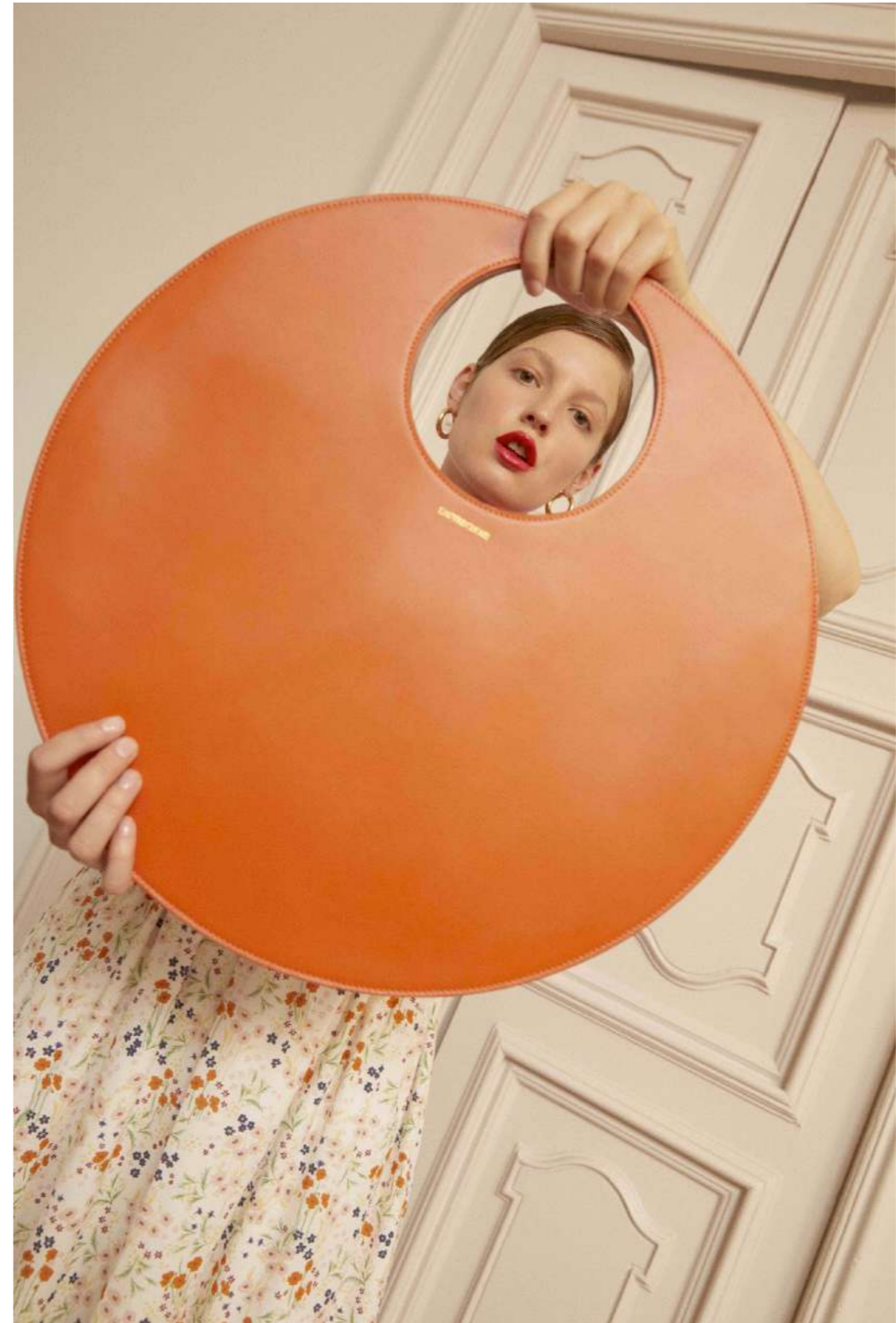




## Company Profile

# COMPANY PROFILE

- **History & Key facts**
- **The New Path**
- **Brand DNA and Values**
- **Competition Landscape**
- **Brand Snapshot**
- **Target**
- **Supply Chain**
- **Wholesale & Retail**
- **Business Achievement**
- **Brand Achievement**



# HISTORY KEY FACTS

**1959**

## *FOUNDATION*



Founded in 1959 the L'Autre Chose Spa is a well-recognised and established fashion house worldwide, engaged in the design, production and distribution of high-end shoes brands. It's based in Porto Sant'Elpidio, in the Marche region, the heart of the most important Italian shoes district.

**1959**

## *SHOES*



The company started as a small family business but with a prominent position amongst the footwear designers of the Marche region thanks to the particularly sophisticated style and the use of innovative materials.

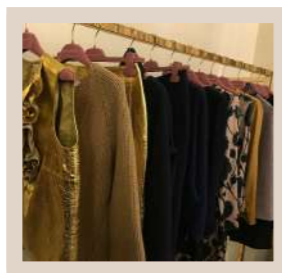
**1987**

## *BRAND*



In 1987, the Founder decided to combine an intimate knowledge of the product with his own passion, creating the basis for the birth of a new collection under the brand L'Autre Chose. Any L'Autre Chose product is truly unique as it represents the result of the perfect balance between research and tradition, the elegant mix of refined and raw materials, the pleasant harmony of the French allure with an Italian touch and offers tough contemporary shapes and colours.

The first Ready-to-Wear Collection was launched in 2005. The RTW represents the second leg of the brand and contributes, season by season, to build up the brand image as a global brand.



*READYTOWEAR*  
**2005**

The Company is reinforcing the product offering by integration to the collection leather good, knitwear and boutique accessories. Since 2014 the Company began developing bags.

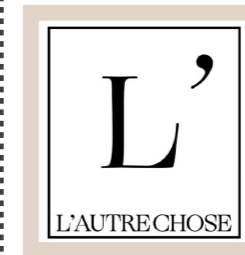


*BAGS*  
**2014**

The company focuses on International expansion for the brand.

A contemporary and fresh start to reach a higher premium standard in the market through Shoes, RTW and accessories.

Jan '19 Sator Private Equity Fund acquires 100% of the brand.

