



PIERLUIGI®
FUCCI

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BIOGRAFY

PiERLUIGI FUCCI was born in Campobasso, a small city of Molise, Italy, but now travels the world: London, Paris, New York, San Francisco, Moscow, Shanghai, Beijing, Singapore, New Delhi, Jakarta, Bali, Istanbul, enhancing his own artistic and cultural experience.

In 1980 after studying classics and a university career in fine arts he reaches a decision concerning his life and work, focusing on the world of fashion, at the Academy of Costume and Fashion in Rome

1984 he works together with some of the most significant and important names in design that created historic labels such as : Cavalli, Krizia, Ferragamo, Ferrè, and Cardin and subsequently becomes an important consultant for Pollini, Fusco, Rena Lange, Joop and La Perla.

Since 2000 after much practical experience, and close contact with firms and industrial names of considerable importance, the initial artistic course is taken with ALV, BORBONESE group, Kiton Group, Baldinini, Zanellato, Lanificio Olivo Yarns, and Cruciani.

In 2006 he was invited as guest of honour to display in Rome, alongside the new designers proposed by Alta Roma Alta Fashion.

As a consequence he is also included in the official Milan female fashion calendar .

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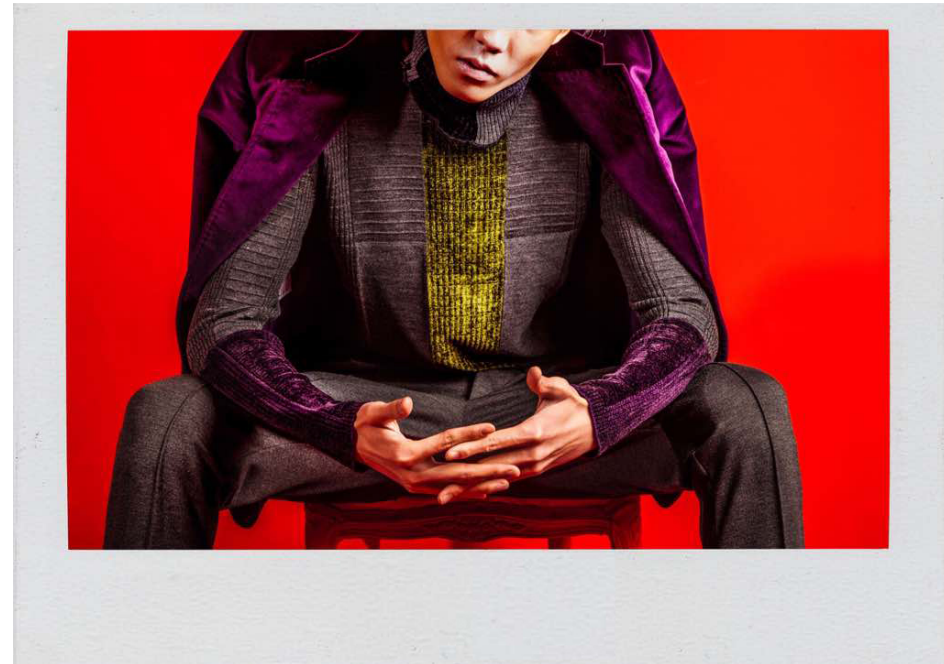
SKILLS

INDEFATIGABLE worker, profound researcher, an expert in the subject matter with its endless technological and creative possibilities, he is appreciated for his solid, hard working and down to earth character. He is respected moreover for his mental agility, his fantasy and that touch of visionary audacity that should never be lacking in any creative person deserving respect.

RESEARCH into yarns and fabrics, into the possibilities of turning material into affirmations of contemporary fashion; this has earned him the right to be called a "stylist in matter."

Indeed it is the material in his metamorphoses that constitutes a fundamental element of his work. Everyone of his collections is a new milestone along the evolving path of a unique model of reference, a variation on the theme FE- MALE, in which the woman finds new expressions of elegance in a sort of armour plating, vaguely androgynous, but hiding intensely femininity..

