

KNOWING THE MAN BEHIND THE NAME...

GIANFRANCO FERRE



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SPORT

GF FERRE



ABOUT THE FOUNDER & BRAND



Brand as “The Architect of Fashion”

EXPLORING HIS CAREER JOURNEY TO FAME

- Gianfranco Ferré was born in Legnano on 15th August 1945. He graduated in 1969 as an Architect.
- **1970:** he designed his first collection of Accessories and Jewelry, which he gave to friends as gifts etc.
- **1974:** he designed his first collection and hosted his first fashion show for “Courlande” and “Baila” labels.
- **1978:** Gianfranco Company was set up and his debut signature women’s collection was showcased at the Principe di Savoia Hotel Milan.
- **1982:** Men’s clothing line was launched along with a wider range of accessories and other licensed products.
- **1989:** Appointed as the Artistic Director at Christian Dior for the women Haute Couture, Prêt a Porter lines etc.
- **2002:** Gianfranco Company was acquired by IT Holdings Group. And Gianfranco Ferré became the artistic director for the group.
- **2007:** Gianfranco Ferré died on June 17, 2007 after suffering from brain hemorrhage.



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ABOUT THE FOUNDER & BRAND



EXPLORING HIS CAREER JOURNEY TO FAME

- The world of Gianfranco Ferré is impressive because of its incredible sophistication. It is a refinement of no limitation.
- Gianfranco Ferré works are a delicate sensitiveness for harmony, a perfect proportion and a balance of colours.
- An elusive feeling of elegance in the classical meaning, as developed by Coco Chanel and Christian Dior.
- Gianfranco Ferré distinct character – Sensual, Charismatic, Distinguished, Self Confident, Classic with a twist etc.
- The prestigious ITALIAN SIGNATURE that has been creating exclusive clothes and accessories for over thirty years.



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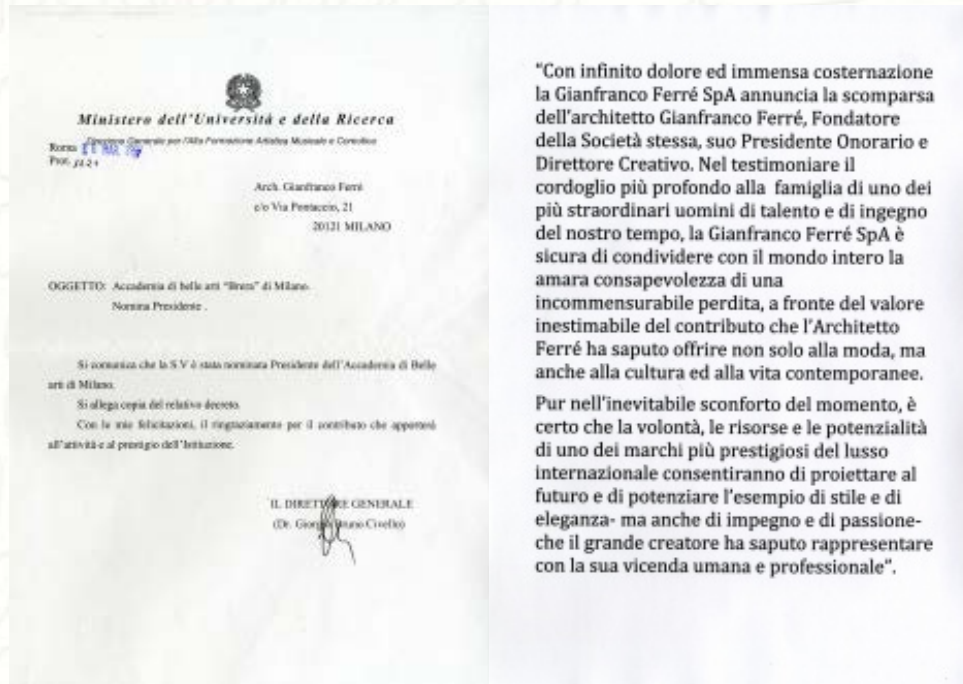
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ABOUT THE BRAND

2002-2007

GIANFRANCO FERRE ACQUIRED BY TONINO PERNA (IT HOLDINGS GROUP)