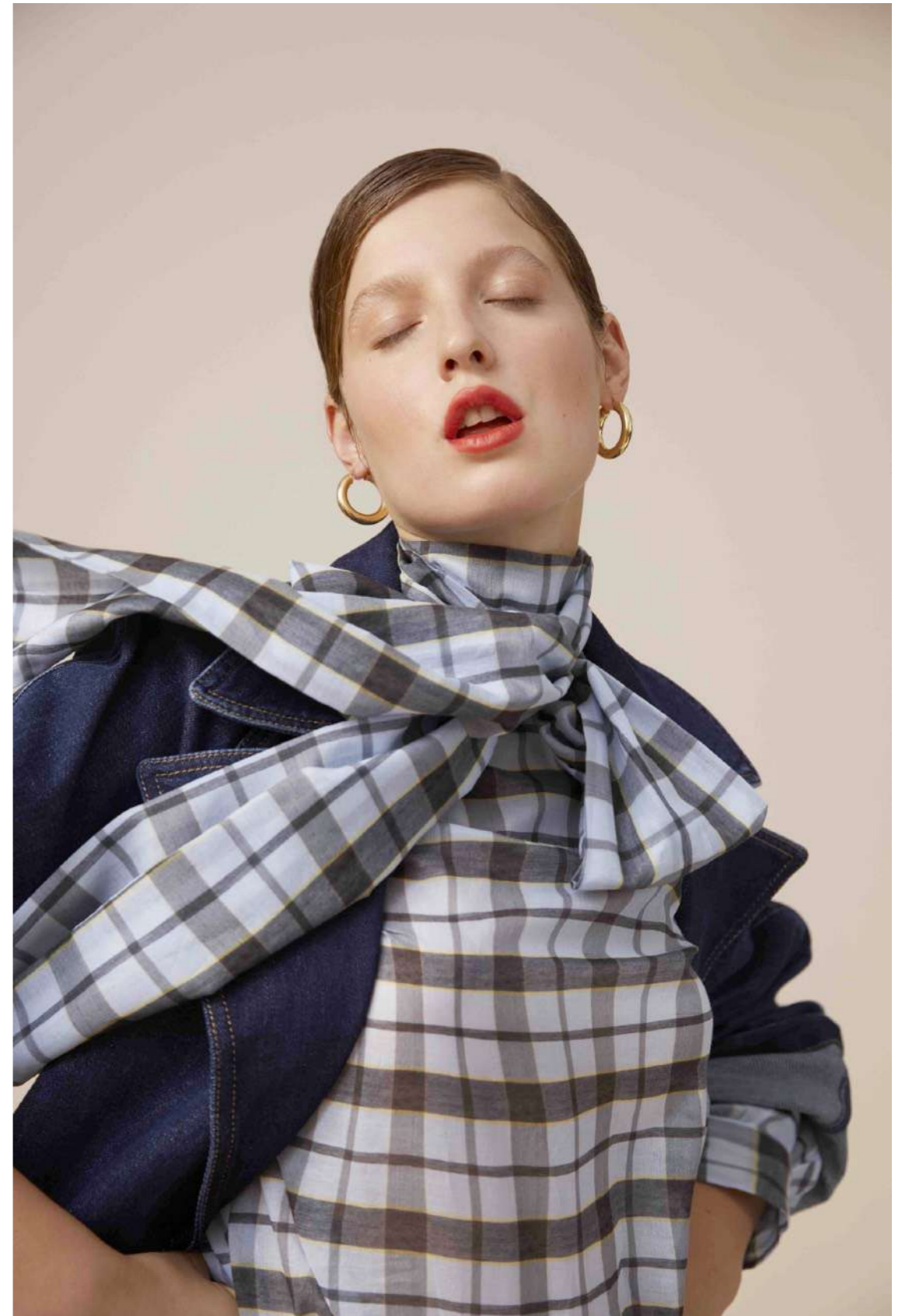


*NEW PATH*  
**2018/19**

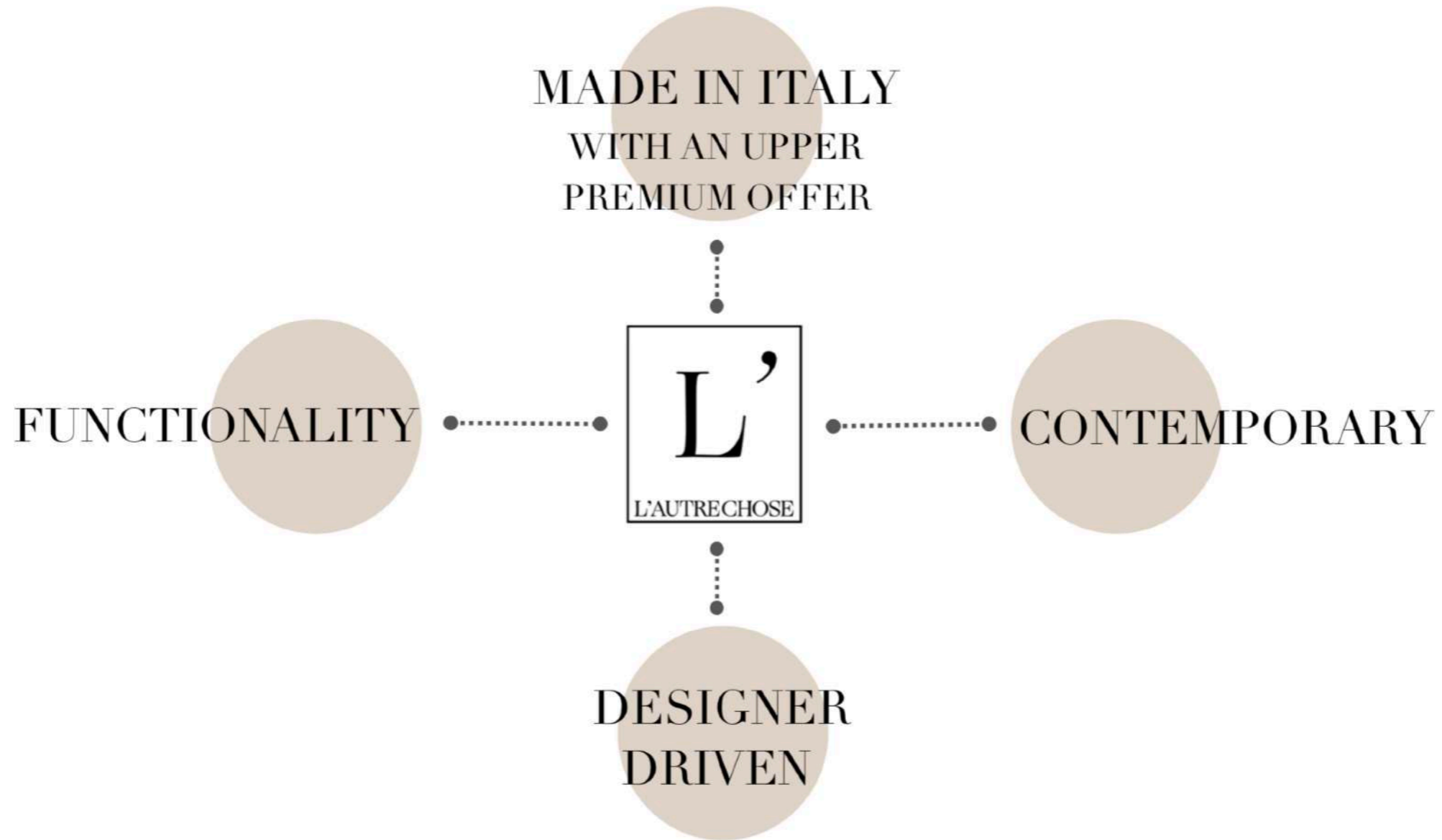
# THE NEW PATH

From **June 2018** started a new phase of **reshape and international expansion** of the brand, with the support of the **Fund**.

The new path involved a total reshape of the brand beginning with its **DNA** and **key values**, along with a **new logo** and a **new creative direction**.



# BRAND DNA & KEY VALUES (1/3)



# BRAND DNA & KEY VALUES (2/3)

- 100% Made in Italy brand with an upper premium offer and pricing positioning;
- Designer driven brand but functional;
- Very focused all categories collections (RTW, Shoes, Bags, SLG) in order to build a strong Brand Identity.



# BRAND DNA & KEY VALUES (3/3)

1

## MADE IN ITALY & TRADITION

A major feature of the company is the **100% Made in Italy** and **handcrafted production**.

2

## CREATIVITY & DESIGN

**Feminine, innovative, contemporary** and essential, from leather to **silk print**, to the essential **silhouette**.

3

## WIDE RANGE MATERIALS & COLOURS

The **meticulous attention** to the **handcrafted details** and **finishes of every item** translates into the ability to work with a **wide range of materials** and colors.

4

## CRAFTSMANSHIP & LEATHER

The **Company craftsmen** are like «**Pioneers**» in the discovery of **new techniques** to handcraft products in order to combine materials and shapes as never made before.

# THE ITALIAN SHOE DISTRICT

L'Autrechose factory is located in the Marche Region, the heart of the most important **Italian Shoes District**

The extraordinary capacity of **Craftsmen** to make a real **MADE IN ITALY** shoe product is completely engaged to satisfy **creativity, innovative style** and constant **research in materials** and **shapes** of Fashion Departments of L'Autre Chose and third Partners.



# THE CRAFTSMEN ABILITY

An extraordinary capacity of Craftsmen in the Chain.

All the key strategic functions for the shoes production are retained in house in order to maintain full control over the entire process composed of almost 40 phases.



# BRAND IDENTITY THROUGH PRODUCTS

The brand identity is currently expressed through both **icon shoes and materials**.

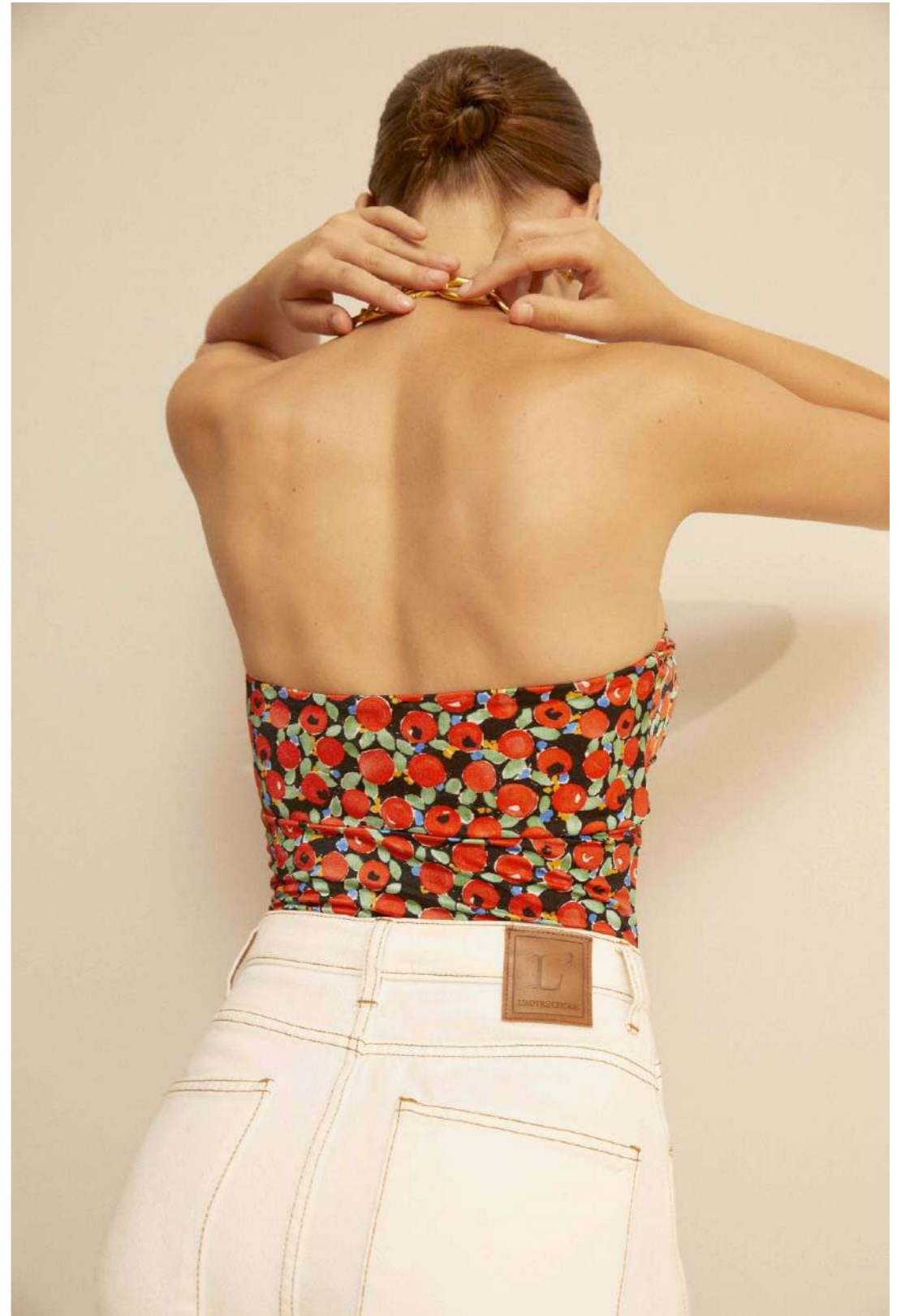
The aim of the brand is to become **known** for statement total looks, thanks to recognizable **ready-to-wear pieces**, but where the **main focus is the shoe**.



# COMPETITION LANDSCAPE

Competitive arena is populated by brands that mix **research and craftsmanship**, with great attention for details and for a right balance between product and price.

In this context L'Autrechose even if proposes itself as a lifestyle brand it benefits of a **competitive advantage** in the footwear segment, thanks to its **in-house production**. This is why in this segment the brand manages to compete with purely footwear brands such as Pollini and Pedro Garcia.

