

4BrandUp

branding consulting licensing

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The Company Today

We are a group of professionals from different fields who have decided to join forces at the service of ambitious companies.

Our strengths are: the brand image, collaborations, synergies and growth.

We employ a distribution team and a network of excellence.

Our skills are:

Commercial distribution: we offer teams dedicated to the sale of cosmetic and aesthetic products. In Italy and abroad.

License Development: we interpret this opportunity in close synergy with the company's core business, knowing that in this way the licenses will be an excellent opportunity to improve and enhance the Brand Value thanks to brand extension, new revenue streams and visibility for the company.

Distribution: selective cosmetics, cosmeceuticals, premium mass-market, categories: accessories, eyewear, watches, bijoux, shoes, kids, home collection and amenities.

4BrandUp, established in 2017, specializes in license development. In July 2020, the company expanded by launching a new division dedicated to cosmetic distribution, both in Italy and internationally.

Our portfolio of cosmetic brands includes: ELLEbyCollagena, Collagena NERO Skincare, Caromed, and more.

4BrandUp distributes its products through a network of over 150 dealers, including pharmacies, selective perfumeries, department stores, and drug stores, tailored to the specific product.

With a strong foundation built on the expertise and professionalism of the brands we represent, alongside the quality and efficacy of their products, 4BrandUp's mission is to further solidify and expand the presence of these companies in both the Italian and international markets.

Since 2022, 4BrandUp has been collaborating with Istituto Marangoni in the creation of new university programs focused on the cosmetics industry, as well as in the development and management of three student clubs in the key locations of Milan, London, and Paris. Additionally, the company is involved in the development of all products related to Istituto Marangoni.

In the past we have worked with major brands, which is why we can consider ourselves experts in the luxury, fashion and beautycare sectors.

Some of the brands we have collaborated with are:

Fashion: Versace, La Perla, Moreschi, Roberta di Camerino, Les Hommes, Dainese e Stemar

Beauty: Givenchy, Giorgio Armani, Versace, Ralph Lauren, Kenzo, La Perla, Natura Bissè, Esteè Lauder, Versus e Elite Model

Accessories : Tag Heuer, Versace, Versus, Goldwish e Damiani.

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ELLE

by Collagena®

Hydrogel masks and patches for an immediate effect, where the active ingredients Collagen and Hyaluronic acid provide immediate hydration and other active ingredients provide the tensor and illuminating effect.

Born from the collaboration of the famous magazine with the Collagena laboratory

Young, natural version for an immediate effect. They are ready-to-use single doses for a wow effect in just 20-30 minutes.



Collagena®

PARIS

Franco-Korean laboratory that has patented the Crystal Innovation and produces masks and patches in Hydrogel with the predominance of two active ingredients: Marine Collagen and Hyaluronic Acid.

The difference is that this is a shock and maintenance line, particularly suitable for the pharmacy channel.



HERBAL ESSENTIALS

The purity of Himalayan spring water and the power of natural botanicals. Herbal Essential is a natural brand made with pure Himalayan spring water, rich in calcium, magnesium and potassium.

Compared to thermal waters, it has been shown to be more effective in cell regeneration. High quality cosmetics, whose mission is to rediscover the well-being and optimize the health of the skin.



NE R O

MEN

Experience the unique blend of French expertise and the exceptional quality of Bulgaria's rich biodiversity

Our natural cosmetics harness the purity and strength of rare botanical ingredients from Bulgaria's pristine flora and fauna, carefully crafted with the precision and elegance of French savoir-faire.

We bring you the best of two worlds - tradition and nature, in every product.



istitutomarangoni
the school of design



development and management of three student clubs in the key locations of Milan, London, and Paris.



PARIS



MILANO

<https://www.instagram.com/istitutomarangoni/>

Product Licensing

Stationery
Accessory
Jewels
Home Fragrances
Sports Wear
Fragrances & Beauty

Coming Soon 2026

pakerson

TIMELESS ELEGANCE. HANDMADE SINCE 1923. REFINED DESIGN AND FINE LEATHERS FOR EXCEPTIONAL HANDCRAFTED SHOES. PAKERSON FOOTWEAR TELLS A STORY OF ITALIAN EXCLUSIVITY.

The small workshop, which opened nearly a century ago, marks the beginning of the Pakerson story. It has its roots in this artisan laboratory, and today, the company proudly preserves the excellence, timeless style, passion, scents, sounds, and colors that originated there.

The Spirit: The quality of the shoes, the craftsmanship, and the experience passed down through generations and carefully preserved by the family have proven to be both successful and forward-thinking. The Pakerson brand first conquered the Tuscan luxury footwear market, then the Italian market, and eventually reached international markets as an icon of luxury and a symbol of class.



Brotini Firenze

EACH BROTINI SHOE REQUIRES AT LEAST 250 HANDCRAFTED STAGES TO OFFER THE WEARER THE BEST POSSIBLE SATISFACTION.

For them, "craftsmanship" is more than just a slogan: it is the absolute mastery of techniques passed down through generations. This meticulous attention to detail makes each Brotini shoe unique and of truly superior quality.

Ancient methods, unique skills, careful material selection, a focus on quality, innovative and original solutions: they have always worked to create the best shoes possible, dedicating their full attention to ensuring that each pair of Brotini shoes lives up to the founder's legacy and dresses a new generation of men who appreciate the difference.



Sandals



STANDARD ASSORTMENT:

Our samples, customized production, choice of color, for pantone or color card available, standard accessories, standard outer box White, Kidssize24–38EU, Mansize39–47EU, minimum 10 pairs per item for standard color.

EXTRA UPGRADE:

Everything you want, prototype photos, exclusive design, choice of up to 80 colors, minimum 30 pairs for specific colors, private label with personalization, packaging, branding and accessories. Minimum 500 pairs

ACCESSORIES:

Unlimited choice, from your samples, in metal, all galvanic tropicalization, plastic and micro injection.

MATERIALS:

Novocalf, Soft washed calfskin, hand painted, eco-green wood fabric, fabric, deerskin, ostrich / crocodile / lizard print. Real ostrich and python.



Leather goods

STANDARD ASSORTMENT:

Our samples, customized production, choice of color, for pantone or color card available, standard accessories, standard outer box White, Kidssize24–38EU, Mansize39–47EU, minimum 10 pairs per item for standard color.

EXTRA UPGRADE:

Everything you want, prototype photos, exclusive design, choice of up to 80 colors, minimum 30 pairs for specific colors, private label with personalization, packaging, branding and accessories. Minimum 500 pairs

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Egypt

South Africa

Maghreb

Russia

Middle East

Italy

Thank you for your attention!



: info@4brandup.com



: www.4brandup.com

4BrandUp
branding consulting licensing

P.iva: 10284280962