*atto di nomina Accademia di
Brera*

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Brera*

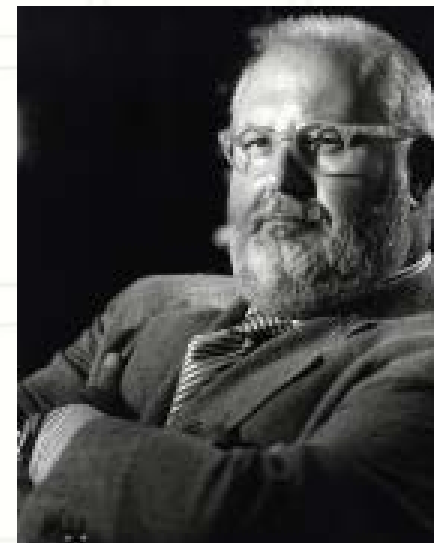
In 2002, the Gianfranco Ferré Company was acquired by Tonino Perna's IT Holding Group. Gianfranco Ferré became Artistic Director of the house.

In March of 2007, Gianfranco Ferré was appointed President of the Brera Fine Arts Academy in Milan.

JUNE 17, 2007

THE DEATH OF THE FOUNDER

After suffering a brain hemorrhage, Gianfranco Ferré died in Milan on June 17, 2007



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BRAND AND MISSION

INTEGRITY OF THE BUSINESS APPROACH

- Correctness
- Coherence
- Responsibility
- Availability

CONSTANT DESIRE FOR INNOVATION

- Future oriented mentality
- Constant search for new solutions, new directions, new horizons
- Desire for research and experimentation in the creative and in the business sphere



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Sense of belonging to a group

Sharing values means also sharing

- Ideas
- Experiences
- Energies
- Know how
- ... and dreams

PLEASURE OF CONTRIBUTING TO THE CREATIVE PROCESS

- Consciousness
- of the value of the brand and its expressions
- of the specific identity of the brand
- Ambition to give the best of oneself

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THE GLOBAL BRAND

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Global brand

2011

Paris Group acquired Gianfranco Ferre from the Italian government (the brand was under administration after filing chapter 11 in 2009). Paris Group continues to invest in product development and expansion through opening of mono - branded stores which are directly owned or franchised.

Paris Group is a diversified business interest owned by the Sankari family, they have been in business for more than 30 years. The Company merits its position by representing a management profile of over 250 owned boutiques, such as: Versace, Canali, Fauchon, Pierre Cardin, Balmain, Azzaro, to name but a few.

Today, a team of more than 4,000 highly skilled and dedicated multinational professionals from around 35 nationalities are an extension of Paris Group Family; with direct employees of over 3,284 in United Arab Emirates.

The brand strategy set forth post the takeover is the following. The brand will continue to maintain its DNA since Ferre's time.

- **Gianfranco Ferre** – The main line to continue as “made in Italy” products. Developed through mono-brand stores directly owned or franchised etc.
- **Ferre Milano** – Second line, this will be developed through licenses
- **GF Ferre** – Developed through licenses
- **Ferre Jeans** – Developed through licenses
- **Ferre Studio** – Developed through licenses
- **Ferre Caffé** – Developed through directly owned or franchised
- **Gianfranco Ferre Casa** - Developed through directly owned or franchised

