

LUCIANO SOPRANI

Company Profile

LUCIANO
SOPRANI



THE FOUNDER.

A GREAT STYLIST
UNIVERSALLY
RECOGNIZED.

Luciano Soprani

BRAND HISTORY

Luciano Soprani was born in Reggio (RE) in 1946. He began working as a designer in 1967 at 21 years of age at Max Mara where he was responsible for all the collections (except Sportmax) after only 3 years. In 1978 he left Max Mara and began to work in Milan.

From then on for many years Luciano Soprani was highly sought after and in great demand from all the emerging brands who were bowled over by his talent and by the originality of his intuition. He signed collections by Basile, the Gruppo Finanziario Tessile (GFT), by Nazareno Gabrielli and Gucci.

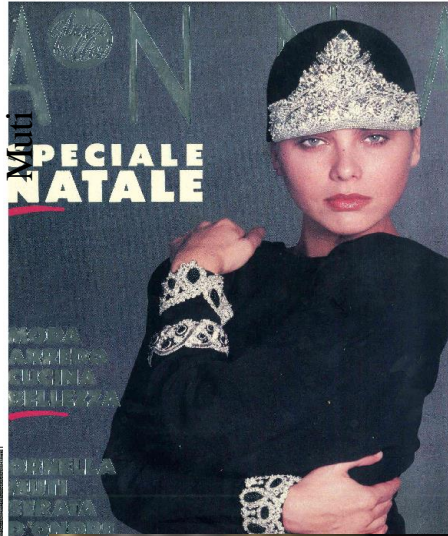
On finishing his training, the designer presented his first collection LUCIANO SOPRANI in the spring of 1981.

Over the following two decades Luciano Soprani created a style which was elegant and modern and which, thanks to the joint venture with the Onward Kashiwama Group, established itself in Italy, the USA and Japan. Working intensely with the Japanese group it opened the flagship store in Milan in via della Spiga, 30 sole brand stores in Japan and in Los Angeles it opened in Rodeo Drive. The most famous Top Models modelled for Luciano Soprani and it clothed actors and actresses of international acclaim with well-defined and recognisable style combining grace and rigour, sobriety and elegance.