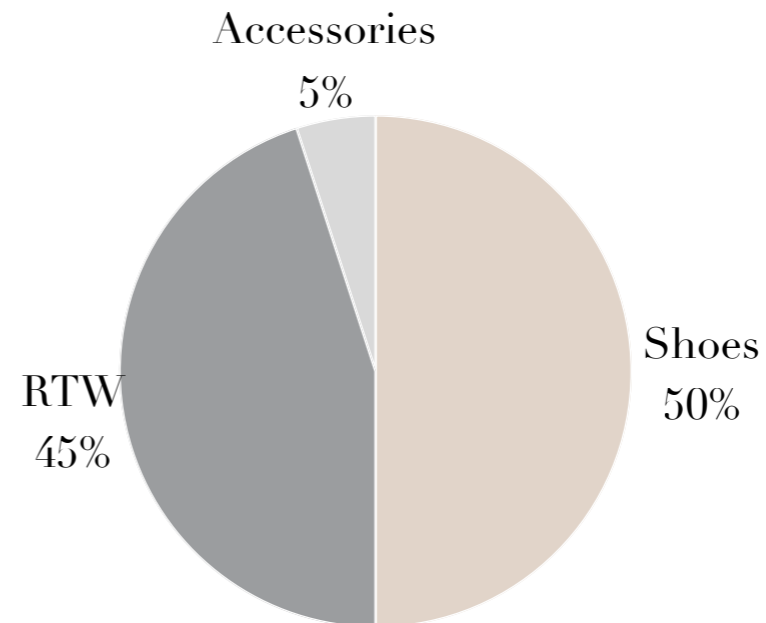


# BRAND SNAPSHOT

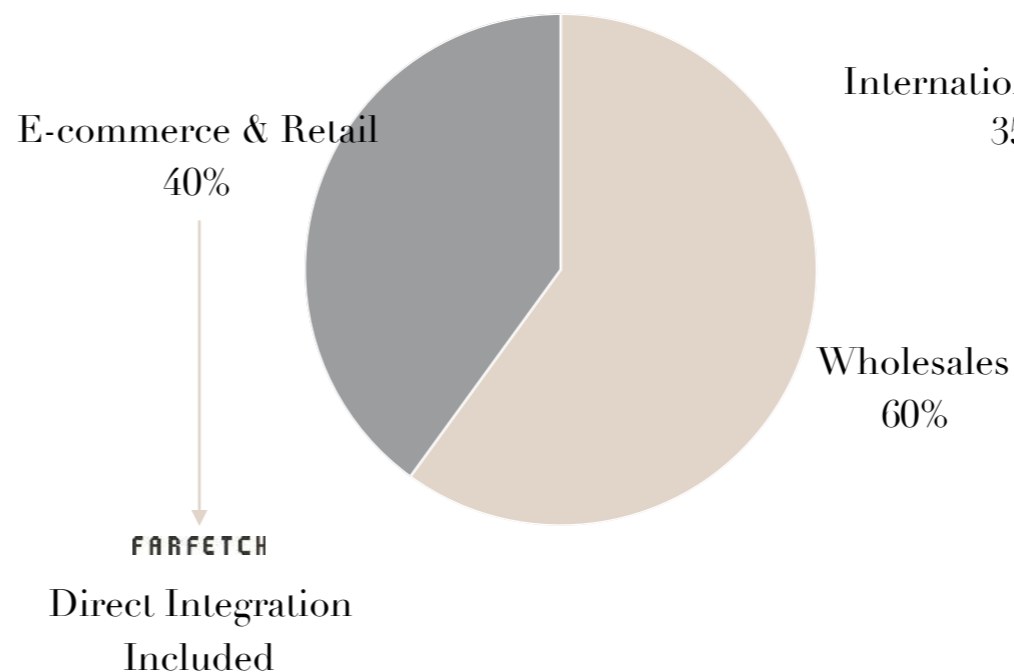
L'Autre Chose is well positioned in the contemporary upper premium segment.

- Shoes represent the core business, accounting for 50% of the Company's sales;
- Wholesale is the main distribution channel (60%) whereas the omnichannel distribution counts 40%;
- Italy is currently the main market (65%) and International markets count 35%.