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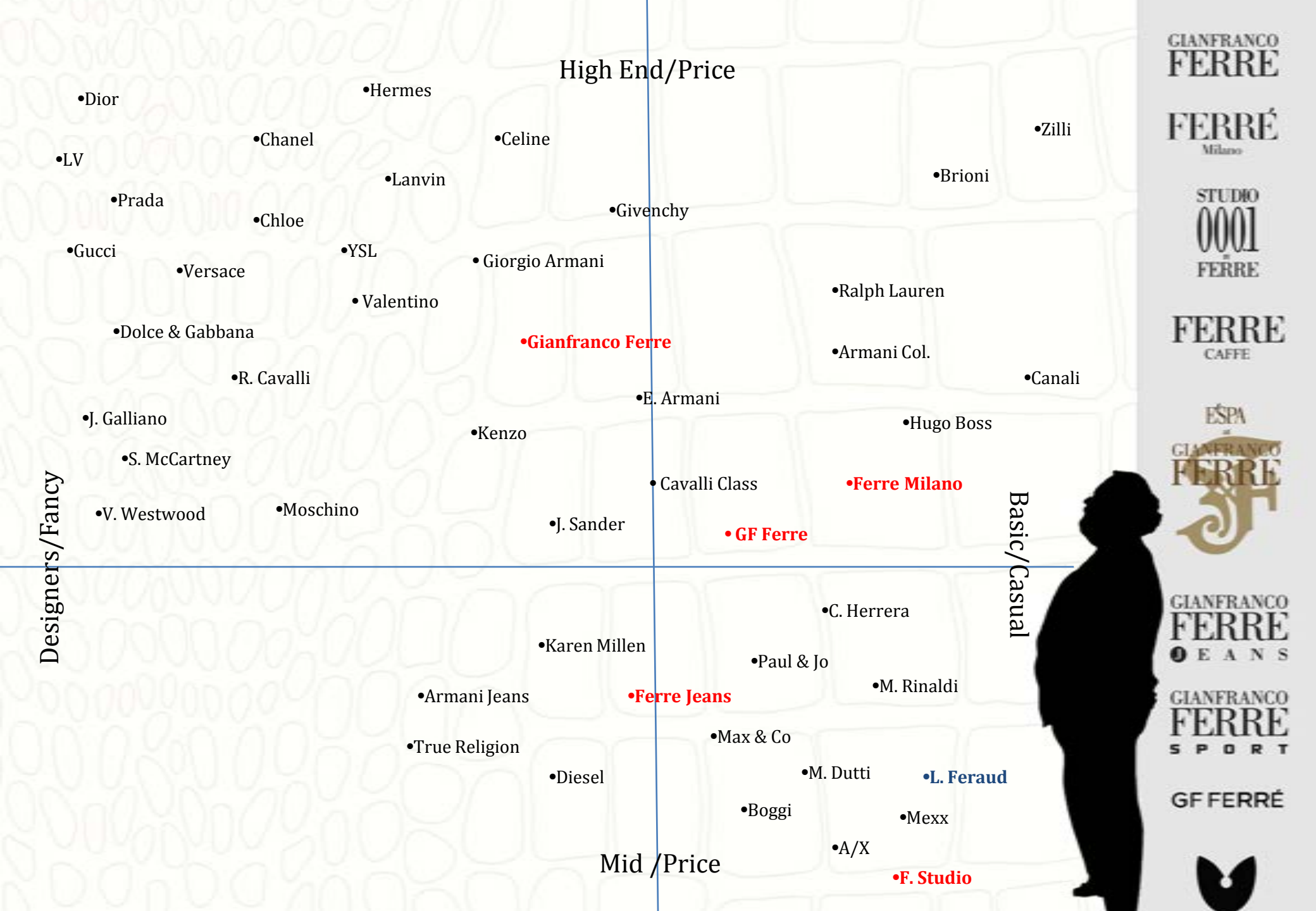
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Gianfranco Ferre SS'13 Collection



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Gianfranco Ferre Competitors



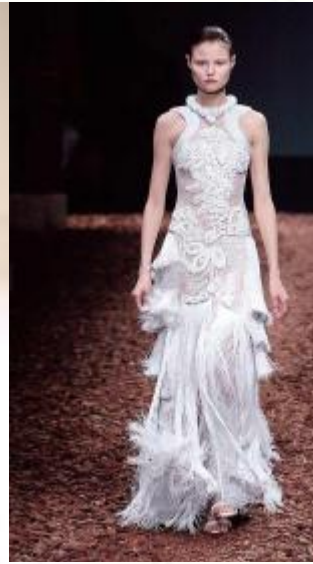
Armani



Ralph Lauren



Valentino



Givenchy



Lanvin

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Ferre Milano Competitors



Hugo Boss



Emporio Armani



Carolina Herrera



Jil Sanders



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GF Ferre Competitors



Cavali Class



Armani Collection



Hugo Boss



Ralph Lauren Blue

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Ferre Jeans Competitors



Diesel



Armani Jeans



True Religion



7 for All mankind



Paige Denim



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Ferre Studio Competitors



Espirit



Armani Exchange



Aeropostale



Paul and Bear



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Gianfranco Ferre Casa Competitors



Armani Casa



Cavali Home



Fendi Home



Versace Home

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Global brand

2009

Gianfranco Ferre was widely distributed all over the world from the US to China. The turnover at the peak reached more than **€165M**.