His deep passion for ART and particularly for the contemporary sort brings about meaningful but equally original fusions of elements between his own vision of fashion and the work of famous protagonists in the international scene. In this connection, his homage to the informal art of Burri and to the material art of Jagoda Buic is unforgettable.



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MISSION

PIERLUIGI FUCCI has defined its mission: to become an independent operator always able to meet the strongest demands in products luxury.

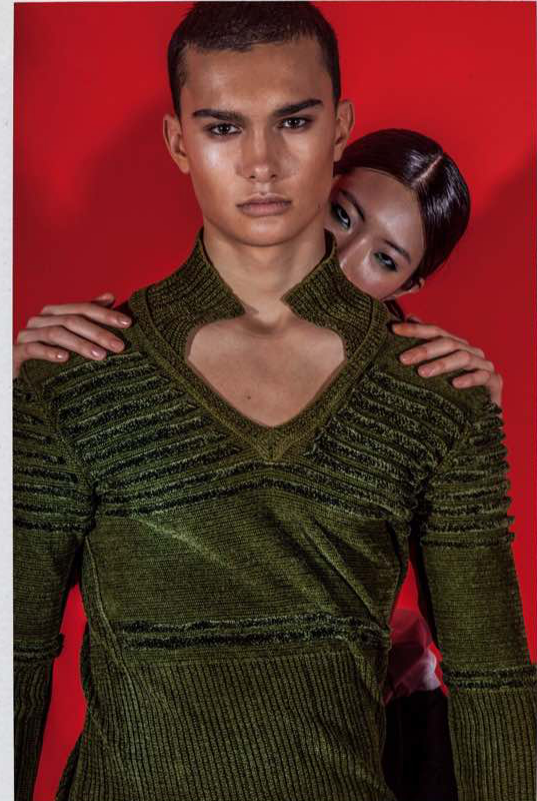
Positioned in a niche with a product of quality, high technical content and at the high range of the market

A style predominantly sought and fashion for women, of high social class, culturally occupied and wanting to pay attention both to style and to material.

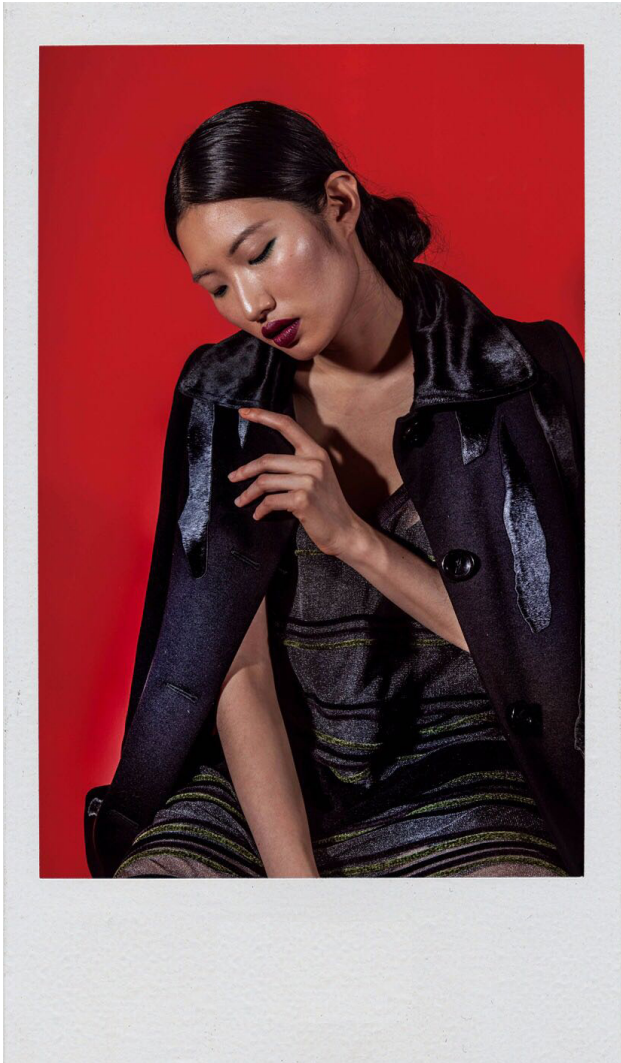
Just by drawing upon his own excellent knowledge of the productive materials (fabrics and yarns) and on upon his own skill as a designer, Pierluigi Fucci is able to compete successfully in a market niche that has great potential.