Susan Sarandon

Ornella Muti



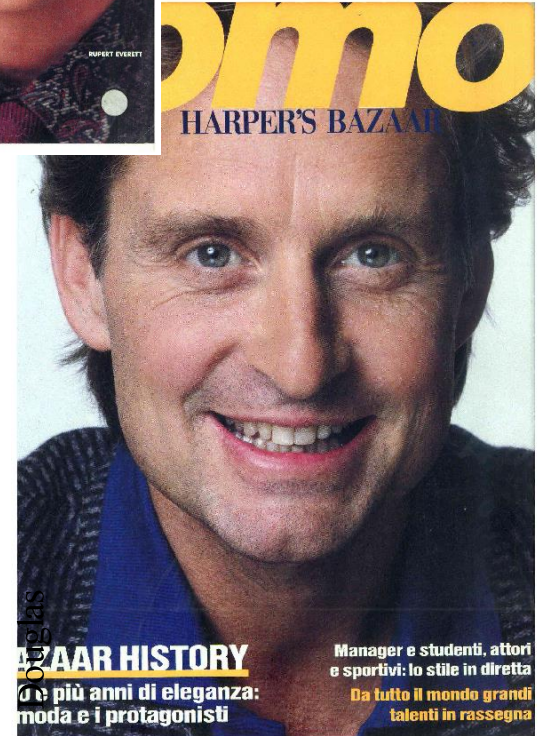
Rupert Everett

LUCIANO SOPRANI

Alcune copertine e personaggi famosi vestiti Luciano Soprani



Manuela Arcuri

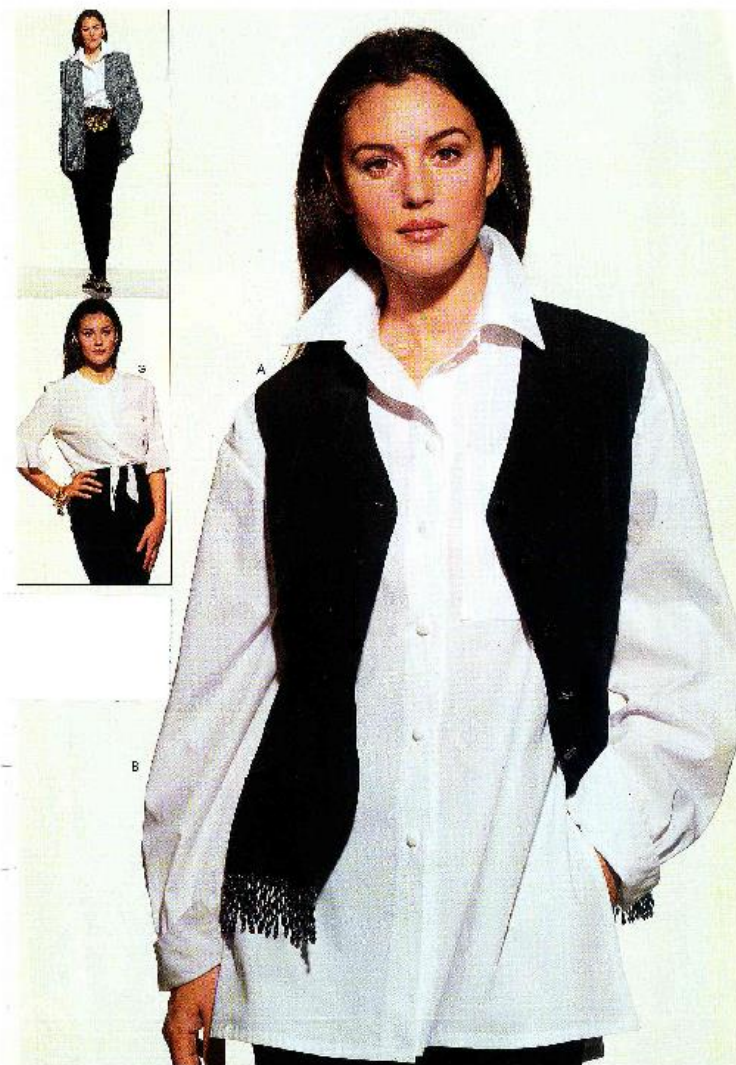
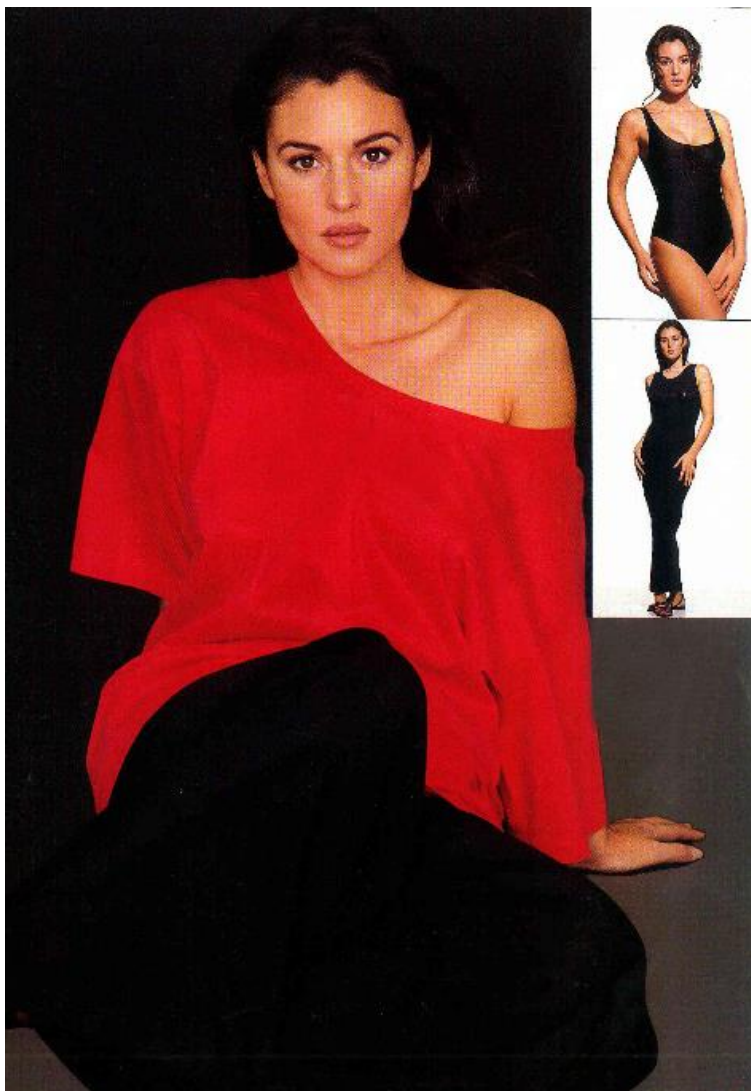


