

®

19V69

ITALIA

BY VERSACE 19.69

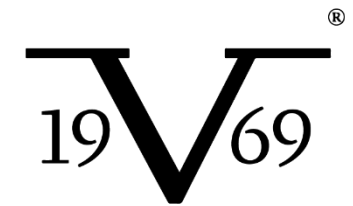
ABBIGLIAMENTO SPORTIVO SRL
MILANO

VIBES

International

Bringing You The Best Brands!





ITALIA
BY VERSACE 19•69
ABBIGLIAMENTO SPORTIVO SRL
MILANO

the Company

Versace 19.69 Abbigliamento Sportivo Srl was established in Milan, by Alessandro Versace, in 2001. With his expertise and long experience in design and fashion, Alessandro Versace created a concept highly dominated by the Italian elegance, style and quality. Nowadays, Versace 19.69 Abbigliamento Sportivo Srl, continuing this tradition and vanguard, creates an individual style of lines, forms, and materials, following the contemporary trends and the consumers' different needs.

our Mission

Versace 19.69 Abbigliamento Sportivo Srl focuses on quality preservation in all the fields of the brand's activities. It keeps alive its tradition and elegance through a continuous procedure of creation and innovation in the field of fashion and the general trends. Each step at the brand's evolution within the company but also in new co-operations, is characterized by cautious attendance, in order to assure quality without compromise.

The company sets out the guidelines and the requirements of its activities, by highlighting and safeguarding its unparalleled mark.

our Values

Quality - In every field of corporate activity, quality safeguards the result and the end product, as well as the company's image throughout the world.

Accountability - Towards the brand, the products, the consumer.

Creativity - Continuous research and observation of the international trends and needs of the consumers, with originality and imagination for the proper utilization of the brand.

Entrepreneurship - Proper partnerships throughout the world result to a continuous and stable development and evolution of the brand.



