

A COLLABORATION OPPORTUNITY INVESTMENT PARTNERSHIP - ITALY HIGHLY REGARDED CASHMERE CLOTHING BRAND

Founded in the 1960s in Ripabianca, in the Deruta area, the brand grew from a small workshop to develop a retail presence, including internationally, built on the quality of its yarns, attention to detail, and manufacturing culture. Since 2020, the Nucci family has been leading the relaunch of the brand with a vision focused on strengthening its identity, positioning, and development, enhancing its manufacturing tradition and driving its growth across national and international markets.

Today, the brand is guided by the Artistic Direction of Maria Paola Spaziani, who has interpreted its contemporary evolution with a coherent and dynamic vision, introducing targeted mini-collections and a more direct dialogue with the market. From this new phase, a path of relaunch and development takes shape, where identity and innovation coexist, symbolically represented by the Phoenix, an expression of continuity, renewal, and new design energy.

One of the first brands in the Umbrian cashmere district, the brand was relaunched from a situation of complete operational absence, with no sales network, production supply chain, or commercial presence.

Development of mini-collections, opening of the factory store in the historic headquarters, and activation of e-commerce and social media channels, alongside the rebuilding of a supply chain made up of small Umbrian producers.

The project involves the entry of an industrial or financial partner, with retail development, the opening of showrooms in strategic cities, and the integration of new digital tools.

GROWTH STRATEGY

Expansion plan focused on consolidating the brand in the Italian market and developing its international presence.

Focus on the main metropolitan areas, with priority given to Rome and Milan as strategic markets for the brand's retail positioning and growth, through the progressive and selective development of the network.

Consolidation in Europe and expansion towards high-potential markets, with priority given to East Asia, the Middle East, the United States, and Canada, in line with the brand's international growth path.

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INVESTMENT PARTNERSHIP - ITALY

HIGHLY REGARDED CASHMERE CLOTHING BRAND

GROWTH SCENARIO

- **Current Sales:** 300K€, Approximately €300K generated over the past year, starting from zero.
- **2025-2028 Projection:** 8,5 - 10MLN €, Progressive growth on a conservative basis.
- **Subsequent Projection:** 19 - 22MLN €, Development on a broader scale and progressive retail growth.
- **Planned Investments:**
 - **First Three Years:** 4 -6 MLN €
 - **Following Three Years:** 7 - 8 MLN €

PARTNERSHIP VALUE

Brand Value

Italian manufacturing tradition and a distinctive identity, with strong recognizability linked to cashmere, the Umbrian territory, and a product culture based on quality and attention to detail.

Structured System

An organized model that integrates product, retail, and commercial development, with ongoing point-of-sale support, dedicated tools, and an approach focused on network growth.

Competitive Positioning

An accessible premium offering, capable of reaching a broad audience while maintaining coherence and quality, with a balance between perceived value, market competitiveness, and brand continuity.

Flexible Model

Opportunity for development through the opening of direct points of sale, corners, and commercial collaborations in selected contexts aligned with the brand's positioning.

Operational Support

Support during the start-up and management phases, with assistance on product, visual merchandising, and point-of-sale organization, ensuring consistency, support, and quality.

Shared Development

A growth path built around common objectives, with attention to the sustainability of the project and to enhancing the brand identity over time.



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