Progressive amplification of the range in the casual segment (second lines), but with a premium price suitable to the brand.

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ORGANIZATION

PIERLUIGI FUCCI

coordinates the different activities so that the society can develop the business in conformity with market requirements; it follows directly the stylistic research of the product.

Graphics:

controls the graphics and the image of the brand and the site.

FirstAssistant :

helps the stylist in his activities, providing a design of the prototypes and handles the relationships with the clients.

Assistant collection woman:

helps the stylist in his activities, deals with the prototypes and the relationships with the suppliers.

Assistant accessories woman:

helps the stylist in his activities, and deals with the design of the prototype.

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ALLIED ACTIVITIES

Public Relations

An external office already well established with the brand at an international level having consolidated experience, attentive to provide effective communication.

Production

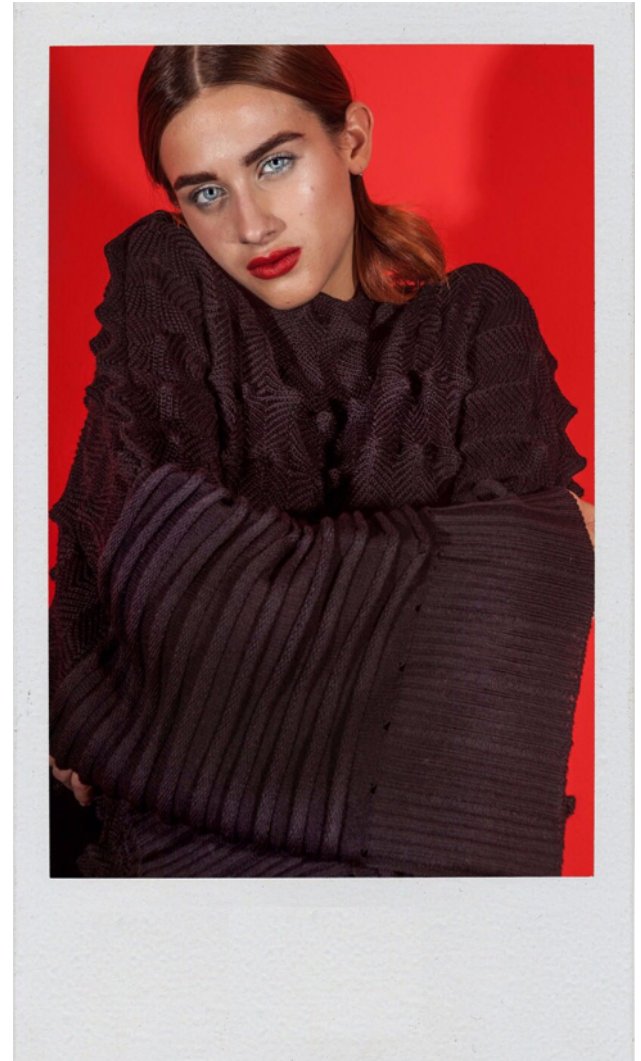
Production

Today PIERLUIGI FUCCI know a lot of laboratories that have a twenty-year experience. Laboratories made in Italy with the hands of high craftsmen that pay painstaking attention to detail and quality.

