

**G A Z Z A R R I N I**

*brand profile*



WE ARE COMING BACK

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# THE BRAND

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***The brand is a synonym of carrying out research to “stand out from the rest” and expressing an innovative way of experiencing style.***

A profound vocation towards experimentation and research: these are the characteristics that distinguish the Gazzarrini brand on the men's fashion scene. From the manufacturing techniques to the materials, from design to communication strategies, Gazzarrini's approach is oriented towards producing an extremely innovative product, that combines a great capacity to blend the traditional Made in Italy experience with contemporary trends.

The brand can be defined as a “contemporary formal mood” with a strong creative power that aims at disseminating a renewed culture of style by using brand-specific strategies.



Each collection is created according to a precise logic, distinguishing itself by its style and shape. Season after season, Gazzarrini gives life to garments that are rich in details, combining unmistakable design, special materials and production methodologies characterised by treatments and tailoring procedures, specifically developed and modified according to the requirements of the different collections.

Over time, the brand has built its identity by making the most of each and every experience gained. Today, Gazzarrini can boast a brand identity made of history, relationships and ambition.

It is thanks to its valuable experience gained that Gazzarrini does not limit itself to proposing only aesthetic solutions, but it also offers contents: each garment transmits a message, each collection conceals a very specific language.

Its products are the result of an exclusive mix that blends tailoring with an avant-garde trend: top-quality garments, studied right down to the finest detail and designed to attract a national and international audience.



# THE HISTORY

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*Gazzarrini is a brand that has its origins deeply rooted in one of the most beautiful regions of Italy, Tuscany, a land rich in history, culture, art and a cradle of great names of Italian fashion.*

Gazzarrini was founded in a land that is a symbol of Italian culture, and it has made all the virtues of Made in Italy its own: elegance, design capability, tradition as well as state-of-the-art production techniques.

Virtues combined with a unique common denominator: aesthetic quality.

Today, the company headquarters have been transferred and established in the Campania region. The collections have been enriched with all the experience and fascination of the Neapolitan tailoring tradition while maintaining all the characteristics of their original DNA giving life, therefore, to an even higher quality project. An important corporate history, that makes Gazzarrini the perfect example of an Italian product, developed thanks to the combination of local roots and international spirit, artisanal flavour and industrial innovation.



“

Inspiration arrives suddenly,  
but lasts only an instant.  
In that single instant, you  
must succeed in capturing  
its essence, interpreting and  
shaping it. It is in this way  
that a collection is created.

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# MILESTONES

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*The most stimulating aspect of fashion is its fleeting nature.  
You will never be able to fully possess it. If you wish to live in its world,  
you will be forever on the go.*

1993

—  
The birth of  
the Brand

2008

—  
An 11-million  
Euro turnover

2010/2011

—  
Pitti Uomo

2011/2012

—  
Milano  
Fashion Week

2017

—  
A brand acknowledged  
by Gruppo GGM Italia

2018

—  
Casa Gazzarrini  
Milano

2019

—  
Flagship Store  
in Milano

## The future, Casa Gazzarrini.

Milano, the capital city of fashion and design, the city in which the company has decided to carry out new projects. The opening of the Casa Gazzarrini Showroom, on the occasion of the Men's Fashion Week, was a strategic, symbolic choice: On the one hand, Casa Gazzarrini will be a space in which to intensify and establish commercial relationships and on the other, the place in which to celebrate the collections, manage the communication activities, organise events. After the showroom, comes the flagship store: an exclusive showcase that will have, as its objective, that of guaranteeing the utmost visibility to the Gazzarrini creations, both in Italy and worldwide.







## MISSION&VISION

*The brand, its history and new projects.  
A new philosophy of style on the horizon.*

**Mission.** Experience is the only baggage that is always worth carrying around. The present is the point of reference that defines us. The future is what we focus each and every one of our senses on.

Gazzarrini is a brand that feeds on time in all directions and it creates products for an evolved man, who always wants to dress tastefully.

**Vision.** Everything that leaves a mark will never be able to disappear. Gazzarrini is a brand that has left its mark and today, it has made a comeback on the fashion scene with renewed energy, and because of this, even stronger than before.

The Gazzarrini man returns to distinguish himself, to make a name for himself, to tell his story, boldly anticipating that in the future there will be new collections, for women and accessories. The way has been paved, the future is a project that must be built today.