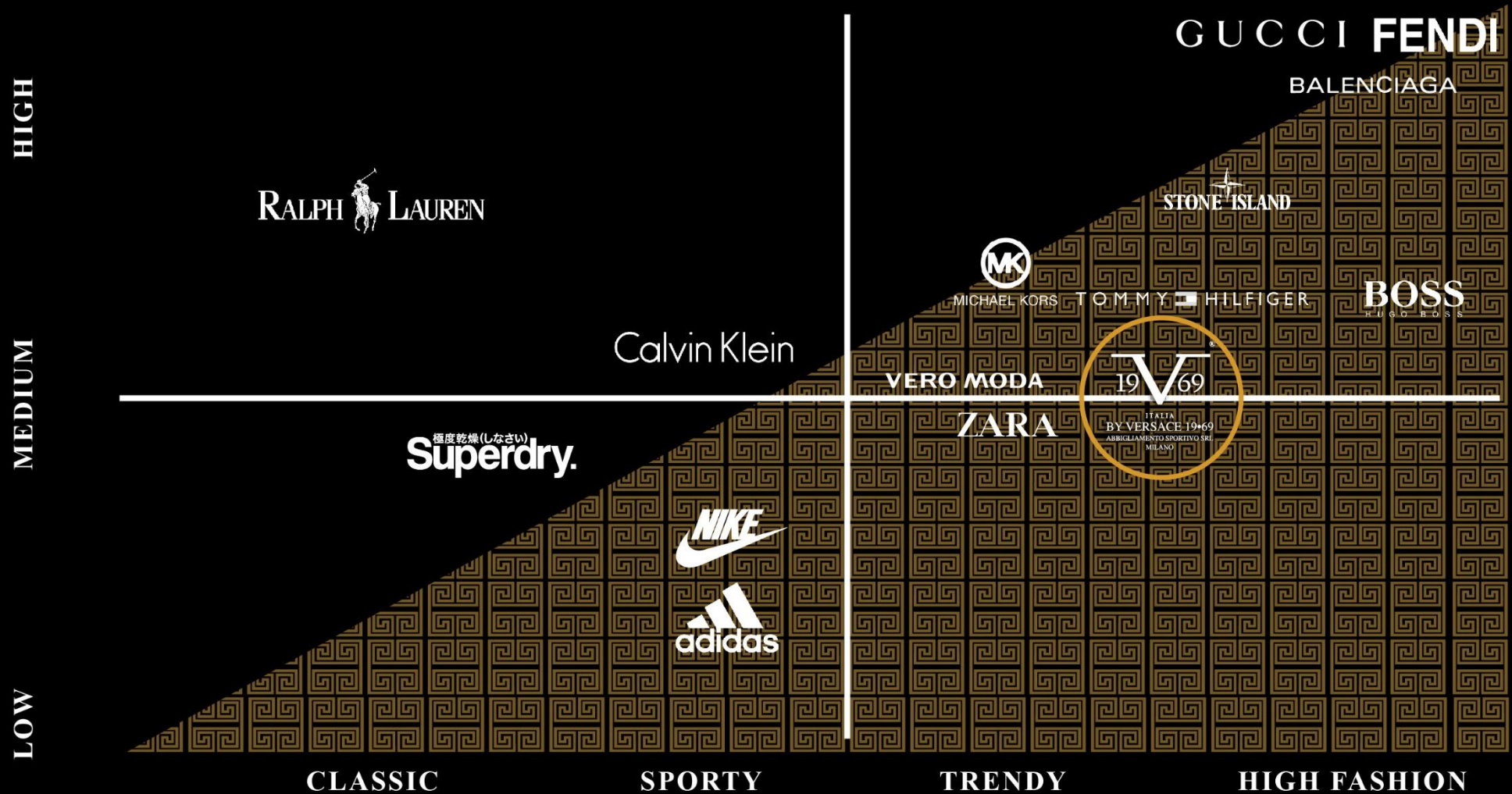
Business To Date

- *Ladies Apparel*
- *Men Apparel*
- *Kids Apparel*
- *Men & Ladies Bags*
- *Men & Ladies Shoes*
- *Men & Ladies Underwear*
- *Men & Ladies Outerwear Jackets*
- *Hanging Footwear & Slippers*
- *Hoisery - Ladies & Kids*
- *Fine Jewerly*
- *Costume Jewerly*
- *Sunglasses & Optical Frames*
- *Cosmetics & Hair Care*
- *Kitchenware*
- *Dinnerware, Glassware*
- *Fabrics*
- *Home Textiles & Bed Linen*
- *19V69 Italia Stores*