Marketing

Atelier in Milan, a point of reference for international

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COLLABORATION

PIERRE CARDIN, prêt-à-porter woman collection

ROBERTO CAVALLI, woman collection luxury leather and denim

KRIZIA, woman collection print's design leather

GIANFRANCO FERRE, prêt-à-porter woman and man collection

SAILOR'S , yachting woman and man collection

LANVIN, woman collection knitwear

VITTORIO FORTI, woman collection leather and accessories

ARMANI, woman collection

POLLINI, woman collection luxury shoes

FALBER FUSCO, woman collection

RENA LANGE, woman collection **RED**

VERRI italy, artistic direction man collection **VERRI SPORT** and **BIGLI DUE** (japanese licenses)

LA PERLA Group, woman collection new project

JOOP Group , woman collection , prêt-à-porter (catwalk in New York)

LANIFICIO DELL'OLIVO, technical and creative advisor

SACMA, artistic direction woman collection **BILANCIONI**

ZANELLATO, advisor woman collection accessories

ALV, the Alviero Martini's new project, artistic direction woman collection

BORBONESE Group, advisor woman collection

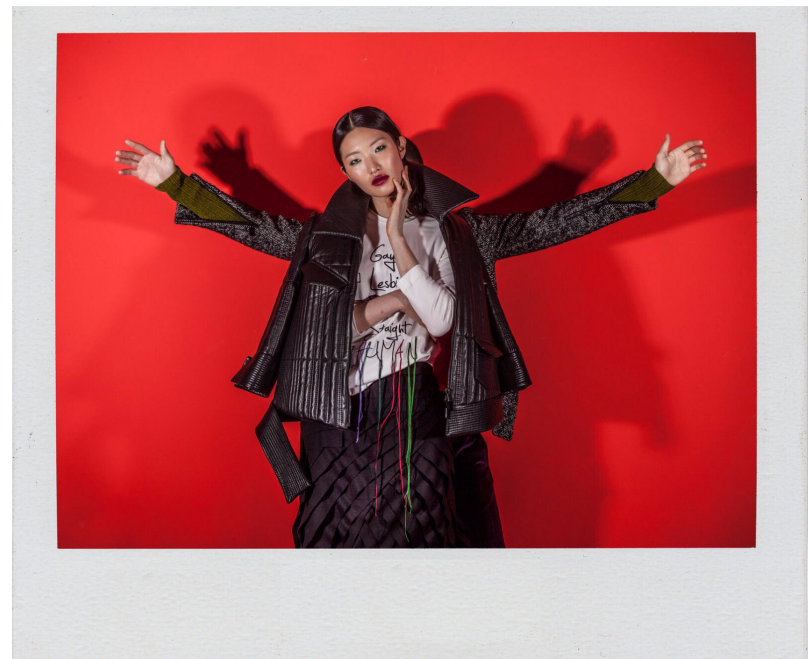
SABATINI Group, artistic direction woman collection **BALDININI**

INDITEX Group, supervisor woman collection knitwear

VIMPRESA Group, artistic direction shoes collection for **CASTORI**

KITON Group, advisor knitwear collection for **SVEVO**

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COLLABORATION

LUXURY SHOPPING MALL based in **Chengdu (CHINA)**: artistic director, conceptual design and scouting brand

FASHION COMPANY based in **Shenzhen (CHINA)**: artistic direction pret-à-porter woman luxury collection for **NEXI.co**

Cris Conf spa based in **Fidenza (ITALIA)**, artistic direction for **(UNIQUENESS – PINKO)**

FASHION COMPANY UMBERTO VALLATI brand **VALLATI** based in **ITALY** : designer knitwear man

FASHION COMPANY : brand **PIERLUIGI FUCCI** based in **ITALY**: artistic director P a P woman and man

Actually Creative Director Men and Women Luxury Company **CRUCIANI**

EXPOSITION

BOND IN, knitwear thermo welding show at **PITTI FILATI** Florence

MAGLIFICO, knitwear show at **PALAZZO MORANDI** Milan

MAGLIFICO, knitwear show at **PREMIER VISION** Paris

MAGLIFICO, knitwear show at **ALTA ROMA ALTA MODA** Rome

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WORKING METHOD

Project of the COLLECTION :