Michael Douglas

Manager e studenti, attori e sportivi: lo stile in diretta

Da tutto il mondo grandi talenti in rassegna

LUCIANO
SOPRANI



Monica Bellucci vestita Luciano Soprani

Linda Evangelista

Tatiana Patiz



Karen Mulder

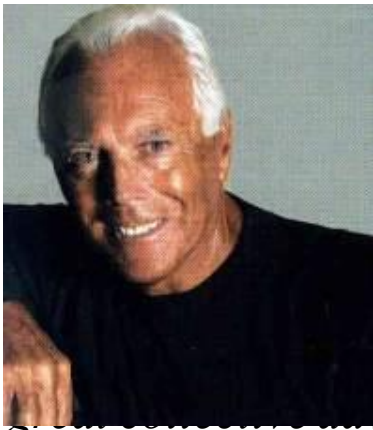
**LUCIANO
SOPRANI**



Carla Bruni

In 1999 Luciano Soprani died prematurely at the age of 53.
What people said of him:

Giorgio Armani.



“Of all the ways that fashion can be presented, Luciano chosen the one furthest away from uproar sobriety, elegance, a careful, well thought coat was a coat, a dress a dress and every creation was not to distract from the knew little but I think of him as contributed to that Milan”. The

*He liked
where a
imaginative
e was a man I
rs who has
venture that was “Fashion in
challenge of a generation.”*

Mariuccia Mandelli, Krizia.



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balance in
fashion which will undoubtedly be

“I remember Luciano Soprani as a person of the most extraordinary kindness, incredibly generous and always eager to help colleagues. I esteemed his simplicity, the use of masculine fabrics even for women’s outfits and his avowed stay far away from all excess, all exaggeration. He the world of missed.”

Gianfranco Ferré.



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Itali
glob
each
style
shor

it is no
elegance, rich
has been able to
most sober, discreet,

“When I remember Luciano Soprani I cannot but think of an extraordinarily funny, unusual photograph by Carlo other “colleagues” at the edge of a summer of 1978. It is the moment when of the world, is conquering its own specific many personages competing against a common message of elegance, novelty, so strong, bewitching and original that in a corner of the planet.

A unique moment that I know I shared with Luciano Soprani. And small thing when we think that it is a message of global with nuances and interpretations that Italian fashion develop. Soprani wanted to be the spokesman for the balanced “genteel” overtones.”.

**LUCIANO
SOPRANI**



Ferré, Soprani, Ferranti, Armani, Albini e Krizia.

After Luciano Soprani's death, the company LUCIANO SOPRANI, continuing in its careful policy of market research and brand positioning, has always strategically presented its collections in all the editions of Milan Collections, thereby endorsing the prestige and fame of the fashion house with great investments in communication.

The new LUCIANO SOPRANI S.r.l. is today managed by a fresh couple in the world of Fashion: Margherita Ghisleri appointed as President and Vittorio Petrone appointed as Vice President and CEO.

It was in this way that a new strategy commenced to re-launch the fashion house.

**LUCIANO
SOPRANI**



Margherita Ghisleri e Vittorio Petrone

HEADQUARTER

The headquarters of the fashion house, in Via Morosini, was chosen and refurbished personally by Luciano Soprani in 1997 who proved to have great foresight as to the development of the fashion world in Milan.