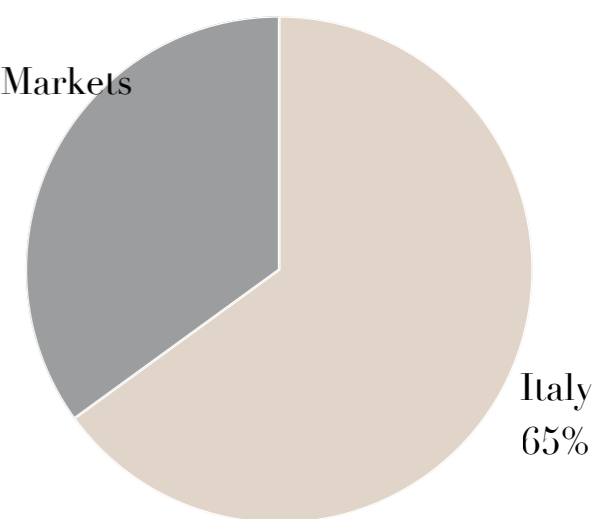
## \*BUSINESS SEGMENTS



## \*DISTRIBUTION CHANNELS

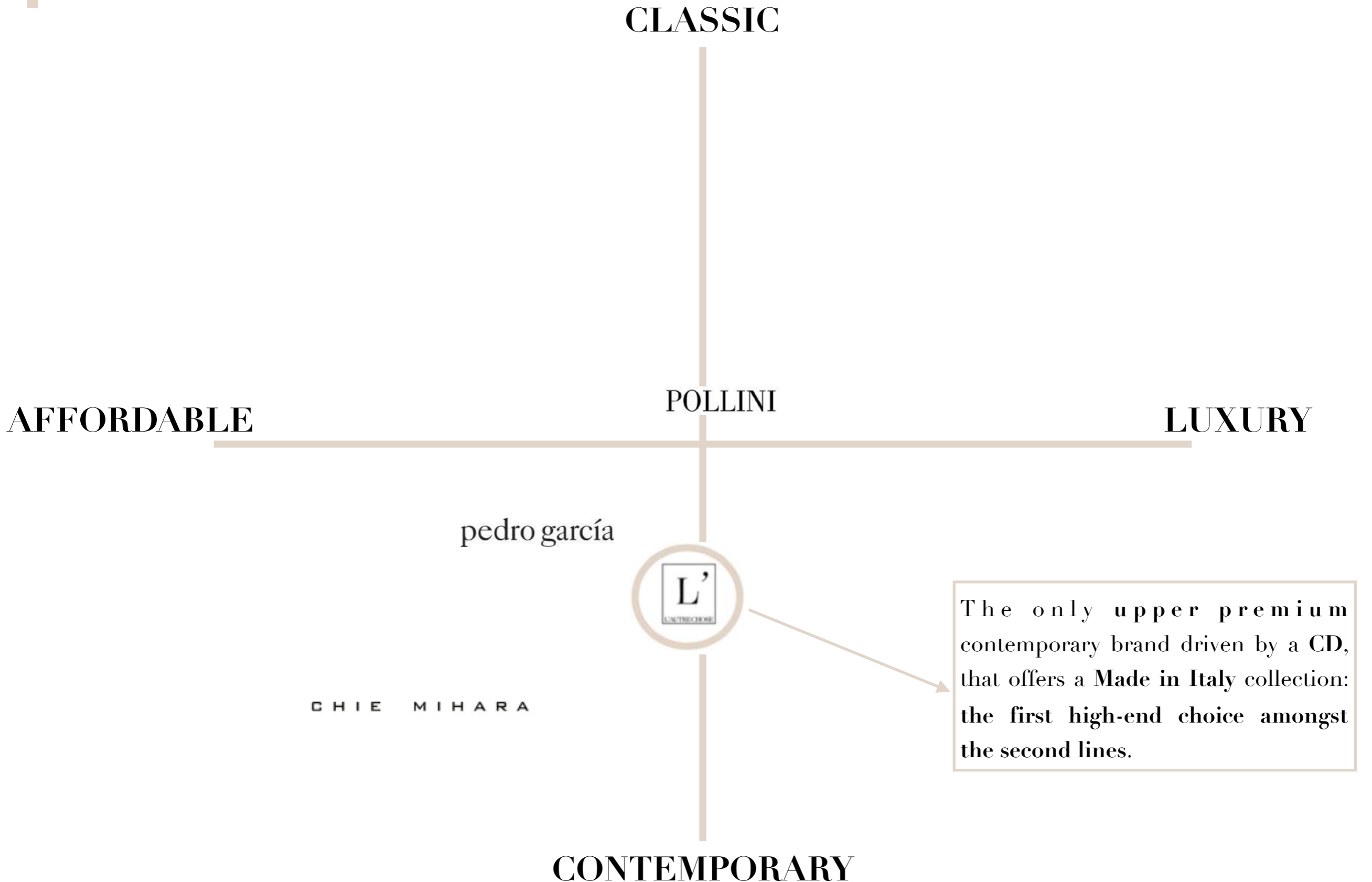


## \*MARKETS

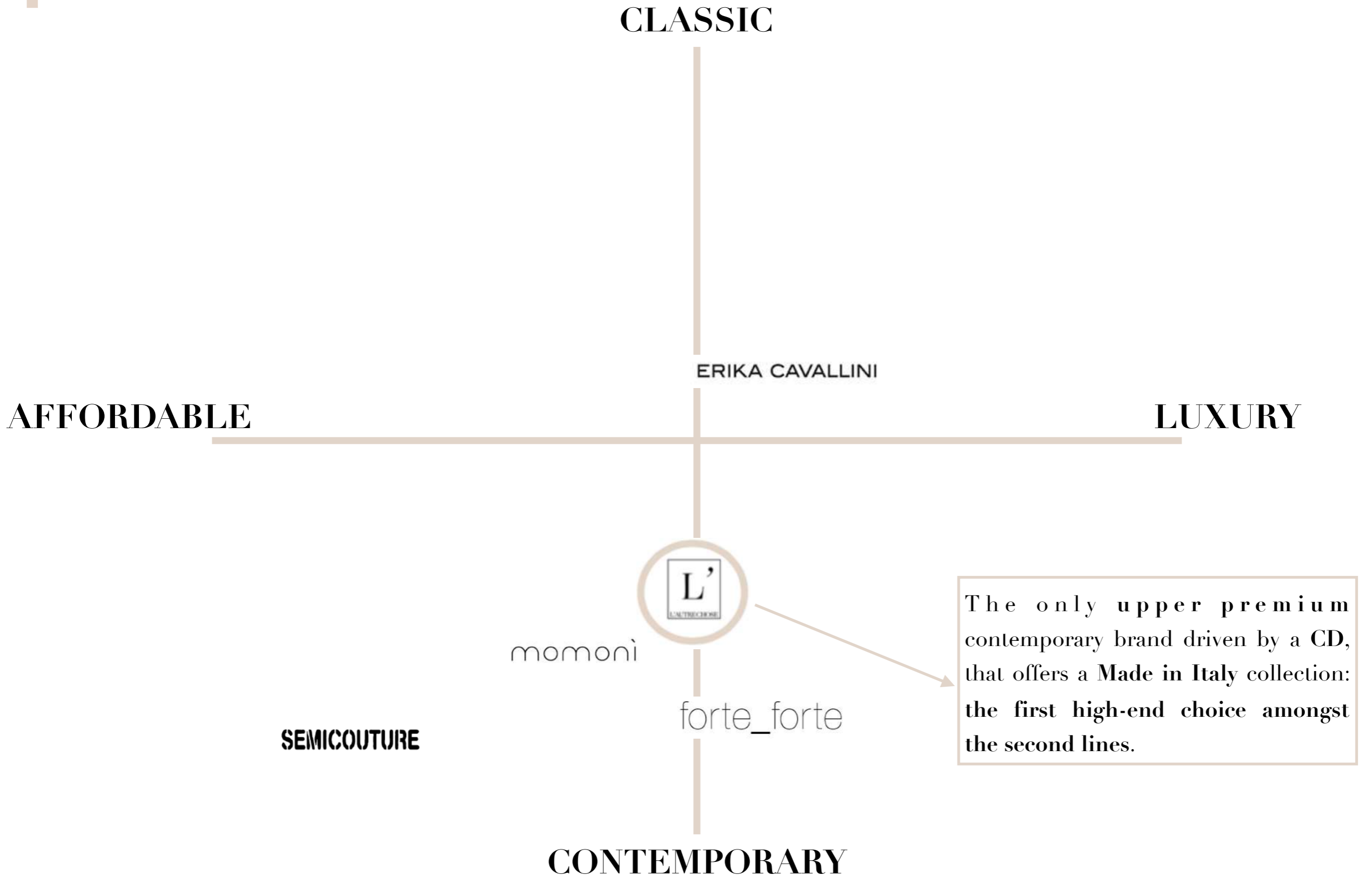


\*FY2020 EoY

# COMPETITION (SHOES)



# COMPETITION (RTW)



# TARGET

25-45 Years

Sophisticated

Contemporary Femininity

Self Confident

Effortless chic

Passion for shoes

Mix&Match attitude

Social and Connected

*“She is not fashion forward nor a fashion victim, but she perfectly know what she is looking for and for her the good balance between quality and a contemporary look is key”*



# SUPPLY CHAIN

- A **flexible** and more **efficient** process (i.e. 450 pairs-per-day and a 100% insourced shoes industrialization).
- **Accelerated industry pace**: less limits of time between design-to-shelf (i.e. **time to market** collections with delivery starting from May for FW and from December for SS).
- Simple logistics procedures (i.e. **efficiency** of the factory working and warehouse spaces).



# WHOLESALE DISTRIBUTION

- Distribution with a retail approach in order to improve the customer experience;
- Lifestyle brand approach vs a mono category one: all categories vs one category only;
- Strong aspiration value of the brand placing the label between some of the top luxury brands (i.e. at Rinascente between Saint Laurent and Celine. See pictures);
- Distributed through a worldwide network of 400 doors (most prestigious Italian multi-brand shops and international department stores).





MILAN DUOMO



TURIN



FLORENCE

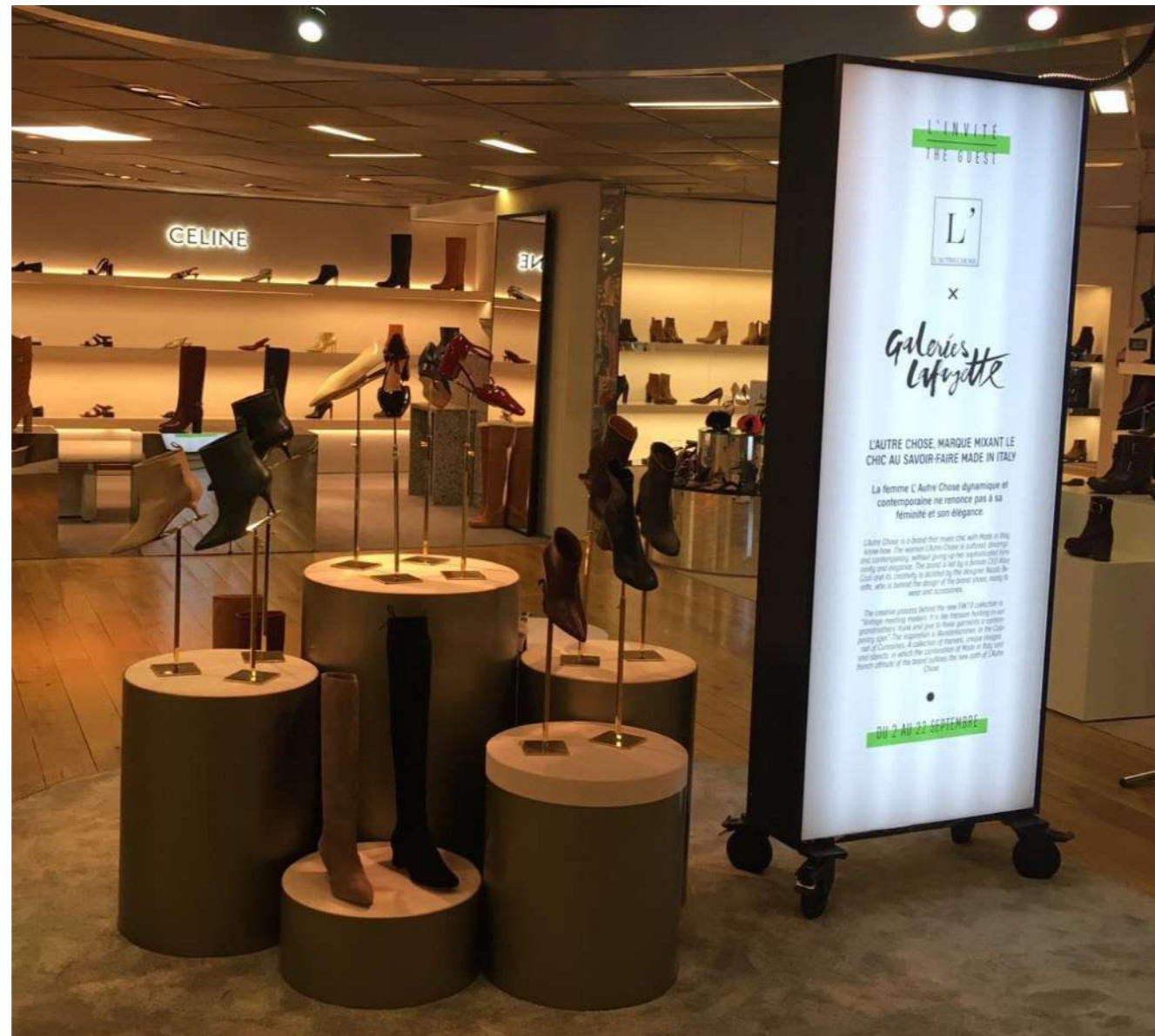


ROME TRITONE

# GALERIES LAFAYETTE PARIS FW19 POP-UP

*Galleries  
Lafayette*

L'Autre Chose launched a pop-up stores at Galeries Lafayette for 3 weeks (from September 2<sup>nd</sup> to September 22<sup>nd</sup>) featuring the FW19 shoes, next to Celine and Yves Saint Laurent.





MILAN DUOMO

# PRINTEMPS SS20 POP-UP SHOES AND BAGS

PRINTEMPS

A shoes and bags pop-up store, carrying the SS20 collection, has been launched at Printemps at the 5<sup>th</sup> floor next to Christian Dior, Chanel and Marni.



# PRINTEMPS SS20 POP-UP RTW

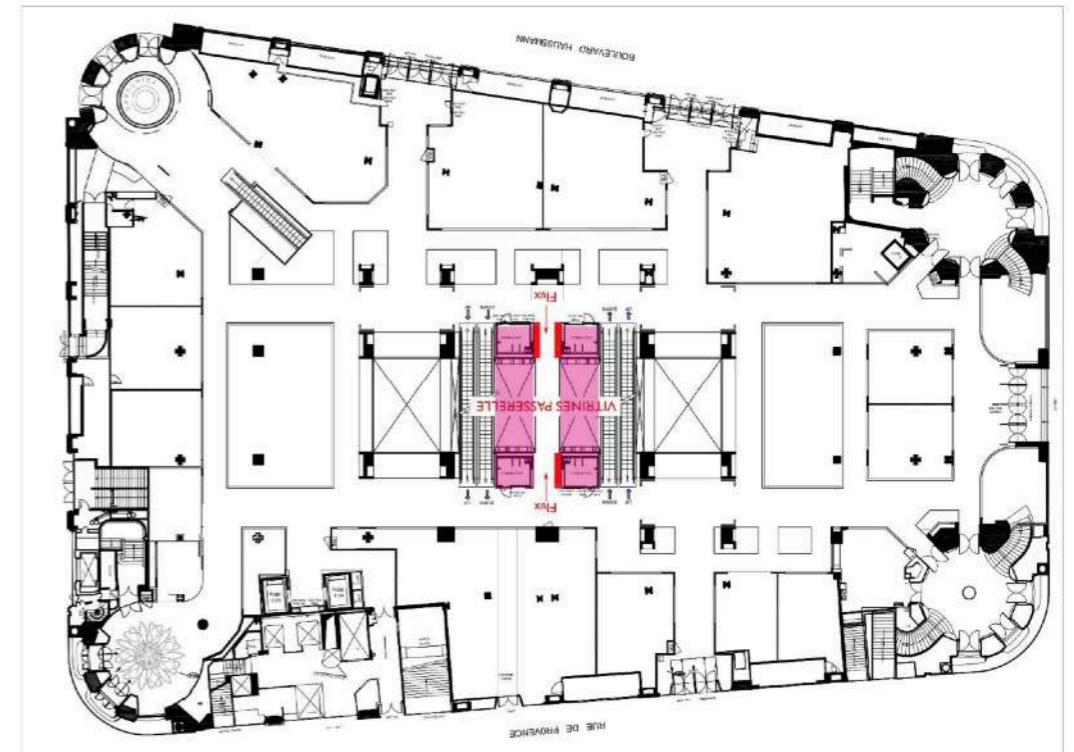
PRINTEMPS

A Ready-to-Wear pop-up store, carrying the SS20 collection, has been launched at Printemps at the 4<sup>th</sup> floor next to Isabel Marant Etoile, Victoria Beckham and Alice & Olivia.