1 Main Collection's TABLOID and 1 Main Collection's COLOR CARD meeting with company

Designing drawings of styles and research kinds of fabric, shape, details, ornaments, fabrics and yarns planning etc.
meeting with company

Comment and guide of all finished garments meeting with company
PIERLUIGI FUCCI will give to company a number of days work in CHINA

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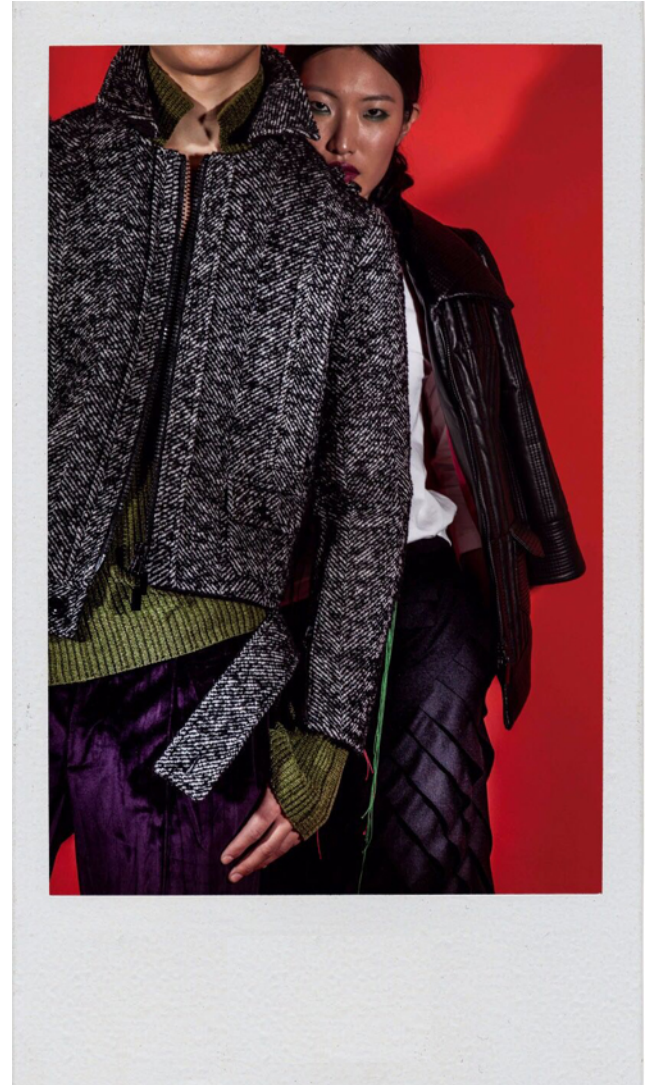
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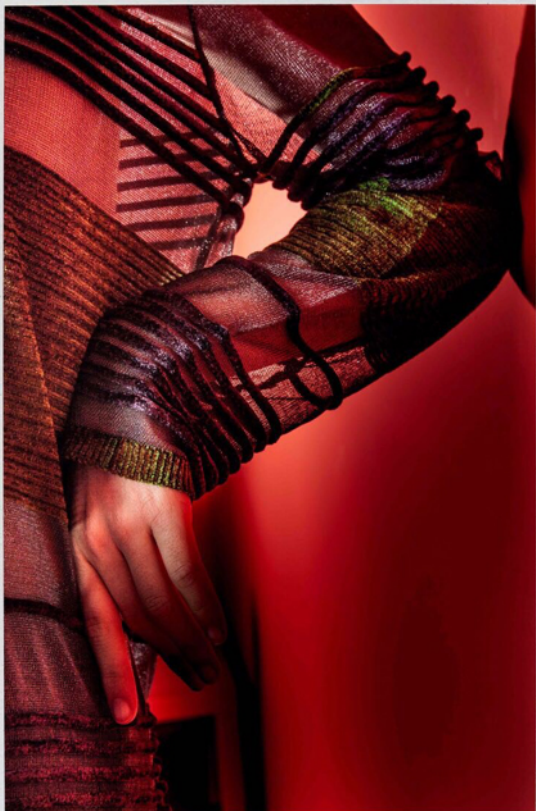
DISTRIBUTION & DEVELOPMENT

PIERLUIGI FUCCI, can supervise flagship store to support the development of the brand and to get visibility, image, credibility.