- AUSTRIA
- AZERBAIJAN
- BULGARIA
- CHINA
- ESTONIA
- FRANCE
- GERMANY
- GREECE
- ITALY
- JAPAN
- KOREA
- LEBANON
- MALAYSIA
- MONACO
- QATAR
- RUSSIA
- SPAIN
- SWITZERLAND
- TAIWAN
- TURKEY
- UKRAINE
- UNITED ARAB EMIRATES
- UNITED KINGDOM
- USA
- VIETNAM



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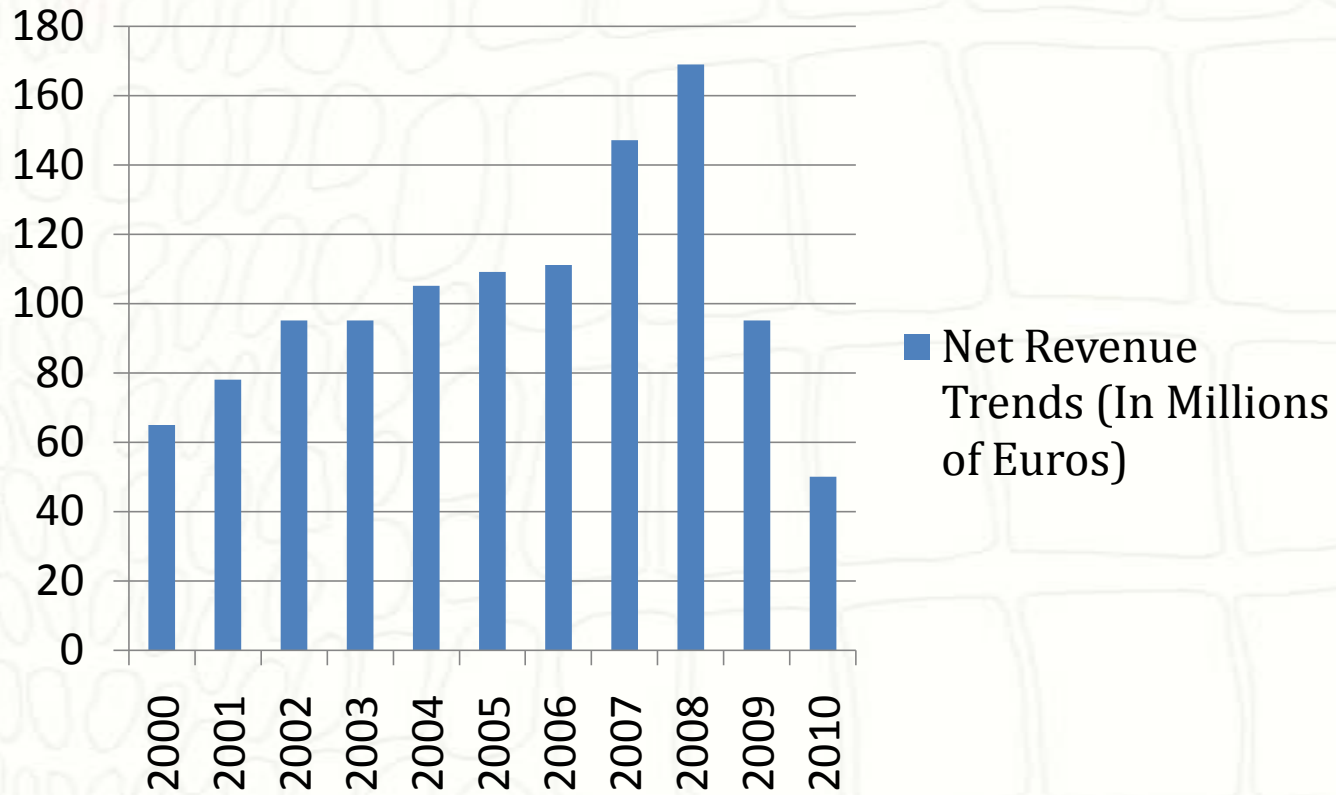


The brand's expansion strategy is of an **INTERNATIONAL NATURE** comprising a consolidation of its current presence and penetration in **NEW MARKETS**



Our current and future **COMMERCIAL PARTNERS** will naturally play a **FUNDAMENTAL ROLE** in the brand's **NEW COURSE** and its subsequent network of **WORLDWIDE** distribution

Net Revenue Trends (In Millions of Euros)



