

«BEING YOUNG ENTREPRENEURS»

ERASMUS+ PROJECT

ITALIAN BRANDS





GUCCI

Gucci is an Italian high fashion brand, founded by Guccio Gucci in Florence in 1921.

The GG logo, the initials of the founder, can be found on bags, belts and other accessories.



HISTORY

1920s

In 1921 Guccio Gucci in Florence based company specializing in leather products.



1930s

In a few years the brand Gucci gets so successful thanks to sophisticated customers in search of collections of bags, trunks, gloves, shoes and belts inspired by the equestrian world.



1940s

Gucci began to experiment with materials not typical for luxury, like hemp, linen and jute. One of the most brilliant and innovative product was the new Bamboo bag which became one of the Gucci's symbols, beloved by celebrities.



1950s

With the opening of stores in Milan and New York, Gucci started to build its global presence as a symbol of luxury. Guccio Gucci died in 1953, leaving the business as an inheritance to his sons Aldo, Vasco, Ugo and Rodolfo.



1960s

Gucci products are successful for timeless design and are loved by many movie stars and prominent figures, such as Jackie Kennedy, Liz Taylor, Peter Sellers, Samuel Beckett and Grace Kelly, the Princess of Monaco.

Gucci continues to expand abroad by opening stores in London, Palm Beach, Paris and Beverly Hills.



1970s



- Gucci icons are reinvented in new shapes and colors - branding the skin with GG logo - using materials more and more luxury, for example crocodile

1980s

In 1981, Guccio Gucci organized his first fashion show in Florence.



1990

Gucci found his world fame thanks to the unique combination of tradition and innovation. In 1994, Tom Ford became creative director of Gucci and infused the luxury brand a bold spirit and provocative that was popular with celebrities and the fashion world.

In 1995, Domenico De Sole was appointed CEO and Gucci made the great transformation, finally becoming a publicly traded company.

Gucci has achieved tremendous success worldwide and is considered one of the most desired luxury brands in the world (Nielsen company, 2007).

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2010

At the beginning of the new decade, the Florentine brand introduced two important projects: a program of eco-friendly and the launch of the first Gucci collection for children.



WHAT DOES THE GUCCI BRAND INCLUDE?

- ◉ The Gucci Brand includes clothing and accessories for men, women and children.

WOMEN

- ❖ Handbags
- ❖ Wallets
- ❖ Clothing
- ❖ Shoes
- ❖ Belts
- ❖ Lifestyle bags
- ❖ Luggage & travel
- ❖ Small accessories
- ❖ Scarves
- ❖ Hats & gloves
- ❖ Silver & other jewellery
- ❖ Fine jewellery
- ❖ Watches
- ❖ Fragrance
- ❖ Sunglasses
- ❖ Technology



Men

- ◇ Wallets
- ◇ Shoes
- ◇ Bags & business
- ◇ Luggage & travel
- ◇ Small accessories
- ◇ Belts
- ◇ Ties
- ◇ Scarves
- ◇ Clothing
- ◇ Hats & gloves
- ◇ Silver & other jewellery
- ◇ Fine jewellery
- ◇ Watches
- ◇ Fragrance
- ◇ Sunglasses
- ◇ Technology



KIDS

- ★ baby (0-36 months)
- ★ Baby accesories
- ★ Girls (4-12 years)
- ★ Boys (4-12 years)
- ★ Kids accesories
- ★ Shoes



WHAT MAKES THIS BRAND FAMOUS...



- The Gucci Brand became famous thanks to the originality of its products in demand especially from the sophisticated international clientele on holiday in Florence. This Brand has created collections that were hugely successful both critically and commercially.

Today...

- Gucci continues to strengthen the values on which it has built its reputation in the nearly 90-year history: exclusivity, quality, Italian craftsmanship and authority in the field of fashion. Nowadays Gucci is famous for its original, sophisticated and elegant style and its high standard quality.



GIORGIO ARMANI

Giorgio Armani is one of the most popular and successful Italian fashion designer. He was born on July 11, 1934, in Piacenza. He first launched his business empire in the mid-1970s, working as a freelance designer for a number of fashion houses. In 1976 he presented his first collection of men's ready-to-wear for Spring and Summer under his own name.

In 1975 Armani and his friend Galeotti became business partners, founded the Armani S.p.A.