The boutique will serve also as show case for events and PR activities.
Moreover will can promote the store concept for the development of a franchising network in Asia as well as Middle East and Eastern Europe.

These projects will reinforce the brand image in the international markets consolidating the presence and the importance of the brand.





METHODOLOGY AND MANAGEMENT TOOLS

- Excellence in managing materials
- Exclusive Products
- Balance of the collections between creativity and commercial needs
- Systematic process with strong coordination among design, merchandising and product development **functions**

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THE PRODUCT

Main Activities:

- Focus on product. Creativity, Style, Authenticity, Research, Innovation, Quality.
- Ideas Made in Italy .
- Keep high Brand appeal.
- Brand expansion to complete the proposal and to differentiate the distribution network (Shoes and Accessories).
- Coherence between products categories. • Accurate time to market.
- Special collections: could be created as tools to test the market and the consumers as well as to support the sales.
- Development of Licensing to increase brand awareness (Sportswear Line - Eyewear – Fragranc e).

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CONCLUSIONS

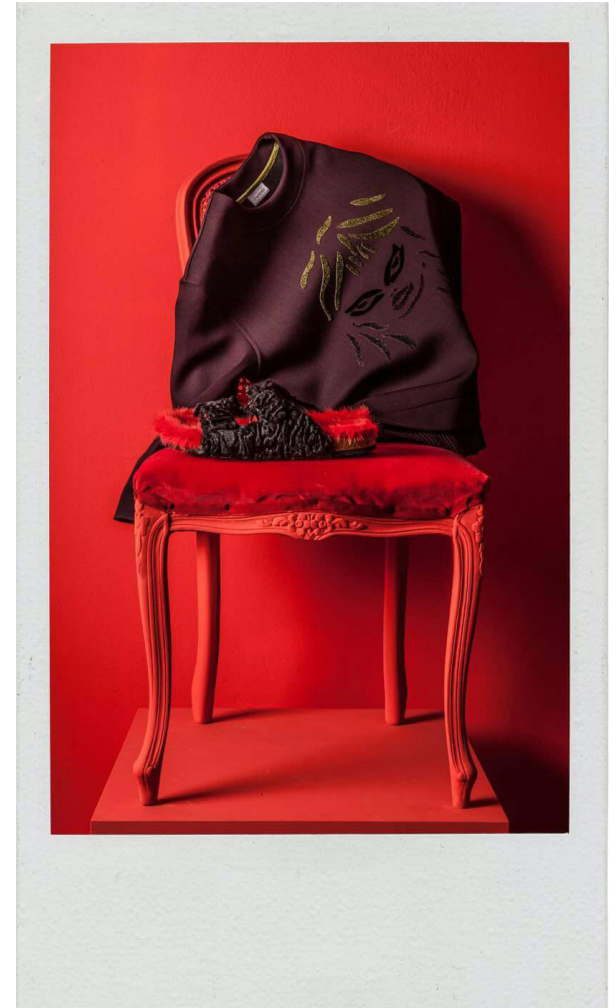
The talent of PIERLUIGI FUCCI and the long experience of the management in this sector create a team that give to the project essential elements to be successful in the market that today, after the period where the top brands dominated the fashion business, is now looking to new proposals to enlarge the product offer as understandable through the numerous and continuous research of new (Italian) designers by the fashion system and associations.

The PIERLUIGI FUCCI collections will be innovative, creative, stylish, distinctive, with strong personality and qualitative references to attract the consumers. A proper positioning will be important to be competitive. Marketing will be fundamental to build the brand. An accurate development will increase the brand and will support the appeal of the brand. The supervise on the retail network will play an important role to generate confidence on the trade and to penetrate the markets, definitely impacting on sales results.

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