## THE COMPANY

*There's no future, if you have no real history.*

In January 2017, the Gazzarrini brand was acknowledged by Gruppo GGM Italia, a company founded in 2006 as the landing place for an enterprise that had gained 50-years' experience in the clothing sector.

Collaborations with the most prominent names of the Made in Italy segment, "contaminations" with the world of art, music and design, painstaking attention paid to communication activities as well as the constant research for styles and trends: these are the strengths that have made Gruppo GGM Italia one of the most active and dynamic companies on the current men's fashion scene.

Today, the Group has a holding company consisting of 5 societies, 210 employees and an 80-million Euro turnover behind it.







# COLLECTIONS

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*In every collection, Gazzarrini stages its own creative interpretation of the evolution of the urban environment in the third millennium.*

The brand is particularly attentive towards each change made, it is an anticipator of trends, it pays painstaking attention to detail and is driven by continuous research and experimentation; the brand expresses messages in which tradition co-exists alongside contemporaneity, the past is reborn in the future and tailoring blends with the avant-garde. Therefore, it is in this way that, season after season, the Gazzarrini man constantly changes shape and expresses new dimensions of identity.

He is a cosmonaut who travels in pursuit of new worlds, tracing new routes, passing through time-space gates that enable him to travel from the 1970s to the 1980s to finally land in the future.

He is a hyperactive man, undergoing constant change, who lives in a rough, decisive and restless world yet which, at the same time, is made of precious contrasts with sudden expressions of sweetness and romanticism.

He is a nomad prince who leaves his homeland to invade new territories, taking everything with him, expressing his primitive, archaic essentiality.

Finally, he is a tireless globe-trotter who loves to define the focal points of every single one of his journeys: starting from tradition, he retraces known roads and makes them his own, renewing them with his personality.

With its collections, Gazzarrini targets a contemporary, evolved man who expresses needs, seeks answers and wants to wear tasteful clothing every day and on all occasions.



# DISTRIBUTION

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*The success of a brand can be measured by its capacity to come into contact with people and to build its credibility on strong, stable relationships.*

Over time, the brand has achieved important results in terms of prestige, recognition and trading volumes. The strategy on which this success is based, is represented by a synergic mix of activities:

- Significant stylistic collaborations
- Experimentation and research to achieve the creation of the product
- Major investments in advertising
- Promotion relating to the world of international contemporary art

Alongside these activities, there is also the participation in the most exclusive international men's fashion events: **Milano Moda Uomo** and **Pitti Uomo**.

Finally, a fundamental role in the brand's growth has been played by its distribution activities. The first step was to confirm collaboration with the most important boutiques on both a national and international scale. Moreover, Gazzarrini has undertaken an extensive international expansion plan with the opening of over 250 corners in the best department stores worldwide.

The Brand Positioning strategy continues focus on cross-border trading targets, establishing collaboration agreements with major department stores:

- **Europe**

Hudson's Bay, Stockman, Harvey Nichols, Gallerie Lafayette, PKZ.

- **Midle East**

Vakko, Harvey Nichols, Gallerie Lafayette, BHV Marais, Salam Stores.





# COMMUNICATION

*Gazzarrini's creations are developed through continuous stylistic and material research and are intended for the contemporary, evolved man who lives in balance between restlessness and romanticism.*

The brand stages a world in which tradition and conservation go hand in hand with technology and contemporaneity and they represent a sophisticated, elegant man, a living synthesis combining the past with the future.

Through its style, Gazzarrini expresses an emotion that is, simultaneously, avant-garde and sartorial:



The brand's creations fulfil the need for new concepts of identity.

While creating its own unique message, Gazzarrini has also identified its target group, distinguishing between two categories of men.

The first group consists of men aged between **20 and 35**, known as "**Linker People**", or rather, multiplayer individuals who live the urban situation as a source of signals to propose and accumulate: These are trendsetters in terms of their consumption attitudes and they are great experimenters of the web and new technologies.

The second category refers to the "**New Contemporary Men**", or rather men aged between **30 and 55**, who are individualists and, in some cases, even egocentric, who pay a great deal of attention to their appearance: they are refined, sophisticated and elegant; they are unique characters who are also aware of this.

A clear image, a strong message, an important target: Gazzarrini's communication strategy implements tools and actions that range between the creation of image concepts to the development of photoshoots, from advertising campaigns to catalogues and lookbooks, from the strong social network presence to the organisation of events.









# CONTACTS

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