

# P E T R A

## PRESS RELEASE

### WHAT

**Fashion sportswear.** The first brand to be born as a high-end fashion brand making technical sportswear. Not a high-street sportswear brand making a premium range and not a designer brand making an (often impractical) line of sportswear. It is modern, elegant and versatile. It is conceived, designed and created by Pietro, and manufactured genuinely and entirely in Italy, including the fabrics. The target consumer is the fitness fanatic and fashion conscious. All the fits are athletic.

### WHO

**Pietro Boselli**, international fashion model, social media personality (with over 3M active followers) and PhD in engineering. Dedicated his life to fashion, fitness and engineering, and infused all three in his brand. Coming from within the world of fashion, the brand takes inspiration by Italian and international designers and creatives. **Giampaolo Sgura**, one of the world's most influential fashion photographers, directed and shot the first campaign, with bold editorial aesthetics, transcending the common narrative used in sportswear and taking it into fashion. Pietro modelled in the campaign alongside his friend and international model Penny Lane. Penny is known for her remarkable physique and stunning looks.

### WHERE

The collection was conceived and designed in **London**, and manufactured entirely in **Italy**. Petra Design Ltd, is a limited company of England. Online products are shipped directly to consumers from the UK. It is sold **online** at [www.petra.design](http://www.petra.design), and promoted entirely through **social media**, initially via Pietro's platform, and in future with the support of a variety of endorsers.

### WHEN

The **brand launched online only on 11<sup>th</sup> of January 2018**. During the first week, customers can purchase items which will then be made to order in Italy. During this period, orders can be placed by buyers too. At the end of the presale period, all items will be manufactured and shipped to customers within 12 weeks. Once the first set of online orders have been fulfilled, the ecommerce will reopen, with immediate shipping available, but only a very limited online stock, until sold out. The next collection will be available in summer.

### WHY

Petra is sharing a vision. Each Petra garment is the culmination of the trio of fashion, fitness and engineering, and represents the ultimate **versatility and performance** that should be everyone's goal in life. Wearing Petra means being part of an elite. Petra exists not simply to sell a product, but to materialise an idea and a way of living into something tangible, and something wearable.

Finally, no brand previously offered a fashion item specifically conceived as highly technical sportswear. The choice was between either sportswear brands or fashion brands. A new category was needed; hence Petra was created.

### HOW

Petra is uniquely a creation of Pietro, under a creative and entrepreneurial viewpoint. Over the course of the last year, the idea has **organically grown into a reality**, and the product has been slowly developed with attention to every detail. The high value of the brand is created by adhering to real and genuine values and full honesty. Created by Pietro, entirely made in Italy to the highest specifications. It is promoted through social media and press to which Pietro and all his contacts in fashion are widely exposed.