Armani established an innovative relationship with industry, characterized by the 1978 agreement with "Gruppo Finanziario Tessile"(GFT), which made it possible to produce luxury ready-to-wear in a manufacturing environment under the attentive supervision of the company's designer.

Giorgio Armani's logo is a rounded "G" letter completing a curved "A" letter.





During the 1980s, wearing Armani became a symbol of success for many stars and businessmen.

In 1981 his most successful product lines Emporio Armani and Armani Jeans were launched.

The company signed an important agreement with L'Oréal to create perfumes, opened his first restaurant, expanded its commercial horizons in Japan and introduced a line of eyeglasses, socks, a gift collection, a sportswear line, watches, cosmetics, home and new accessories collections.

By the end of the 1990s, Armani had over 200 stores worldwide and annual sales of roughly \$2 billion. Today, the Armani brand includes makeup, housewares, books, perfumes, bags, glasses and hotels. Hotels have become Armani's latest venture. In 2010, he opened his first hotel in Dubai, and another one is expected to open in Milan.



The reasons behind the success of Armani

Philosophy: his style is both classic and innovative and trendy.

Product: The product range is developed under sub-brand categories addressed to different segments of consumers.

Promotion: He was the pioneer designer to use films to promote luxury products, his expansion began when his brand started dressing the movie stars in several films.



EMPORIO  ARMANI

A | X

ARMANI EXCHANGE

AJ

ARMANI
JEANS



"To create something exceptional, your mindset must be relentlessly focused on the smallest detail."

Giorgio Armani

FERRERO



Ferrero is an Italian multinational company specializing in confectionery products, founded in 1946 by Pietro Ferrero in Alba. The Italian sales office is located in Pino Torinese, but all Italian products are still produced in Alba. In May 2009, a survey carried out by the Reputation Institute in 32 countries, found out that Ferrero is the most trusted brand with the best reputation in the world according to consumers.



FERRERO PRODUCTS

The brand Ferrero produces many products: Ferrero Rocher, Mon Chèri, Pocket Coffee, Raffaello, Duplo, Tic Tac, Tronky and the product line for children called "Kinder": Kinder Sorpresa, Kinder Merendero, Kinder Pinguì, Kinder Brioss...

NUTELLA

Nutella, a sweetened hazelnut cocoa spread, is the world's most popular product sold and distributed by Ferrero.

The dates reported in the last OECD report state that 350,000 tons are produced each year.

According to OECD Nutella is an exemplary product in the economy of globalization: the 9 factories are distributed in all continents .



WHAT MAKES FERRERO FAMOUS AND SUCCESSFUL



- Ferrero is one of the most popular multinational companies in the world thanks to the excellence of the raw materials that guarantees high quality products and thanks to the efforts carried out by the creators of this company to take it to higher levels.
- Ferrero is still competitive today because it accelerates growth, launching at least one new product every year, always meeting the customers' expectations and desires.
The products created by the Company make happy children and adults.



Barilla



N°1 in ITALY

Barilla S.p.A. is a multinational Italian food business, operating in the market of «*table food*», in particular this brand competes in the following sectors: dried pasta, pasta sauces, baked goods and bread. The company was founded in 1877 in Ponte Taro, near Parma, Italy by Pietro Barilla. The company is privately held, and remains in the fourth generation of Barilla family ownership and it is controlled through three brothers, Chairman Guido Barilla, and Vice Chairmen Luca Barilla and Paolo Barilla.

Pasta is prosaic food for most people. But to Guido Barilla, pasta is a passion, a quest for perfection, the sum of his life's work-and that of his father, his grandfather and his great-grandfather.



THE GROUP PRODUCES SEVERAL KINDS OF PASTA IN OVER 120 SHAPES AND SIZES.



FASHION WEEK
TRAME RIGATE E COLORI MEDITERRANEI

CLASSICI CHE NON PASSANO MAI DI MODA.

MAKE PASTA NOT WAR

BRASILE 2014
AL VIA I MONDIALI, OCCHIO AL FUSO ORARIO

SE VIEN FAME DI NOTTE, CI SONO LE "ITALIATELLE".
#calcioBarilla

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MARATONA DI NY
SOGNANDO L'ARRIVO IN CENTRAL PARK

AL TRAGUARDO PREFERITE TROFEI O TROFIE?

Barilla Group has several production plants all over the world: in Italy, Greece, France, Germany, Norway, Russia, Sweden, Turkey, the United States and Mexico. Its headquarter side is in Parma, Italy

DISCOVER
ITALY
WITH THE
PERFECT
BITE!



