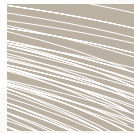


VALLASCIANI &
PARTNERS



Vallasciani & Partners

Vallasciani & Partners is a company that works side by side with shoemaking companies or with fashion in order to develop technical-stylistic, distributive and Licensing projects. That guidance and technical support can be provided directly to the company buyer or to the partner company of the buyer for the development of the Brand. Vallasciani & Partners can also provide the support for the research of suitable companies for the realisation of a partnership project.



Style Guidance; Man – Woman

Vallasciani & Partners develop men's and women's shoe collections following the identity of the Brand, the positioning of the market, the reference target both from a stylistic and commercial point of view.

The service offered consists of the researching and planning of a Collection Plan starting with the inputs for the buyer and the market tendencies. Vallasciani & Partners accompany the buyer in the realisation of the prototype and the possible production of collections for the Sales Network. Vallasciani & Partners can follow the industrialisation of the product and the quality control in the series of production.

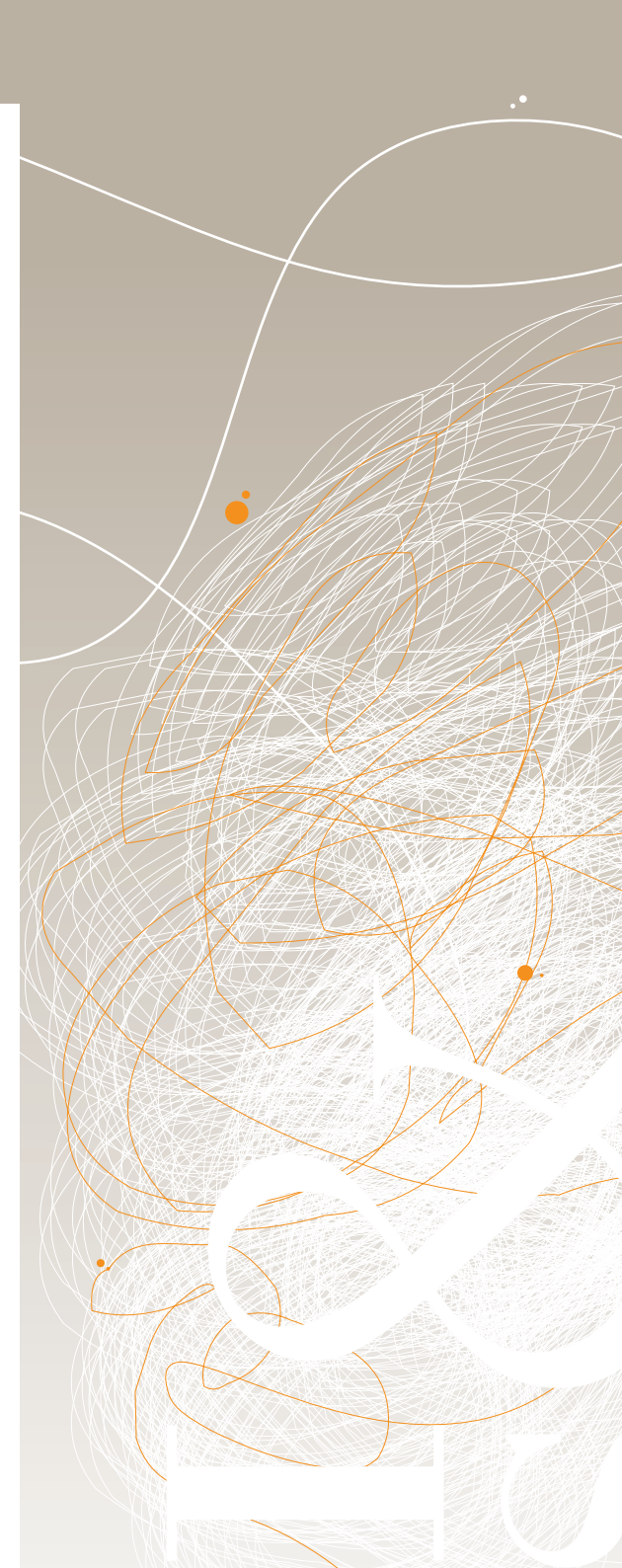
Style Guidance; Children

Vallasciani & Partners has acquired a long history of experience in the children's shoe sector. The stylistic characteristics and the knowledge of the technical-anatomical needs of the child's foot require a clear specialisation in the sector.

For this reason Vallasciani & Partners has made a special division for the development of shoe collections; Baby, Kids and Junior (0/12 years) where stylistic characteristics of the brand are combined with the technical characteristics of the product.