Brand Positioning



BRAND POSITIONING





Our presence

EUROPE





Our presence

AMERICA





women

IN STYLE



women

APPAREL



women

APPAREL

19V69

ITALIA
BY VERSACE 1969
WWW.VERSACE.COM



women
APPAREL

women

APPAREL





women

NEW COLLECTION



women
NEW COLLECTION

women
NEW COLLECTION



women

NEW COLLECTION



15

women

NEW COLLECTION



women

NEW COLLECTION



women

NEW COLLECTION





women

HANDBAGS

women
HANDBAGS



women

NEW COLLECTION

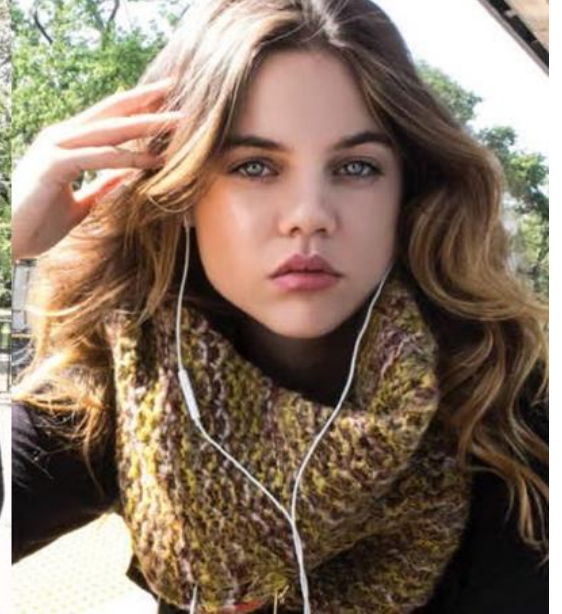


women
NEW COLLECTION



women

ACCESSORIES



women
ACCESSORIES



women

WATCHES



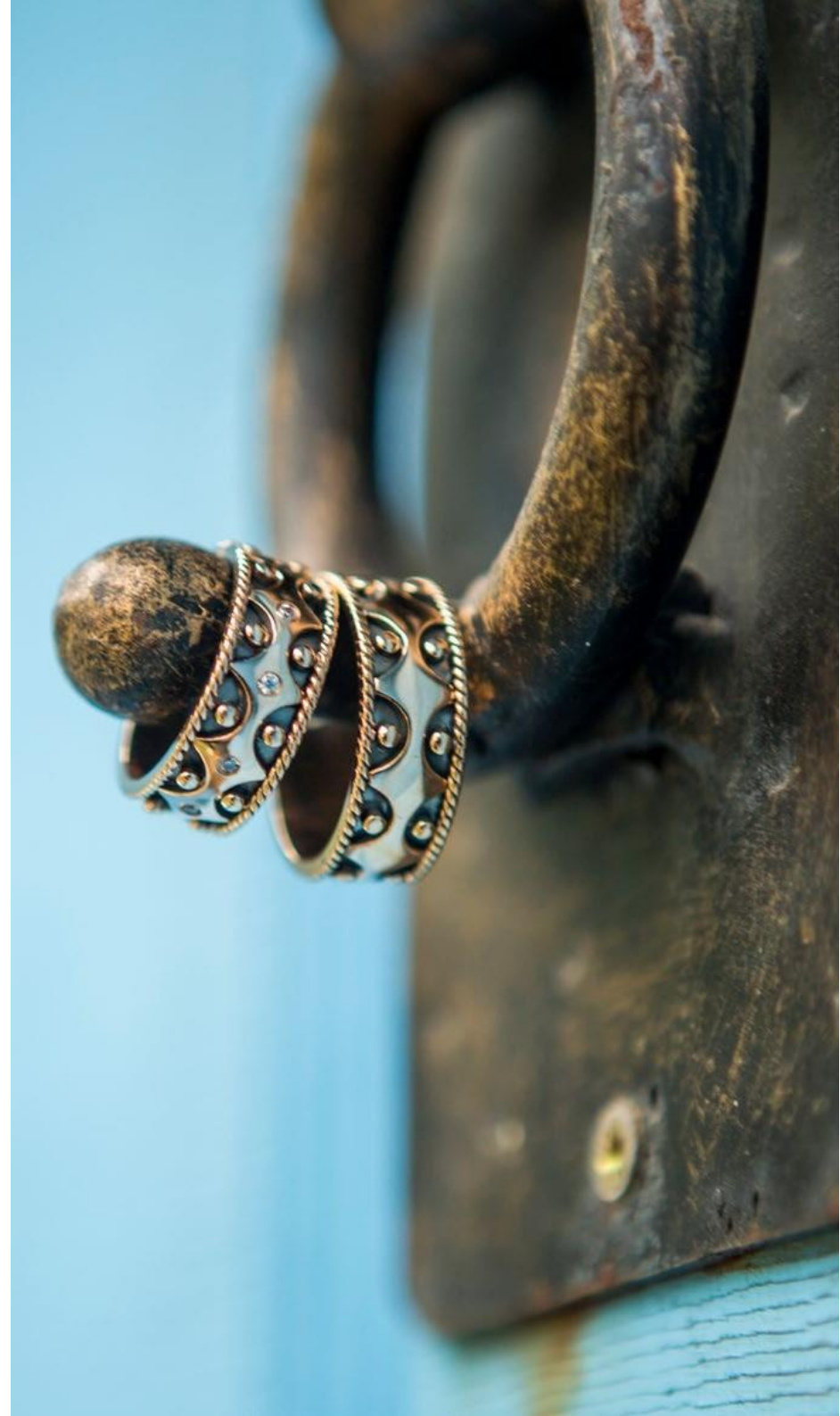
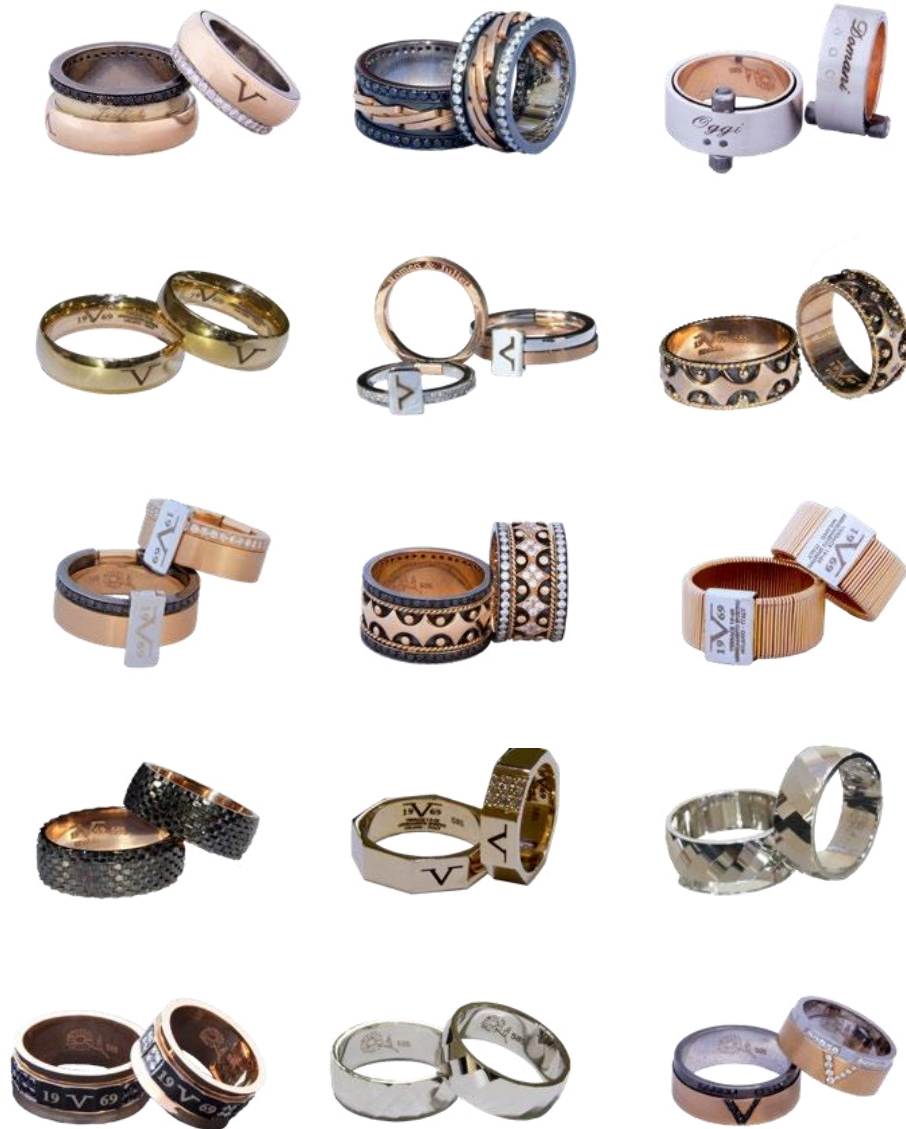
women