NOW WITH A NEW LOOK



“Our mission is to satisfy the consumer in his every need, while involving him at the same time through the study of his tastes and his demands, so that he ‘II continue to trust Barilla tomorrow —as he does today—to supply tasty, healthy and balanced products.”

FERRARI S.P.A.

Ferrari S.p.A. is an Italian sports car manufacturer founded by Enzo Ferrari in 1929 in Maranello as *Scuderia Ferrari*.

The company sponsored drivers and manufactured race cars before moving into production of street-legal vehicles in 1947.

Ferrari, according to Brand-finance, is the most powerful brand in the world.

The famous symbol of the Ferrari race team is a black prancing horse on a yellow shield and with three stripes of the Italian national colors green-white-red on top



In 1933 the Scuderia became a division of Alfa Romeo and took overall control of the racing team.

In 1940 Enzo Ferrari left Alfa Romeo and the company established itself as an independent organization called "Auto Avio Costruzioni Ferrari" that manufactured aircraft accessories for a few years.

In 1946 Ferrari began to create their own road cars.

In 1969 the FIAT took 50% stake in Ferrari. An immediate result was an increase in available investment funds.

In 1988, Enzo Ferrari oversaw the launch of the Ferrari F40, one of the most famous supercars ever made. It was the last Ferrari to be launched before his death.

Enzo Ferrari died in 1989.

125S, the first Ferrari road car >



Throughout its history, the company has participated in racing, especially in Formula One where is the most successful racing

It won some of the most important Endurance races like 24 Hours Le Mans,12 Hours Sebring and the 24 Hours Daytona,and some road race like Targa Florio and Mille Miglia.

Ferrari S.p.A. is the most famous brand in the world, it is a symbol of elegance and wealth for Italy, its cars are fast, beautiful and handy and are hand-built.

All these characteristics contribute to make the Ferrari brand famous and still successful thanks to its continuous innovation in race and sport cars' scope and its ability of create an emotional connection with its fans and customers.





The Fiat company was founded in 1899. The name comes from Fabbrica Italiana Automobili Torino. Giovanni Agnelli was one of the original investors.

In 1900, the first Fiat factory opened in Turin, with a workforce of 150 people.

In 1908 Fiat opened the Fiat Automobile Company in the United States.

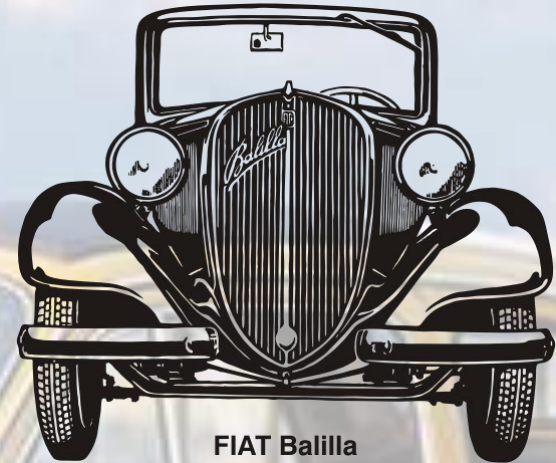
The Lingotto, the first automobile factory was completed in 1922. It was the largest factory in Europe.

In the 1930's technology in cars advanced.

Fiat had to focus on domestic markets during Mussolini's autarchic policy.

The Balilla and Topolino came out in 1934 and 1936.

The Topolino was the smallest car in the world and remained in production until 1955.



FIAT Balilla



FIAT Topolino

In 1957 Fiat produced one of the first city cars, the Fiat 500. This small and cheap car has become an icon.



In 1960 Fiat introduced the “Giardinetta” version car, a precursor of the Station Wagon Style.

Over the following decades, FIAT diversified its offerings into the consumer products market producing excellent cars such as: Tempra, Fiat Punto, Multipla, Doblò, Ulysse, Panda, etc.

In 2007, after 50 years, the anniversary of the 500's launch, Fiat launched another new 500, stylistically inspired by the 1957 500 but considerably heavier and larger.

This car has proved a hit for Fiat, increasing sales and hugely improving the brand image.



WHAT MAKES THIS BRAND SUCCESSFUL

Today the attractive styling and the exciting engines of the Fiat brand have improved the quality of everyday life, but first of all, the Fiat brand has become the emblem of our heritage and tradition.

It holds the Italian economy and is appreciated all over the world.