## ACCESSORIES WINDOWS

Amongst all lifestyle brand we won the opportunity to showcase our collection for free in the 12 instore accessories windows on the ground floor.



# TAKASHIMAYA TOKYO

## FW20 POP-UP

L'Autre Chose launched two pop-up stores at Takashimaya for the FW20 collection at the Tokyo locations of Nihonbashi and Futakotamagawa.

### TAKASHIMAYA FUTAKOTAMAGAWA



### TAKASHIMAYA NIHONBASHI



# PRINTEMPS LAUNCH ACTIVITIES

## CRM

PRINTEMPS

☎ 01 42 82 50 00

▼ FRANÇAIS

📍 PARIS HAUSSMANN

# PRINTEMPS

ESPACE PRIVÉ >

MAGAZINE

MAGASIN

SERVICES

PRINTANIA

BOUTIQUES EN LIGNE

(RE)CRÉEZ (RÉ)INVENTEZ



## LE RÈGNE DE LA LÉGÈRETÉ

**C'**est la promesse de Nicolò Beretta et de sa collection capsule estivale qui explore les matières légères : dentelle macramé, crêpe, tissu Georgette, popeline, maille blanche. Un sacré assumé du chic à la française par un italien qui s'approprie les codes des palais de Versailles pour en faire le décor de sa nouvelle collection.

Zoom sur les pièces phares contées par le designer de la marque L'Autre Chose. Venez la découvrir dans votre Grand Magasin Printemps.



### SOUVERAINE

INSPIRATION VICTORIENNE ET MANCHES BALLONS POUR UN LOOK AÉRIEN.

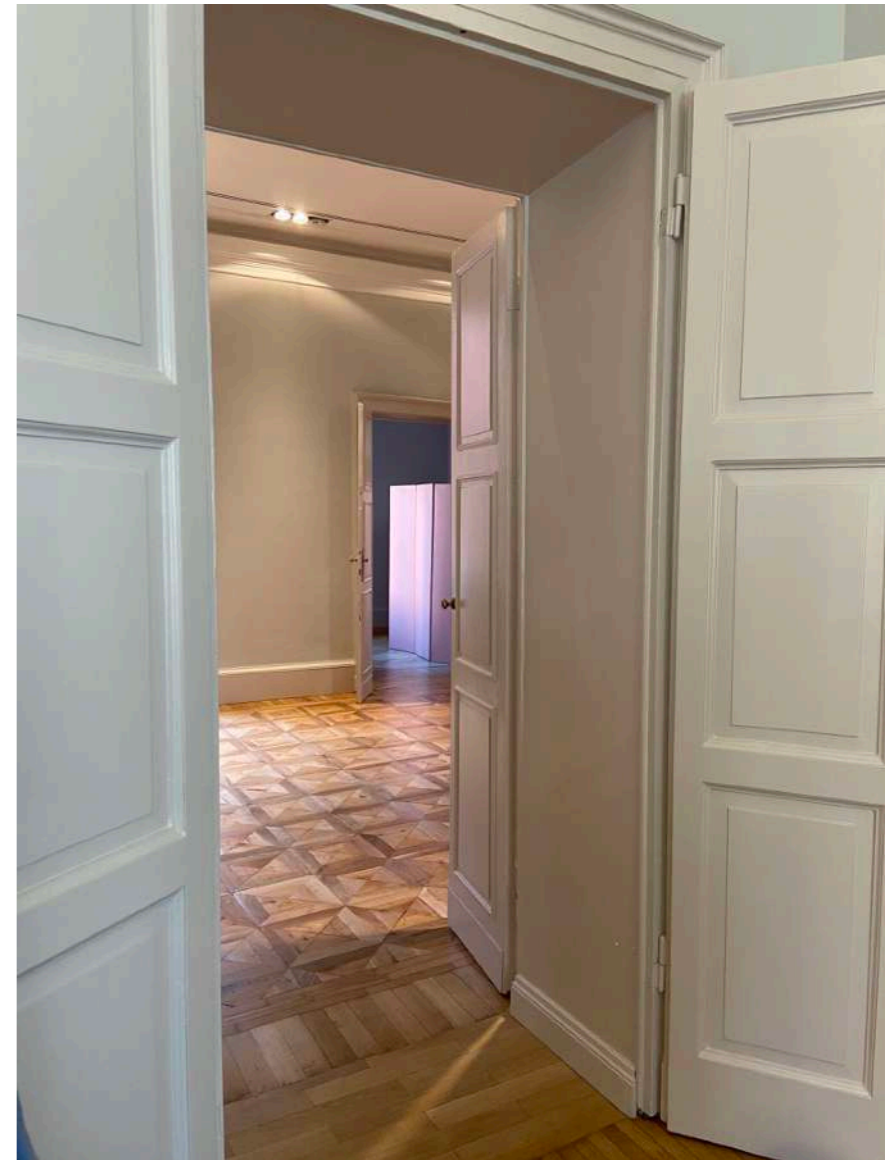


L'AUTRE CHOSE  
Chemise en popeline  
330€

### LA JEUNE FILLE À LA PERLE

# SHOWROOM

A global positioning and an international awareness is reached through sales campaign based in Milan.



JOOR, as the most contemporary global wholesale platform, is the main asset for B2B activities (more than 155k potential clients), as part of the brand global digital strategy.