NEW COLLECTION



women

WEDDING RINGS







men

IN STYLE



men
APPAREL



men

APPAREL



men
APPAREL

men
APPAREL





men
APPAREL

men

NEW COLLECTION



men

NEW COLLECTION



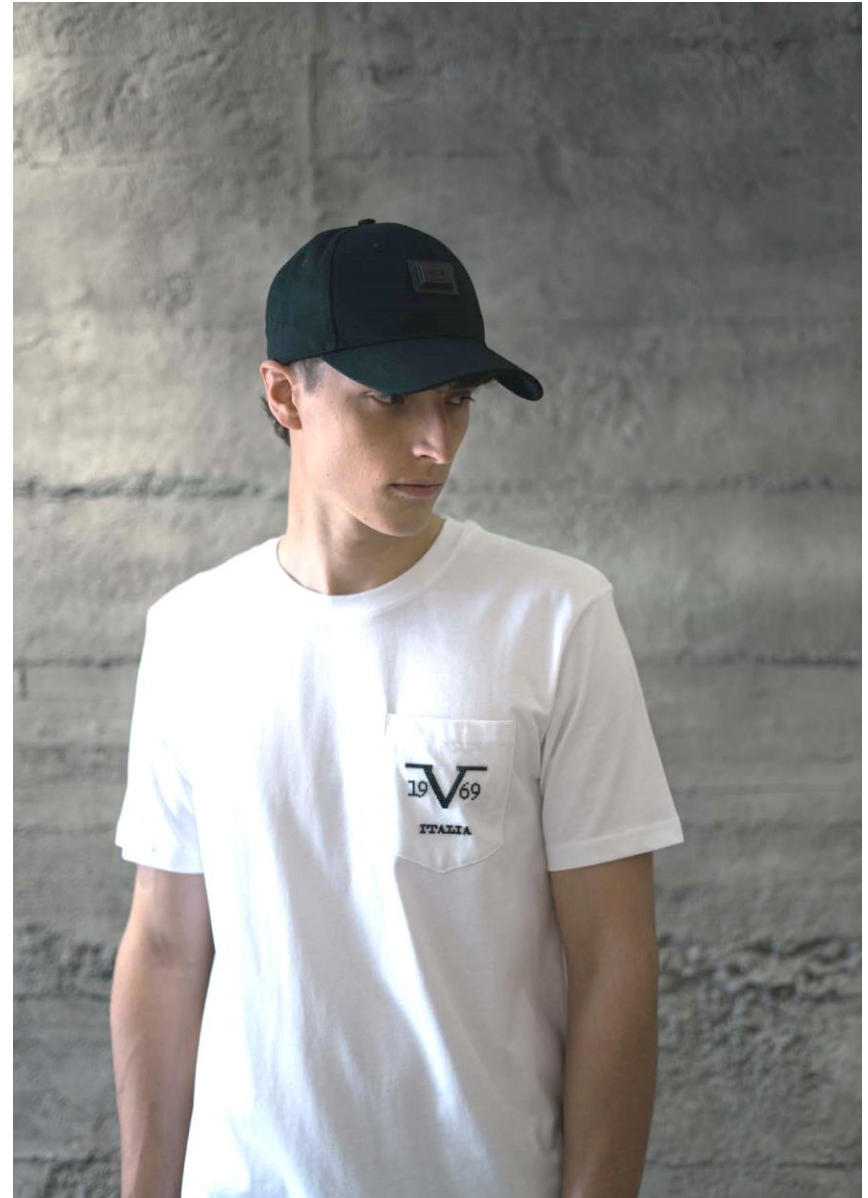
men

NEW COLLECTION



men

NEW COLLECTION



men

NEW COLLECTION



men

NEW COLLECTION



men

BAGS & BELTS



men

NEW COLLECTION



men
NEW COLLECTION



men

NEW COLLECTION



men
WATCHES



men
JEWELLERY





kids
IN STYLE



kids
APPAREL

Formula-1

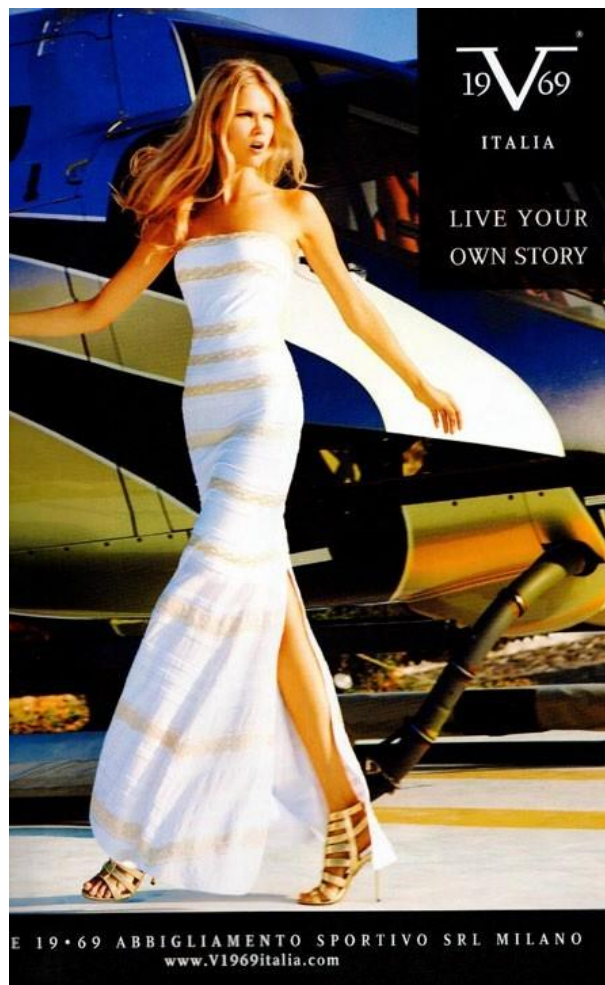
SPONSORSHIP



Formula-1

SPONSORSHIP





SUMMER 2015 | VOLUME 2 | NUMBER 1 A TOTAL LICENSING GROUP PUBLICATION

TOTAL BRAND

LICENSING

THE BUSINESS OF BRAND LICENSING EXCELLENCE

VERSACE 1969 ABBIGLIAMENTO SPORTIVO SRL
Milano Italia

COVER STORY TOTAL BRAND LICENSING

VERSACE 1969 ABBIGLIAMENTO SPORTIVO SRL
Milano Italia

"It is rare to find a luxury Italian brand so infused with Italian elegance and style, but with accessible pricing."

June 1969, Versace Group

Versace 1969 Abbigliamento Sportivo Srl was established in Milan, by Alessandro Versace. In 2007, Alessandro set out to create a brand that would not only bring the fashion label style, quality and design to consumers but, importantly, at an accessible price point.

He created the mark 'The House' a world of a well-known registered in several nations. Versace 1969 Abbigliamento Sportivo Srl is a completely separate company from

the end of 2012 PDB Brand was acquired by Mr. Papadakis. He wanted to create a brand that would be a combination of a global brand and a local brand. He wanted to create a brand that would be a combination of a global brand and a local brand. He wanted to create a brand that would be a combination of a global brand and a local brand.

TOTAL BRAND LICENSING PROFILE

VERSACE 1969 ABBIGLIAMENTO SPORTIVO SRL
Milano Italia

By the time this fall and have developed a beautiful downtown in NYC. He had a lot of experience in the fashion industry. He had a lot of experience in the fashion industry. He had a lot of experience in the fashion industry.

He had a lot of experience in the fashion industry. He had a lot of experience in the fashion industry. He had a lot of experience in the fashion industry. He had a lot of experience in the fashion industry.

TOTAL BRAND LICENSING

VERSACE 1969 ABBIGLIAMENTO SPORTIVO SRL