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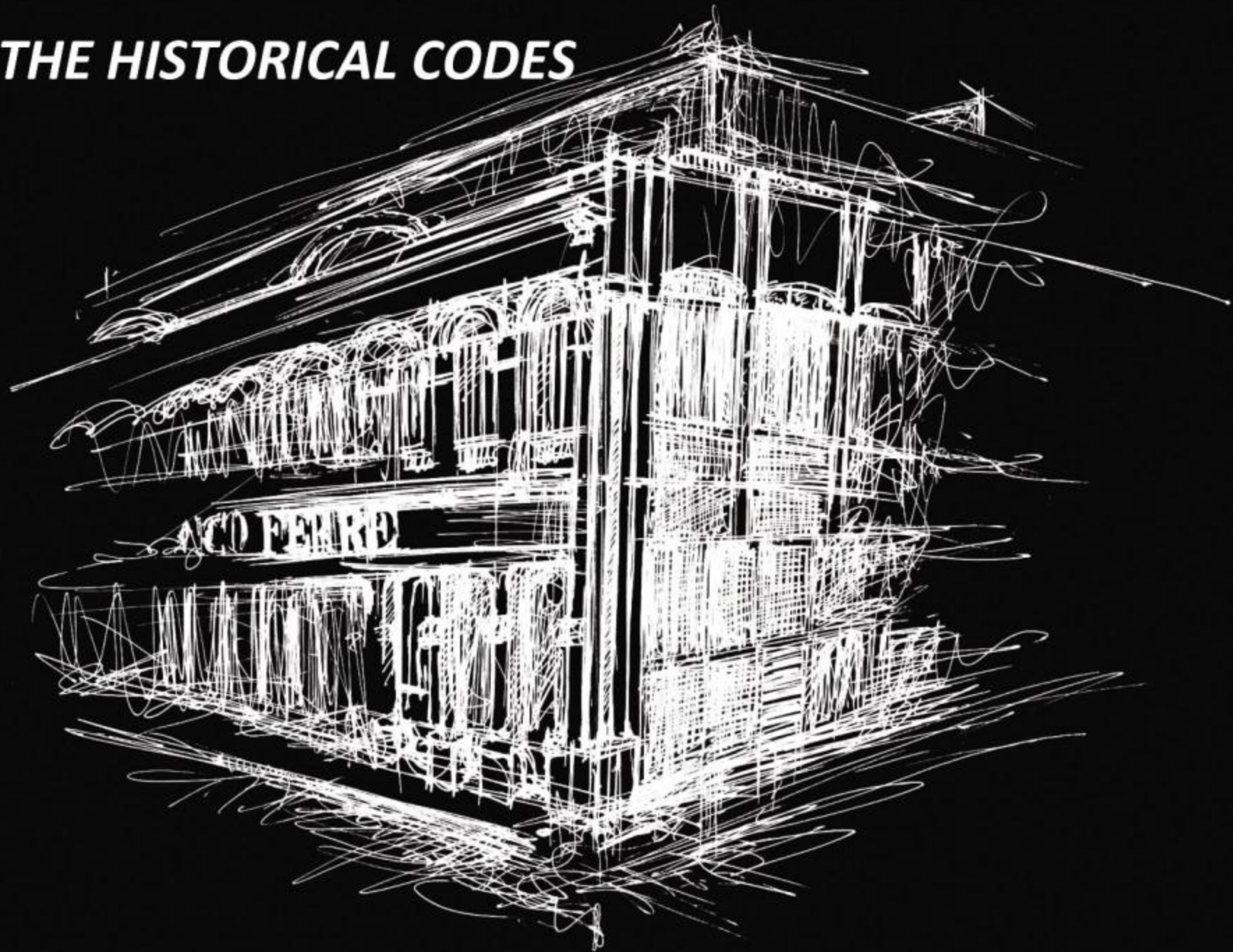
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THE HISTORICAL CODES



