

## Amelie



**COMPANY PROFILE** 





Amelie is a woman's clothing brand developed by Icon Retail SrI with a registered office in Milan and headquarters operational in Brugnato - La Spezia.

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Amelie was born in 2014 with the first pilot store to experiment on a fashion project based on inclusiveness and free size. The latest impact on the market determined a fast growth of the brand with openings as of today with 60 boutiques on the Italian territory.



2014

Brugnato Outlet - Valdichiana Outlet



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2015

Riccione - Genova - Bocca di Magra - Sarzana



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2016

Milano - La Spezia - Sanremo - Ostia



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2017

Mondovicino Outlet - Genova 2 - Busto Arsizio - Avezzano - Civitavecchia

- Genzano - Terni - Latina - Palermo - Firenze



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2018

Palmanova Outlet - Tradate - Legnano - Levanto - Palermo 2 - Roma



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2019

Scalo Milano - Cremona - Piacenza - Arona - Roma 2 - Lecco - Roma 3



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2020

Valmontone Outlet - Cesena - Viareggio - Milano 4 - Livorno - Rieti -Legnano - Modena - Lecce - Ravenna - Reggio Emilia



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2021

Brescia - Vicenza - Parma - Varese



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2022

Monopoli, Ciperi Outlet



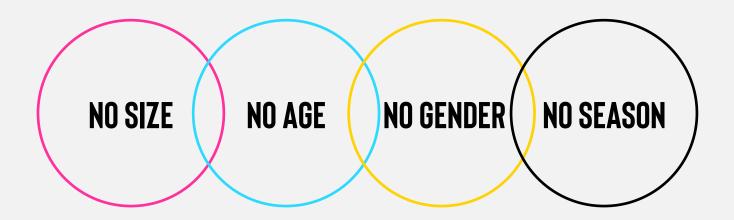
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2023

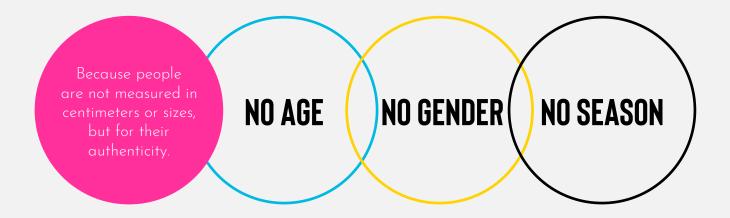
Novara, Palermo 3, Milano, Foggia - Vigevano - Terracina - Alessandria - Pavia - Roma - Cosenza - Como







The positioning of the brand is innovative and distinctive: the company creates and sells no size - no age - no gender - no season garments

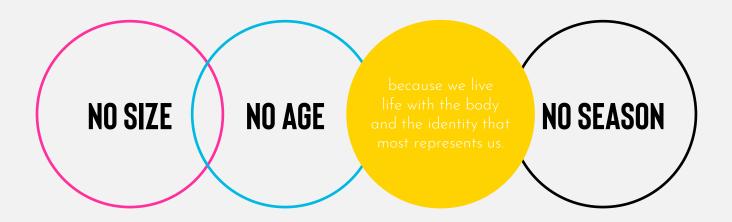


**COMPANY PROFILE** 

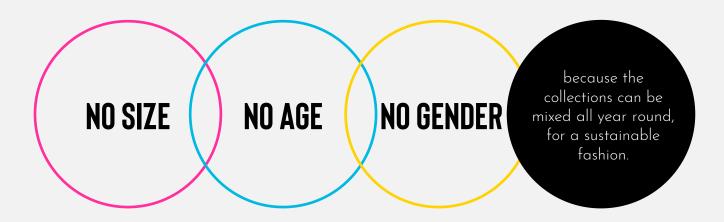














## Mission Mission Mission

Celebrate all forms of beauty, promoting a fashion no size, no age, no gender with a bit of color that helps you smile (without hurting the planet).





# Vision Vision Vision

Becoming the reference for an iconic and accessible style, that tells the beauty of uniqueness as a lifestyle.