**LUCIANO
SOPRANI**



THE STORE

LUCIANO SOPRANI

A mono brand store, made in Italy,
is located in Milano, Italy.

**LUCIANO
SOPRANI**



FLAGSHIP STORE – MILANO

BRAND ANALISYS

Luciano Soprani's creations, elegant, relaxed, well-cut and enriched with precious fabrics, are sober, essential and favour the so-called "colour non-colour".

Rich with charm and simplicity the shoulder-wraps have become a cult symbol of Italian fashion in the world.

The originality of overlaying fabrics, the softness of the lines and the harmony of the shapes make the style unmistakeable.



**SOFTNESS
OF LINE**

**LUCIANO
SOPRANI**



**ORIGINALITY OF
OVERLAYING**

**CHROMATIC PALETTE
=
COLOUR NON-COLOUR**

The most advanced fabrics enhance pure, essential styles.

The search for state-of-the-art material identified by a clear-cut style and by an easily recognisable elegance are more up-to-date than ever before.



Carla Bruni – First Lady di Francia

**ADVANCED FABRICS
ALWAYS
INNOVATIVE**

**LUCIANO
SOPRANI**



**TIMELESS
ELEGANCE**

**HIGH QUALITY
MATERIALS**

Luciano Soprani and “Day into the Evening”, represents an elegance which is never ostentatious, soft, wrap-around wearability making women self- confident, perfectly at ease in every situation and moment of the day.

There is a harmony of style that is found in a delightful mix of practicality, comfort, elegance and purchasing power.

DAY IN TO THE EVENING



**FEELING GOOD IN
YOUR CLOTHES**

**FEELING
CONFIDENT**



**• CORRECT
MIX**

CONTAINED PRICE

**• PROPER
FUNCTIONALITY
BALANCE**

COMFORT

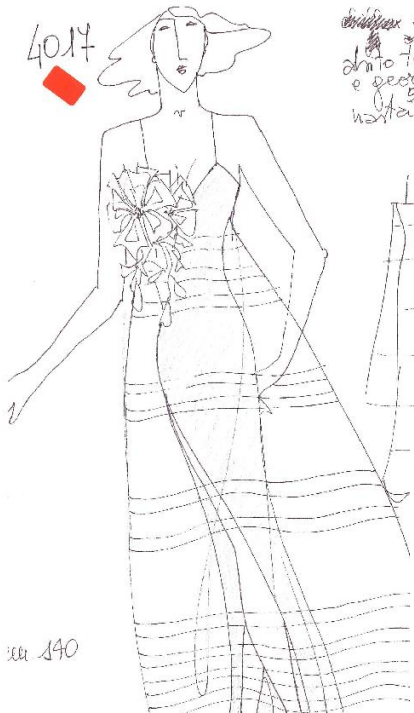
THE ARCHIVES

Luciano Soprani was a true artist: polihedric and productive, he was a man of talent, with excellent intuition and of great inspiration. Typical of the “genius”, he designed all the accessories for the Collections Men and Women (in less than two hours he managed to sketch 200 drawings): from dresses to bags, scarves and foulards, from belts to ties, jewels to glasses, umbrellas and perfumery.

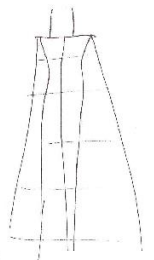
The wealth of the Fashion House is due to Luciano Soprani's extraordinary creativity which lives in the thousands of original drawings and photographs of all the Collections that have paraded down the catwalk. They have been kept in the archives since 1981 along with over 370 original dresses chosen from the most precious of the Collections of High Fashion.

This precious "treasure" is the basic root of the creative work of Luciano Soprani, an ambassador for Italian fashion throughout the world.