Also in this case the guidance consists of:

- Research and planning the Collection Plan
- Realisation of designs- models
- Production of personalised sole designs
- Production of specification list and assistance with the prototype
- Assistance with the production of collections for the Sale Network
- Industrialisation of the product
- Quality control on the series of production

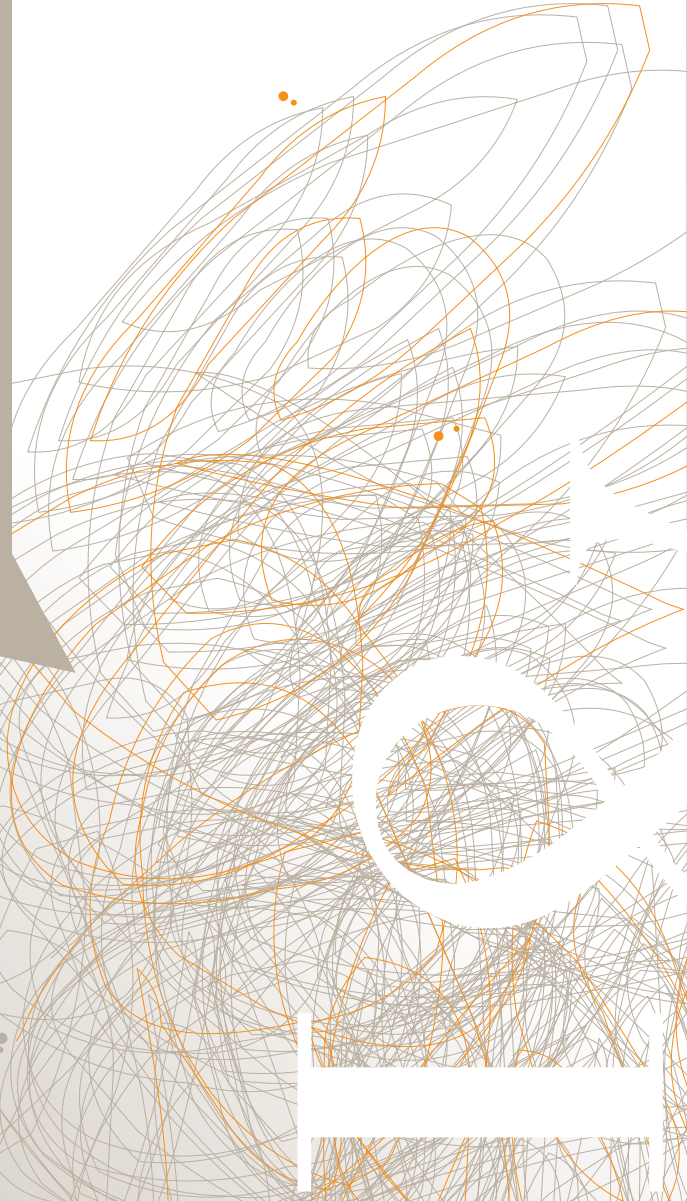
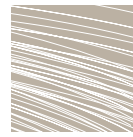


Commercial Distribution Guidance

Vallasciani & Partners is able to provide support and guidance for the distribution organisation of the brand for which the shoe collection has been planned.

The guidance consists of analysis of how the brand is perceived in the national and international market; in the following of the planning of a strategic plan for penetrating in the most desirable markets for the brand; in the realisation of a commercial – distributive network.

There are two principle methods that can be pursued: the creation of a Sales Network of agents that refer to the specialised trade or, in the case of some foreign markets, collaborations with official distributors can be created with organisation of their own sales.





Licensing Guidance

Vallasciani & Partners is the company with the most Licensing experience in the shoemaking sector.

Since 1994, Dr. Roberto Vallasciani has been dealing with the management of trademarks in licensing footwear.

The methods of operating consist, from the part of V&P, in selecting brands of the fashion sector and developing a project of penetration in the shoe market.

Subsequently the shoemaking company is identified with the technical – productive characteristics in target with the brand with which it shares the Licensing project and partnership.

Vallasciani & Partners work with the licensee company in the stylistic – creative guidance for the best interpretation of the characteristics of the brand in close synergy with the Licensing Style Office.

It organises moreover the distribution of the product creating the Sales Network with specialised agents in the target of reference of the licensed trademark.

Principle Collaborations

Flexa F.lli Rossetti Man- Woman
Flexa F.lli Rossetti Junior*
Fiorucci Woman*
Fiorucci Junior*
Roberto Cavalli Angels and Devils Shoes*
Cacharel Shoes*
Simonetta shoes*
Paola Frani Woman Shoes
Olily shoes*
Giugiaro Design Shoes*
Momo Design Man- Woman shoes*
Hush Puppies Man – Woman shoes
Hush Puppies Junior shoes
Rifle Man – Woman shoes
Walt Disney shoes*

*Dribbling- Industrie Vallasciani management

For further information, info@vallasciani
Highlight the areas of interest and send an e-mail.

- Collection planning and research
- Commercial / Distributive Guidance
- Guidance for licensing and partner company research

Name company / organisation:

Address:

VALLASCIANI & PARTNERS

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