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THE PRODUCT LINES

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WOMEN'S COLLECTION



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MEN'S COLLECTION



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KIDS COLLECTION



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SCARVES AND TIES



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BAG COLLECTION



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ACCESSORIES



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WATCHES COLLECTION



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JEWELRY COLLECTION



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EYEWEAR COLLECTION



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PERFUMES & FRAGRANCES



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Licenses and Distribution

Existing Licenses

- GF Ferre (RTW and Accessories) – ITTIERRE SpA
- Fragrances (GFF, GF Ferre, Ferre) – ITF SpA
- GF Ferre Kids Clothing – MAFRAT SpA
- Ferre Milano (Leather Accessories) – SERGIOLIN SpA
- Gianfranco Ferre Furs – MONDIALPELLI SpA
- GF Underwear & Beachwear – CANEPA SpA
- Ferre Milano Umbrellas – OMBRELLI LAZETTI SpA

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New Licenses

Watches	<ul style="list-style-type: none"> ▪ Gianfranco Ferre Watches & Accessories ▪ Ferre Milano Watches & Accessories ▪ GF Ferre Watches & Accessories
Home	<ul style="list-style-type: none"> ▪ Furniture ▪ Home Accessories ▪ Lighting & Glass ▪ Bed & Bath ▪ Wallpaper ▪ Cutlery ▪ Candles
Accessories	<ul style="list-style-type: none"> ▪ Pens ▪ Cufflinks ▪ Jewelry (Gold, Silver, Stainless Steel) ▪ Small Leather Accessories
Eyewear	<ul style="list-style-type: none"> ▪ Gianfranco Ferre ▪ Ferre Milano ▪ GF Ferre ▪ Optical
Hotel Amenities	<ul style="list-style-type: none"> ▪ Gianfranco Ferre (4 & 5 Star Hotels) ▪ Ferre (3, & 4 Star Hotels)
Others	<ul style="list-style-type: none"> ▪ Socks ▪ Night wear & Underwear for Kids ▪ Shirts and Pools (Men's) ▪ Water, Vodka ▪ Corporate Gifts & Incentive Business ▪ Beauty Accessories



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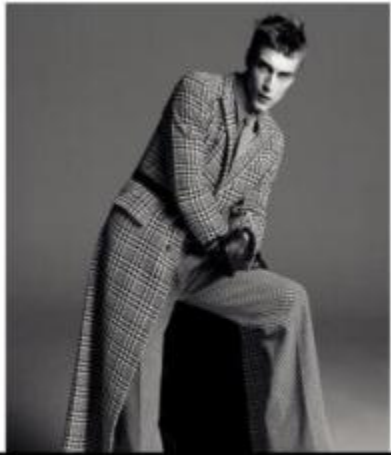
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Gianfranco **FERRE**



New CHAPTER in Gianfranco FERRE ' History



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Gianfranco **FERRE**



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SHOP DEVELOPMENT

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Development Plans

Country	2013	2014	2015	2016	2017
Italy	1	1			
UK		1	1		
Russia	1	1	2	1	
UAE		1	2		
Kuwait		1			
China		2	3	3	
Korea		1	1		
Japan		1	1	1	
Others	1	2	2	2	2

Note:

Gianfranco Ferre Flagship Shops

These are directly owned / or franchise stores.

Excluding license stores of other lines – Ferre Milano, Ferre Jeans, GF Ferre & Ferre Studio

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Gianfranco **FERRÉ**



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MARKETING PLANS

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Communication & Marketing

Communication and marketing activities are implemented with particular intensity through:

- Mono-brand boutiques and show rooms with full offer of products and lines
- Development of special projects like “E’SPA at Gianfranco Ferre
- Strengthening of the PR network with new dedicated structures in key cities
- Strong advertising strategy based on high quality campaigns and well-balanced media planning's
- Co-marketing operations with international brands

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FASHION LIFESTYLE

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A pure reflection of the Gianfranco Ferré vision, the Spa is located in Milan directly adjacent to the brand's flagship store overlooking the secluded garden of the palace.

A very quiet entrance extending from the boutique lobby, offers the necessary privacy providing a total sense of seclusion, thus ensuring the utter peacefulness and soothing silence of the experience.

A true oasis of wellness in the very heart of the city.

Gianfranco Ferré's Exclusive Spa



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Crocodile Skin car





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The world of Gianfranco Ferré is impressive because of its incredible sophistication.
It is a refinement of no limitations. Gianfranco Ferré works are indicative because of at least two things.

The first is a delicate sensitiveness for harmony, a perfect proportion and a balance of colours.

The second is an elusive feeling of elegance of its classical meaning.
The meaning as discovered and developed for decades by such colossi of the designers' art like Coco Chanel and Christian Dior.

THANK YOU!

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