Milano Italia

USA with previous license that include Christian Lacroix, Catherine Malandino and Hayden Hawes, is the V19 69 Italia women's and men's bag license, and now is the first to launch a range of Italian handbags for women. The line is sold in the US and can be found in department stores, specialty chains as well as online.

CEO, the Creative Commercial, "We are a brand that has been chosen as license for V19 69 Italia handbags and accessories. The DNA of this brand is very unique and speaks to the iconic fashion which is a strong segment of the accessories market."

Starchat Apparel Group is the brand's licensee and designer licensee. "We have produced since 1999 and 2010, the line has a launch date this fall. Starchat Apparel is the licensee of V19 69 Italia brand in the USA. We will launch the brand product in the same time as AHQ and the company is a leading manufacturer in this territory."

Legume USA/Carroll Carolina Henry is the licensee and stock licensee and is the only manufacturer in the US with Italian women's shoes which is a much, more top quality luxury product. Product will launch this fall in department stores and specialty chains and Apparel online the same factory as Calvin Klein and other top fashion brands.

KAM Associates is a premier jewelry manufacturer with other licenses including Yohji and Yohji. They will launch their costume jewelry this fall in specialty stores and department stores.

Delmar International has been appointed as the licensee for jewelry license with a launch date Spring. Their line consists of the

TOTAL BRAND LICENSING

VERSACE 1969 ABBIGLIAMENTO SPORTIVO SRL
Milano Italia

to include children's apparel, apparel, men's and women's bag, lingerie and underwear.

They have been committed to opening up distribution in the US with a proposed fall and winter 2015 season. They have been committed to opening up distribution in the US with a proposed fall and winter 2015 season.

They have been committed to opening up distribution in the US with a proposed fall and winter 2015 season. They have been committed to opening up distribution in the US with a proposed fall and winter 2015 season.



ITALIA

BY VERSACE 19•69

ABBIGLIAMENTO SPORTIVO SRL
MILANO [®]

VIBES
International

Bringing You The Best Brands!

CONTACT

Phone : + 971 4547 7747

Mail: operation@vibesintl.com