



**AT.P.CO** 

BRAND PROFILE

# ABOUT AT.P.CO



**ABOUT AT.P.CO AND EVERYTHING BEHIND IT.**  
from Franciacorta to the World, excellence  
roots to fly high.



AT.P.CO is an Italian fashion label that designs and offers the sophisticated products that include womenswear, menswear, denim and a range of accessories. The brand, that was founded in Northern Italy in the wine area of Franciacorta, does focus on a qualitative Italian design that, starting from a vintage and heritage inspiration, explores new areas and ways to reach a global, innovative and ethical style. A style with Eastern and Western flavors that blend, integrate and converge to reach an equilibrium that is unique and atypical.

AT.P.CO's first collection of pants appeared in the season SS2010 and grew, from a first distribution of 7000 pants, to over half a million of sold garments in 2014, articulated in a "total look" collection. In just ten seasons it has gone a long way, thanks to excellent quality, modern fittings, increasingly comfortable materials, new finishes and environmentally responsible treatments. The design of the collections is the result of Italian creativity, talent and innovation, while the production and realization of each AT.P.CO garment is performed by expert and skillful hands, solely in proprietary factories. The sales network is expanding, from the supply of top Italian boutiques, to the European markets, and then to more distant countries (South Korea, Japan, Australia, Canada and the Middle East). The next step is the AT.P.CO shop: seven flagship stores will be opened in 2015 in strategic locations in Italy and abroad.



AT.P.CO is an Italian brand sensitive to changes of consumers needs, always trying to offer a suitable distinctive look: youthful and sophisticated, a new "CASUAL GLAM". Brand's designers keep a keen eye for finding new volumes and the mix of materials, offering easy and contemporary outfits. AT.P.CO style focus on a lifestyle more than on fashion tendencies.

**+ smart  
+ original  
+ brilliant  
+ authentic**



**STYLE  
YOUR  
LIFE**





# OUR TARGET

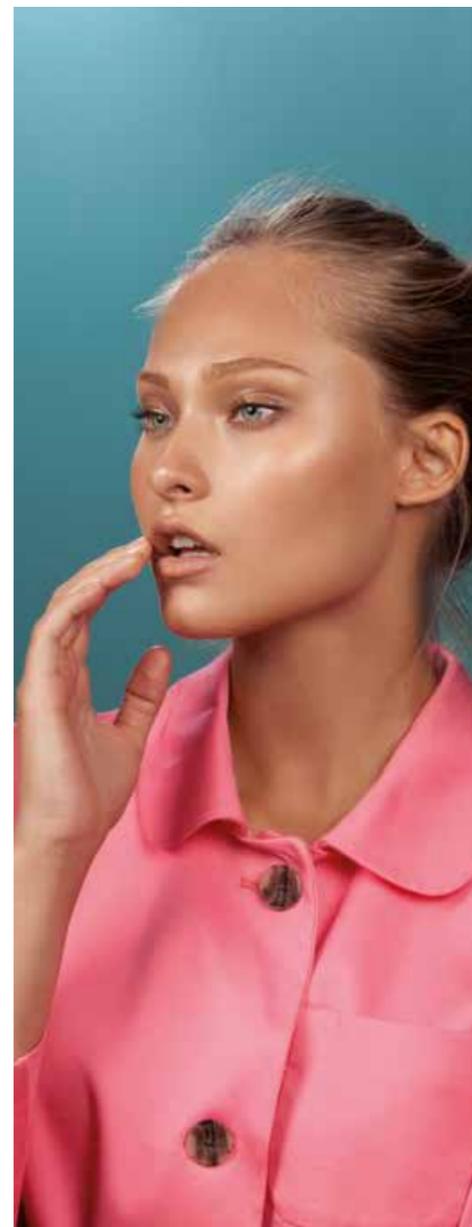
## MALE TARGET

The AT.P.CO man is a traditional man attentive to changes, a contemporary man who likes to change shapes and looks for increasingly beautiful fabrics. The colours are part of the DNA of the brand, without which there are never too many or too excessive. Their presence is in perfect harmony with the style of AT.P.CO.

# OUR TARGET

## FEMALE TARGET

AT.P.CO woman cultivates respect for nature and the desire for a more balanced life finding its fulfillment in simplicity. Delicate and protective environments satisfy the desire to feel comfortable in everyday life, proposing a light and relaxing chromatic range of colours combined with delicate tones of organic flora and fauna. Women collections represent the spirit of journeys: they collect cultures, colours and textures of the world around.





# OUR STRONG POINT

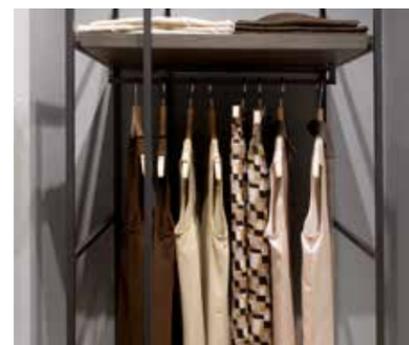
**AT.P.CO STANDS FOR DISTINCTIVE TOTAL LOOK COLLECTIONS MADE OF COMPETITIVE BUT QUALITATIVE GARMENTS.**



Undisputed favorable markup compared to competitors. Conditions that have endorsed the sudden sales performance and remarkable loyalty index retail level.



Designed in Italy. Excellent quality standards and research at competitive prices.



Proprietary production sites. Controlling every step of the production and distribution process.

## ADVERTISEMENT: FASHION MEDIA + OUTDOOR + DIGITAL

Constant commercial presence on top international fashion magazines such as Vogue, GQ, WeAr. Strategic outdoor and digital placement.

## PR + FASHION FAIRS + PRESS OFFICE

A complete set of promoting activities is effectively planned, organized and conducted from Italy and internationally.

## COMMERCIAL & CINEMATOGRAPHIC PLACEMENT

Actors, famous fashion bloggers and opinion leaders are on AT.P.CO promotional list and item presence is covered in the news.

## ONLINE MARKETING + SOCIAL NETWORK PRESENCE

AT.P.CO every season redefines an integrated plan of online marketing and social network editorial calendar supporting brand presence.



# OUR COM- MUNICA- TION

## PRESS + PR + ADV + DIGITAL

AT.P.CO counts on a network of solid professionals in the fields of media production and promotion tools. Brand's campaigns sign collaborations with top models, fashion photographers, social stars.





The topicality and the future of the Company could not disregard the spin-off actions and the expansion of activities that markets cry out for: so the project AT.P.CO Retail was born. In the spring of 2015 they opened the first three AT.P.CO Stores in Como, Brescia and Salò: leading experiences for upcoming openings in Italy and abroad who have already returned the first sales data confirming a trend of strong sales success. The openings are designed to support and be in perfect synergy with the existing commercial distribution network. IT developments related to commercial integration of logistics, promotions and online marketing are being traced and will be launched during 2015. Relevant clients are offered an option to set an AT.P.CO corner inside multibrand stores.

**Online presence**

[atpco.it](http://atpco.it)

**Photo galleries**

[flickr.com/goldenseason](https://www.flickr.com/photos/goldenseason/)

**Catalogues**

[issuu.com/atpco](http://issuu.com/atpco)

**MORE  
REFERENCES  
& ONLINE  
PRESENCE**