## **Our Commitments**

- Environmental sustainability, research and development of quality fabrics
- Research and Creativity in the creation of a Made in Italy product
- Responsible supply chain management
- Attention to the customer
- Inclusiveness
- Growth and enhancement of personnel within the company
- Well-being and health of collaborators
- Equal pay
- Equal opportunities
- Transparency towards all stakeholders

#### The product

Our product comes from the research of new asymmetry games, from a new declination of comfort and wearability, meant for independent strong-willed women and surprisingly contradictory





#### **Amelie Plus**

Evolution, quality and research: three words to enclose the new *Plus* collection, Amelie's luxury label created in 2022.





#### **Amelie Plus**

Evolution, quality and research: three words to enclose the new Plus collection, the label of Amelie's luxury created in 2022.

Italian and natural fabrics celebrate modeling cuts, creating games of asymmetries avantgarde and maintaining the wearability typical of the brand.







#### **Production Chain/ Made In Italy**

Amelie conceives, develops and produces her collections on the Italian territory: the production chain thus guarantees the MADE IN ITALY for all products, concentrated in the textile district of Tuscany.

We pay particular attention to the fabrics used which are mainly natural and eco-friendly, like cotton, wool and viscose.



The expansion project includes 3 types of single-brand retail as well as Shop in Shop

#### SHOP IN SHOP

Located in dedicated areas within Multibrand and Department Store deemed appropriate with the positioning of Amelie, while maintaining the concept of stores.



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#### FLAGSHIP

located in the center of major cities, with the purpose to represent and promote the image of brand and to experience its evolution.



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#### **OUTLET STORES**

located in the main outlet villages with dedicated products



The expansion project includes 3 types of single-brand retail as well as Shop in Shop

#### **FULL PRICE STORES**

located in the historic centers of provincial towns and non-province, characterized by a correct surface with at least two windows



#### Retail project targets by 2025







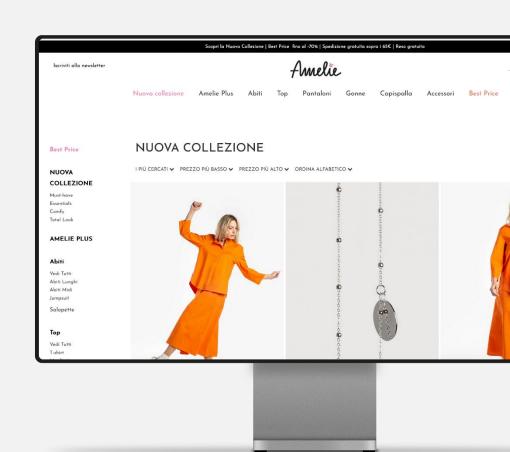




Retail project targets by 2025

## **125 DOORS**

In 2019, to offer a **360° experience** of the brand Amelie, the company has launched a **e-commerce project dedicated to Italy**, in which it is currently operational.





#### **Progetto Retail / Online**

The current goal is to create a new site, designed and developed for internationalization, reaching England, France and the macro areas metros of the United Arab Emirates, Turkey, Qatar, Iran, Egypt and Saudi Arabia.

- Omnichannel
- Logistics linked to the online project
- User experience (UX)
- Shopifycms
- ISENDU Tracking



#### **Store Concepts**

The inspiration is a **very dreamy** atmosphere, to welcome each one as the protagonist of their new story.









The boutiques feature furnishings designed to create an image that reflects the attitude of the brand, made with low costs in materials completely recyclable by selected artisans, to give further prominence in our commitment to Made in Italy and sustainability.

#### **Team**

The company is formed by a strong female presence, 99%, not only in the staff of sales, but also at management level, management and governance.

We are characterized by guaranteeing **equal pay** staff and a path of growth within the working context. Given the large female presence, for us the news of a pregnancy is a reason for **joy**.