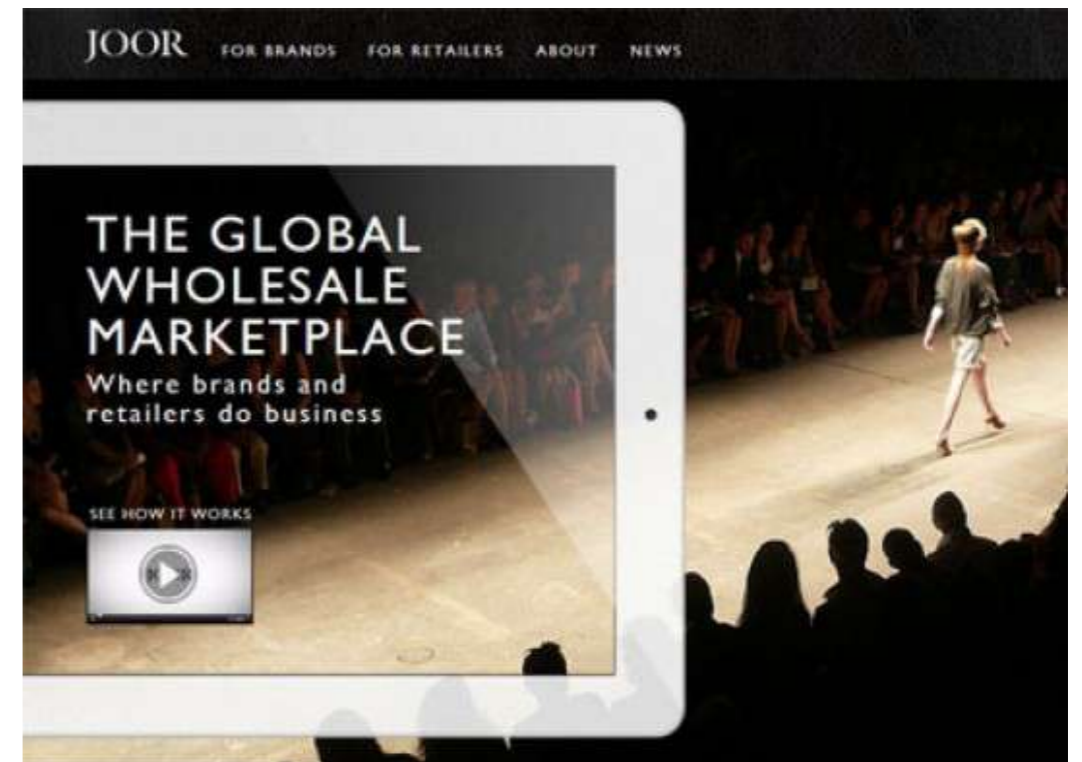
*Saks  
Fifth  
Avenue*

ISETAN  
The Japan Store

■ L E  
B O N  
M A R  
C H É  
RIVE GAUCHE

BERGDORF  
GOODMAN

PEDDER  
GROUP

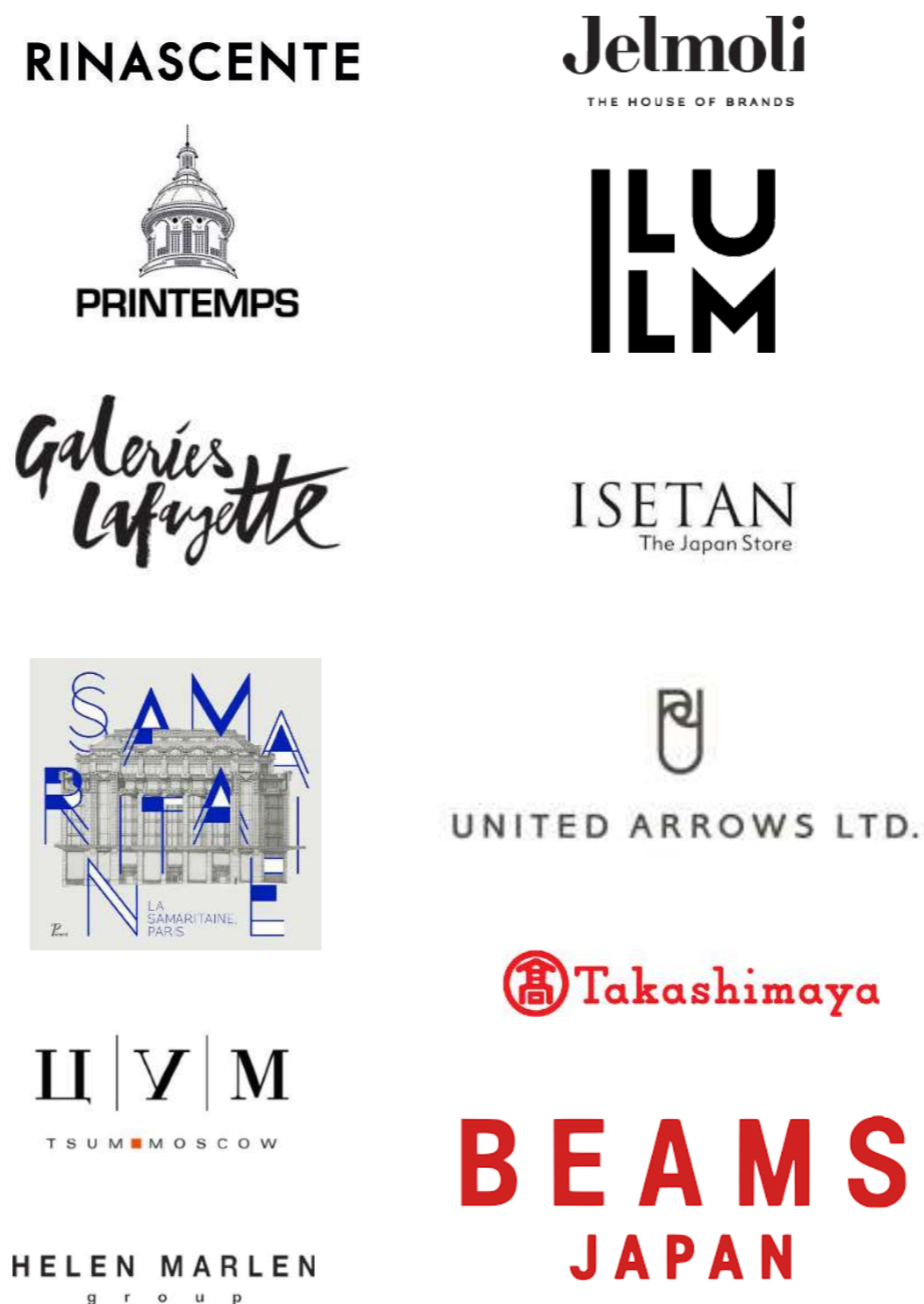


# WHOLESALE DISTRIBUTION

## Multibrand



## Department Store

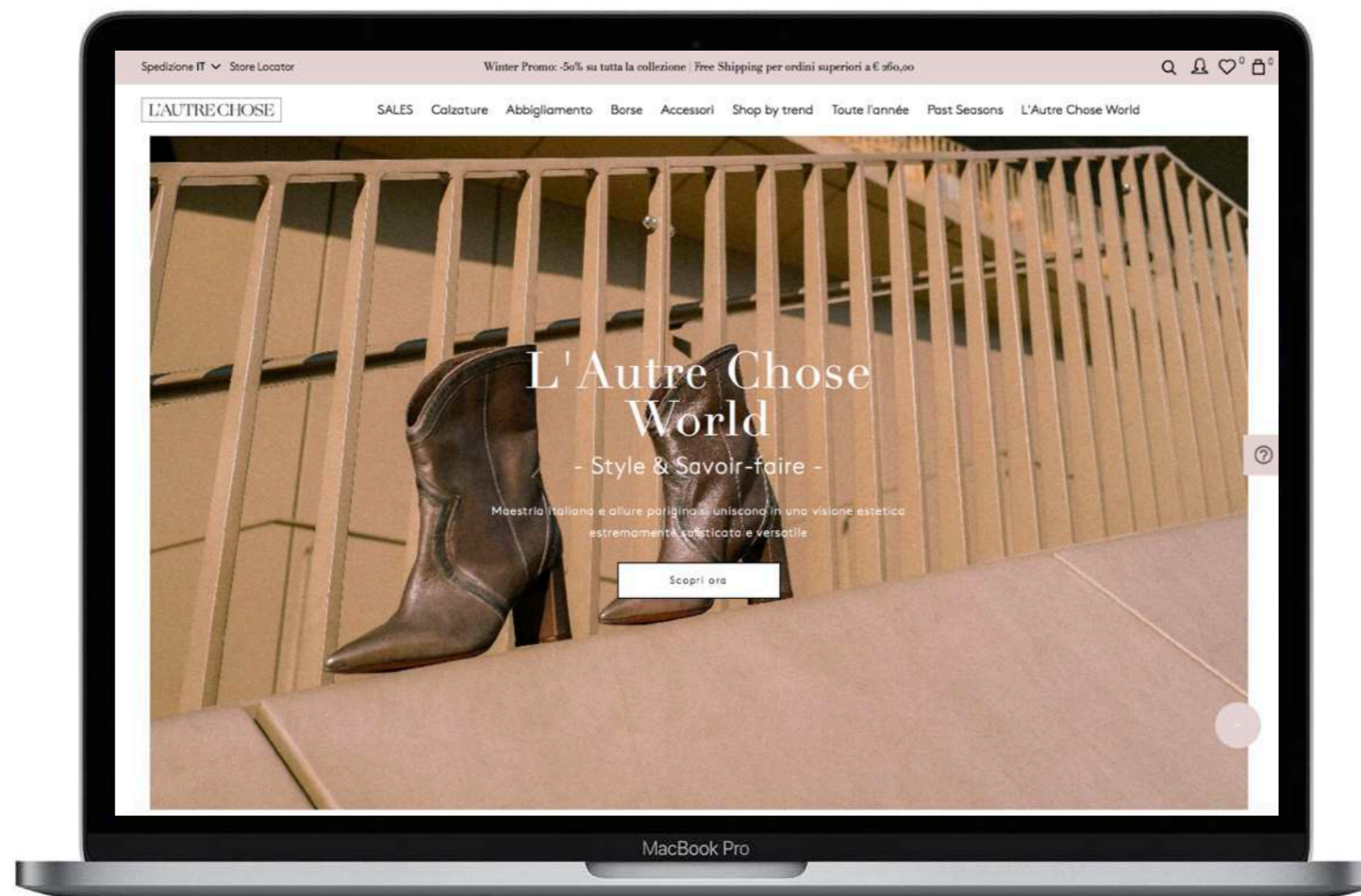


## Online



# E-COMMERCE

- **Re-launched in September 2018, fully integrated with the retail network in order to provide a more contemporary brand experience and service to the final customer;**
- **Available in 4 languages with a 24/7 Live Chat and end-to-end transactions through mobile and social media.**
- **Turnover: double digit growth FY2020 vs FY2019**



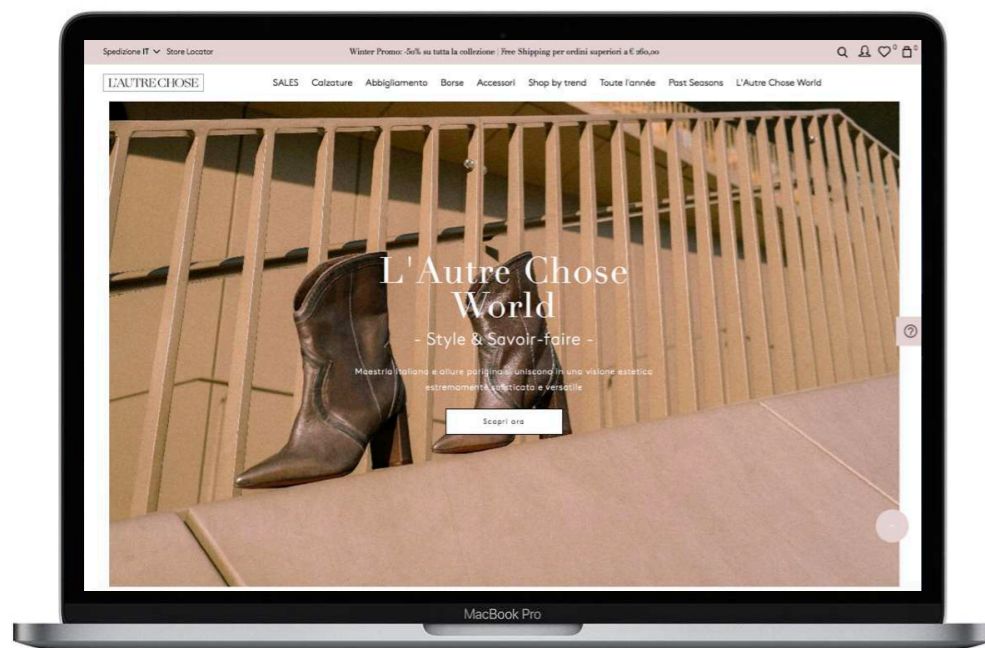
# 360° OMNICHANNEL STRATEGY

A full integration amongst e-commerce, direct retails and Farfetch, has been launched on September 2018 positioning the brand in a more contemporary and international environment.

