company Profile*



GENOA BOUTIQUE



PARIS BOUTIQUE

## 10. Corner and Partition Program.

Apart from the franchising project, the Corner and Partition Program allows the featuring of the Braccialini image inside multi-brand stores: from dedicated spaces and customized corners to exclusive shop-in-shops.





## 11. Braccialini communication.

Braccialini does not just talk about itself through its products. It has always conveyed its image, its message by relying on principle channels of communication, embracing symbols, and styles that respect and embody the DNA of the brand with incisiveness and credibility, determination and unforeseen creativity. A creativity that, in 1972, astonished the entire world when an advertisement featuring an exceptional testimonial popped up in the press: a chubby, newborn Lorenzo Braccialini cheerfully cradled inside one of the bags of the then upcoming Spring/Summer collection. A lot of time has passed since then, but the philosophy has remained unchanged.

Today, the Company invests copious amounts in the reinforcement of its brand image and to communicate directly with its target audience in an alternative and stimulating way. Advertisements and billboards, special set-ups in principle metropolis the world over, events and fashion shows attended by VIPs and international guests: the marketing and communication team, backed up by specialized press offices, has carefully studied every single detail.



MILAN - PIAZZA DELLA REPUBBLICA / CORSO MATTEOTTI (RUN FOREHEAD CORSO MONTENAPOLEONE)

Company  
Profile



HONG KONG  
PARIS - GALERIES LAFAYETTE  
MOSCOW - TVERSKAJA  
HONG KONG - PACIFIC PLACE TRAMSMART

MILAN - VIA MONTENAPOLEONE



*BOUTIQUES*

Florence  
Rome  
Rome FCO  
Milan  
Bari  
Forte dei Marmi  
Genoa  
Montecatini Terme  
Varese

Paris  
New York  
Athens  
Moscow  
Kazan  
Samara  
Krasnoyarsk  
Kaliningrad  
Togliattigrad  
Volgograd  
Nighny Novogorod  
Rostov-on-Don  
Dubai  
Kuwait City  
Seoul  
Busan  
Daegu  
Jeddah  
Al-Khobar

*SHOWROOM*

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