#### **AMELIE**

The Headquarter is divided into the following areas:

- Management
- Direct retail, Franchising, e-Commerce
- Creative direction
- Finance Department
- Operation Department
- Marketing Department





#### **Digital Brand**



**30.113 Likes** Facebook



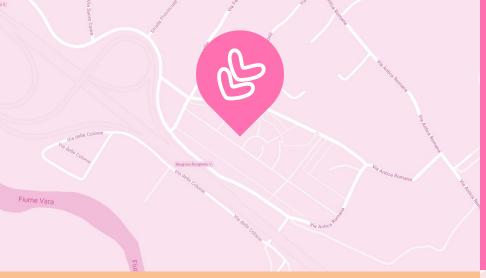
23.000 Followers
Instagram



1.000.000 Visits/year Website

Our CRM is SalesForce.

COMPANY PROFILE 2023

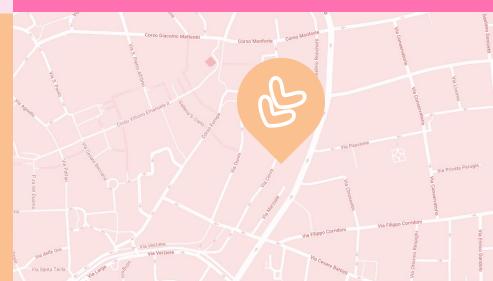


#### **Operational Headquarters**

con Retail S.r.l. Via Nuova Antica Romana, snc 19020 Brugnato (SP)

#### **Registered Office**

Icon Retail S.r.l. Via Cerva, 22 20122 Milano (MI



#### **Size of Business**

Since its start, Amelie has based its own strategies of growth exclusively on the development of the Retail channel, with the opening of DOS or flagship stores managed in Franchising.

This strategy will also remain a priority in the near future albeit gradually accompanied by specific projects dedicated to the introduction of the brand in foreign markets and in the Wholesale market

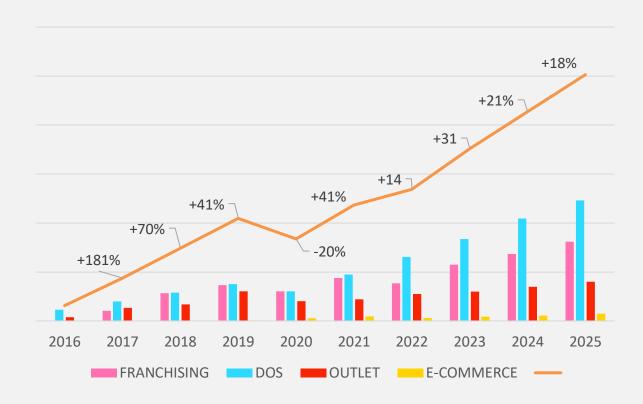




#### **Revenue Analysis**

In the first 6 years of activity, the turnover grew with a constant annual trend and only a slowdown occurred in 2020 as a result of the pandemic.

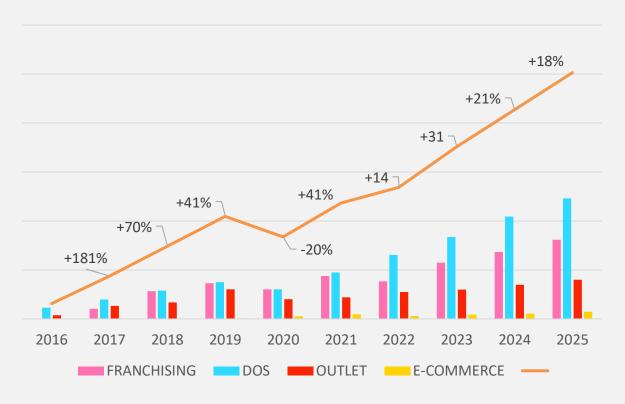
Such constant growth is expected also for the current financial year and the next ones. The graph alongside highlights the expected results for the following years.





#### **Project Development Analysis**

The Amelie network currently has 60 points of sale with a development project that will bring them to 70 by 2023 and to 100 by 2025, according to the graph opposite, in Italy.





#### **Development of the E-Commerce Channel**

Particular attention is paid to the E-Commerce channel which is expected to grow again after the excellent results performance of the year 2021, These are also connected with new purchasing dynamics linked to the pandemic.

The expected growth will also be allowed by the new website that will allow the sale of the Brand also in the foreign markets.





## Thank you!

Amelie