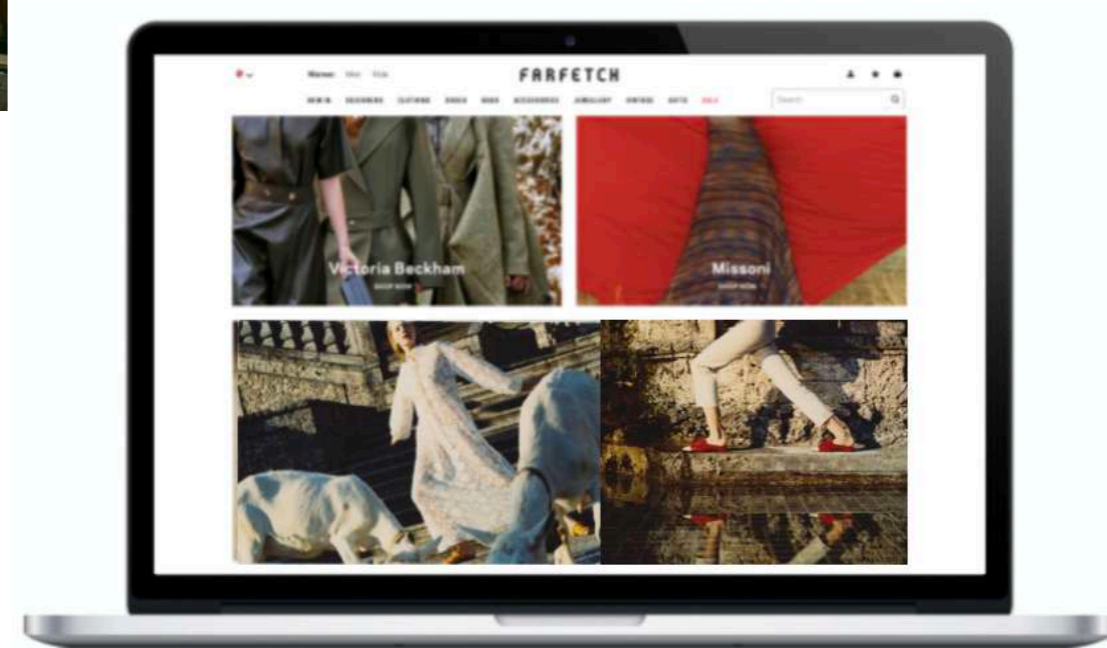
## RETAIL



## E-COMMERCE



## FARFETCH



# RETAIL NETWORK - BOUTIQUES

3 Flagship stores are located in Milan, Rome and Turin.



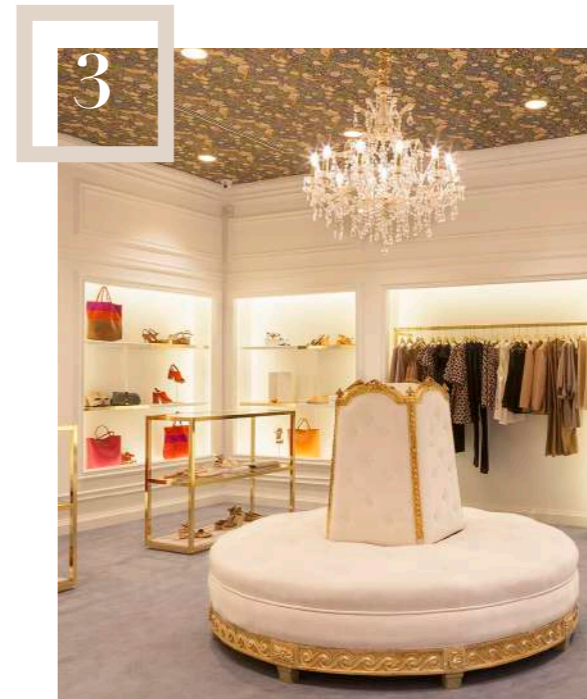
## MILAN

Address: Via Alessandro Manzoni corner  
Piazza Croce Rossa  
Since August 2019



## ROME

Address: Piazza Campo Marzio, 9/11  
Since November 2008



## TURIN

Address: Via Lagrange, 20/A  
Since March 2014

# MILAN BOUTIQUE RELOCATION

The new Milan flagship store opened on September 16<sup>th</sup> in via Croce Rossa (corner Via Alessandro Manzoni), in the Montenapoleone District, the very center of the luxury shopping area.



# MILAN BOUTIQUE (1/4)

**2 windows**

**95sqm**

**3 floors**

**Managed by an international excellent retail team.**

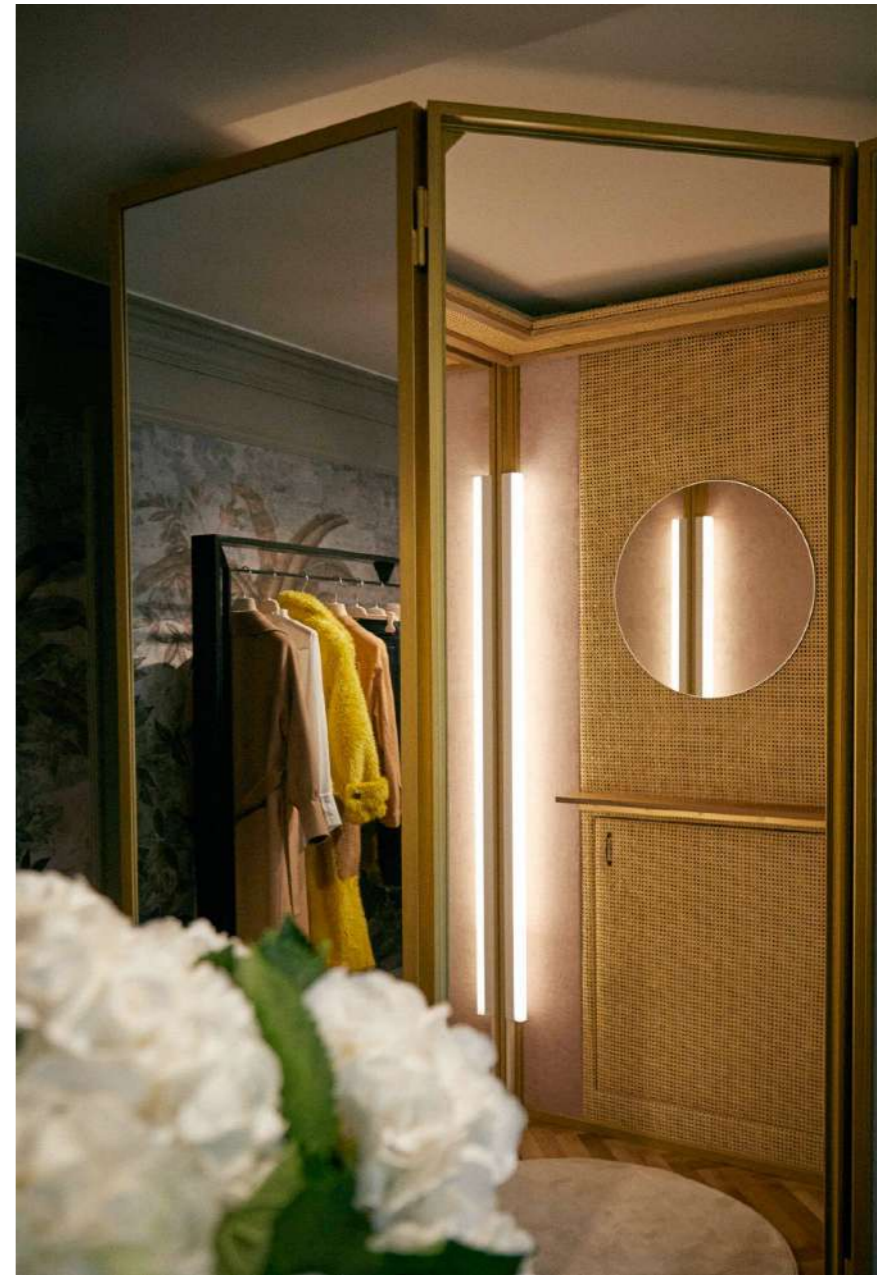
**The declination for the pop-up stores will be fully consistent and will be released by the end of the month**



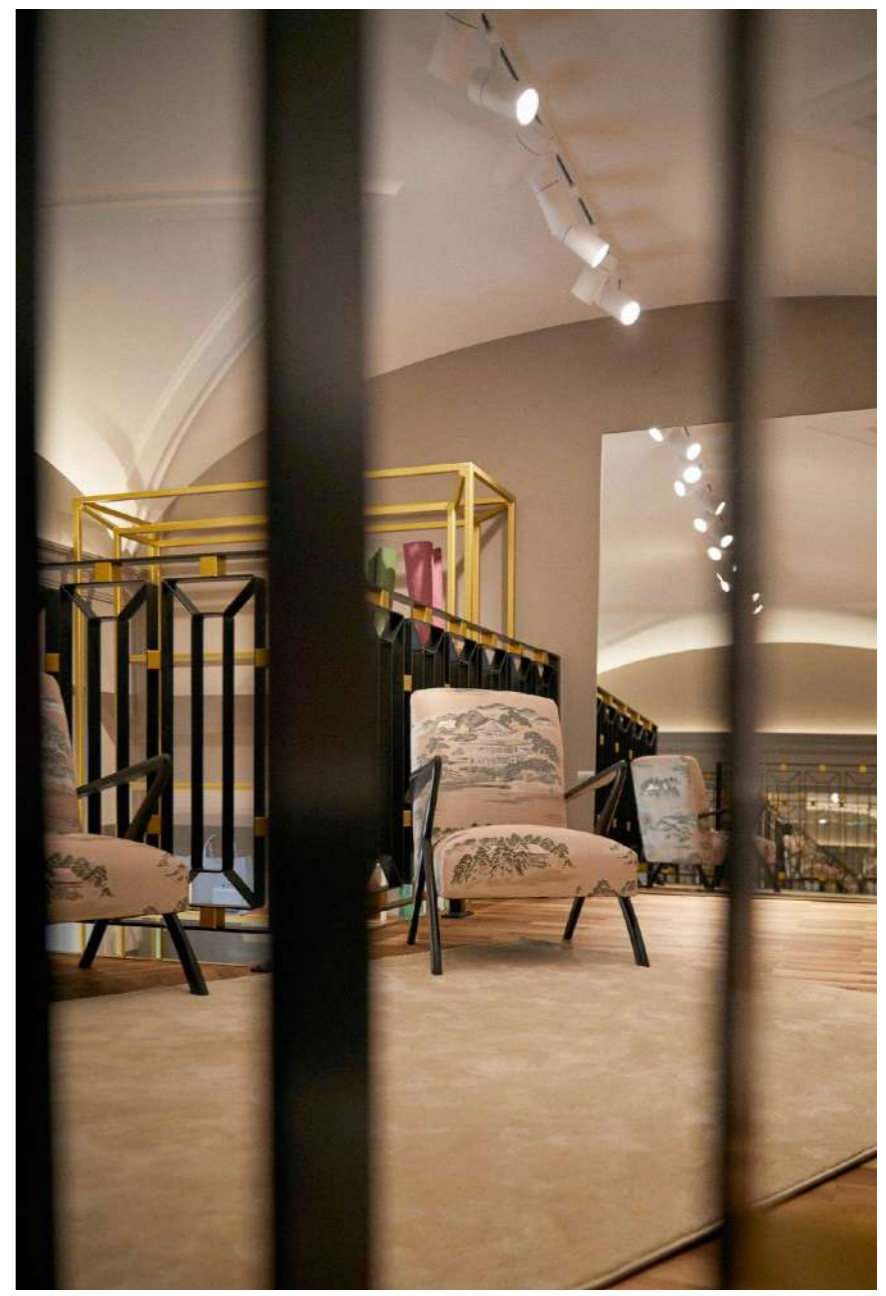
# MILAN BOUTIQUE (2/4)



# MILAN BOUTIQUE (3/4)



# MILAN BOUTIQUE (4/4)



# RETAIL NETWORK - OUTLETS

3 Outlets are in Porto Sant'Elpidio, Castel Romano and Franciacorta.



Official  
Factory outlet



Center Italy  
designers outlet



North Italy  
designers outlet

# BRAND ACHIEVEMENT

The restyling of the logo and the new brand color has been part of the global new path and it has been done with all the relative declinations on all materials.



# BRAND ACHIEVEMENT

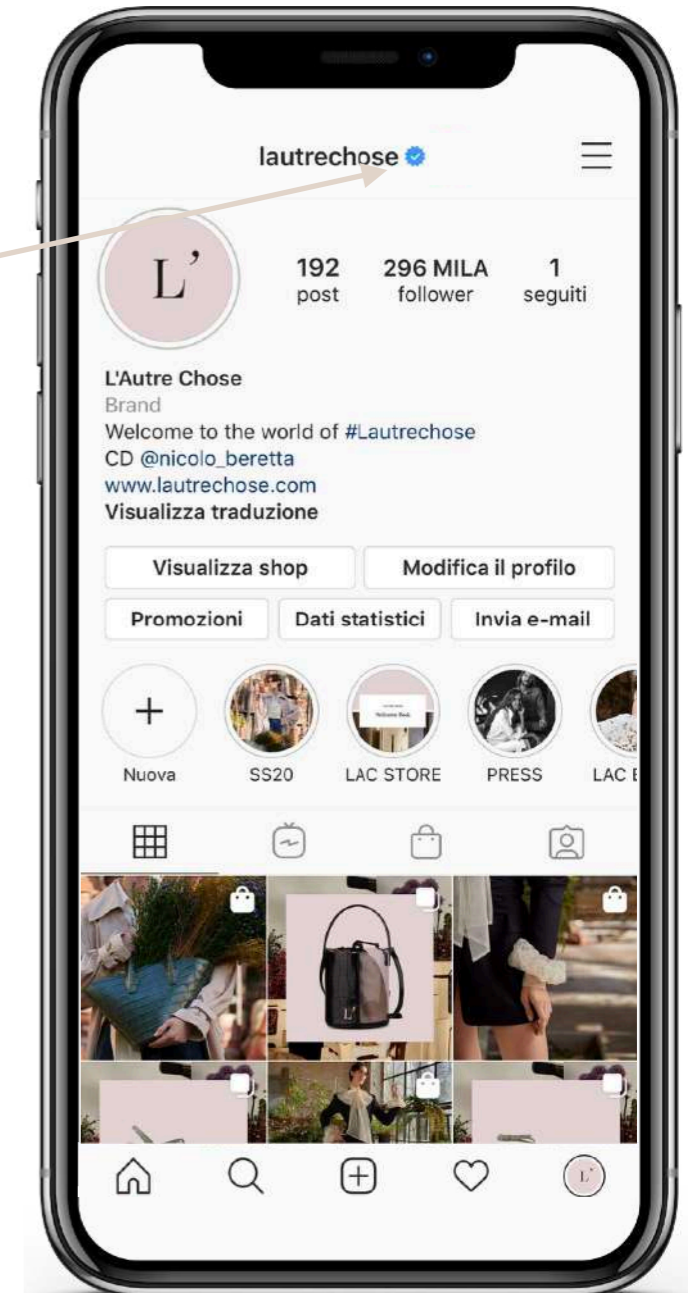
The first capsule collection under the new creative direction has been launched on the occasion of the **International Women's Day** on March 8<sup>th</sup> 2019, revealing the new brand image.



# BRAND ACHIEVEMENT

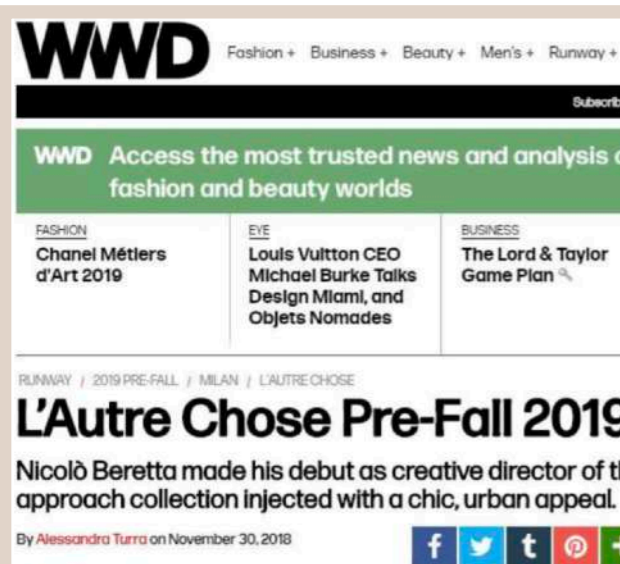
Social Media growth:

1. Fan-base growth from 66k to more than 296k;
2. Verification blue flag;
3. Instagram shoppable function;
4. Contemporary and international official instagram page from zero;
5. Consistent image of the brand.

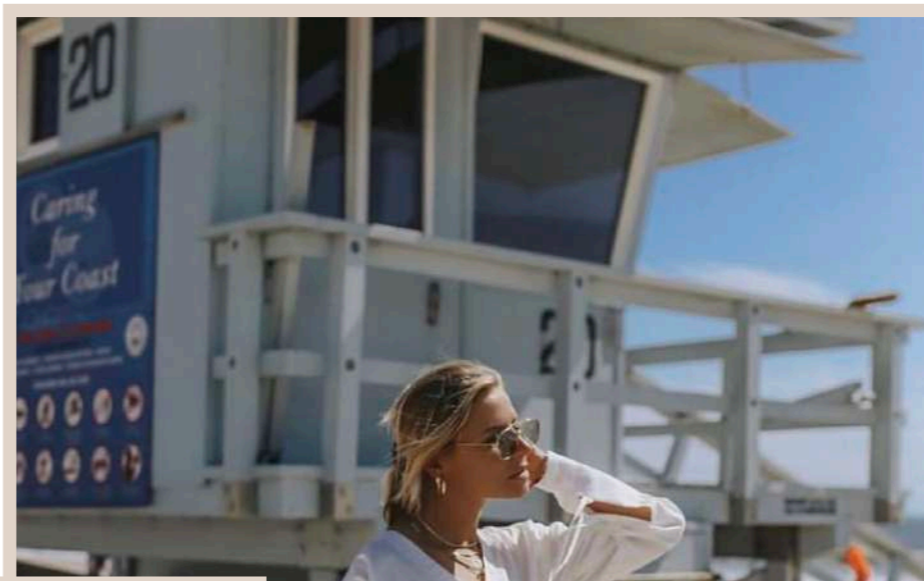


# BRAND ACHIEVEMENT

A stronger reputation has been builded, conveying the right message to the public throughout celebrities/influencers endorsement and press.



# BRAND ACHIEVEMENT



# BRAND ACHIEVEMENT

In order to reinforce its presence on the market, L'Autre Chose has invested on a massive 70 pages adv campaign for FW21 on the most influential fashion magazines.



# BRAND ACHIEVEMENT

A CRM platform powered by Contactlab achieved more than **75K** contacts.

Activation of customers re-targeting through **E-Mail** and **SMS**.



# BRAND ACHIEVEMENT

The new flagship store has been launched with an opening event during **Milan Fashion Week**, with a cocktail party at the **Caruso bar**, inside the **Grand Hotel de Milan**, with a special performance by Italian singer **Ornella Vanoni**.



Valentina Ferragni



Nicolò Beretta



Nataly Osmann

# BRAND ACHIEVEMENT

L'AUTRECHOSE



Alessandra Grillo



Ornella Vanoni

L'AUTRECHOSE



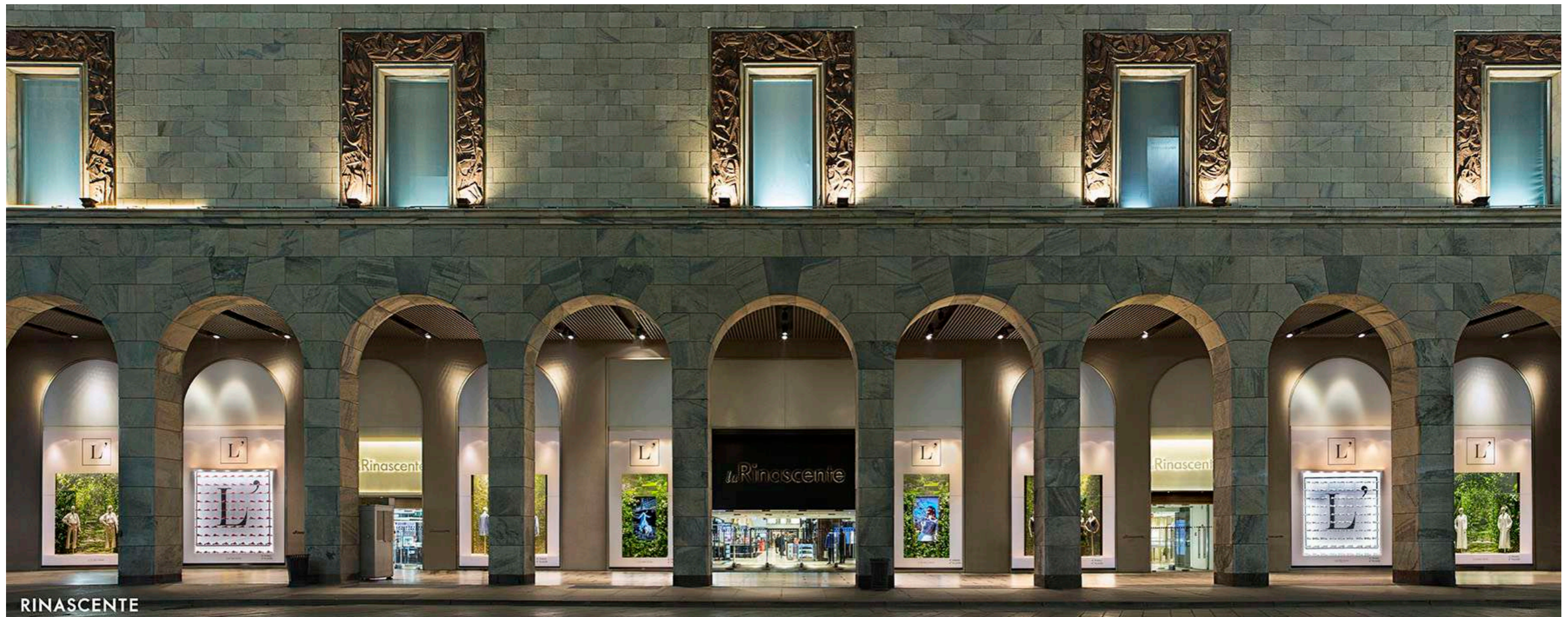
Nicolò Beretta  
Alessandra Pellegrino



The first collection has been launched within the takeover of Rinascente department store in the following locations: **Milano, Roma, Florence.**

This is the **very first takeover** of Rinascente made by a no high-end luxury brand.

## Milan Duomo



## Rome Tritone



## Florence