4017



divisa + ...
chito tulle
e pectate
5624
nata cravatta

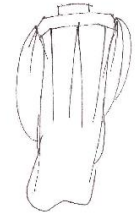


chi 140

4204

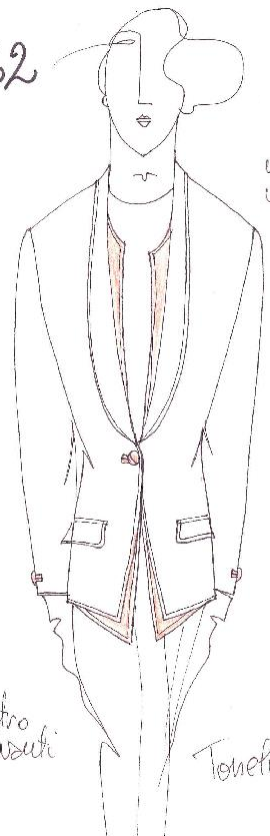


blusa di
lino.
doppio botto.
pelle

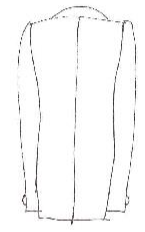


Papavini
art. 6093-c.

2562



u. 86 davanti
u. 88 dietro
100

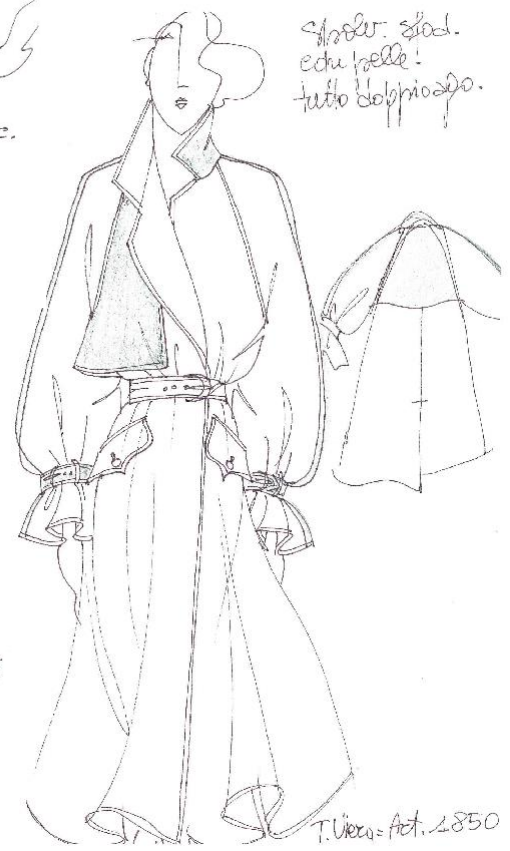


chi 88 dietro
chi 86 davanti

Tonello art. 15230

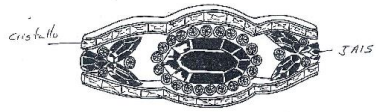
**LUCIANO
SOPRANI**

giacca: stoffa
e cu pelle!
tutto doppiopetto.



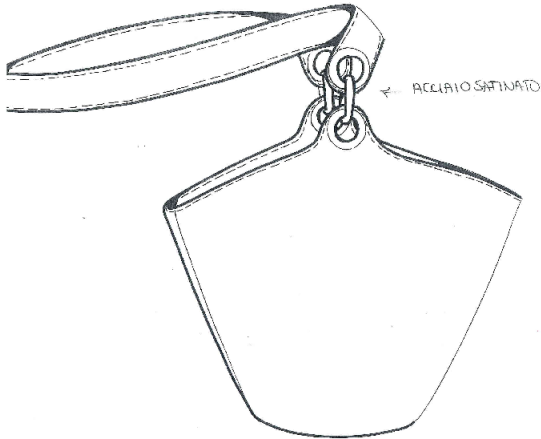
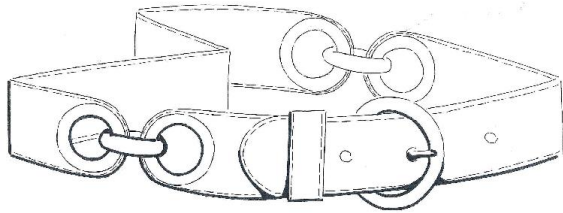
chi 185

T. Ucci - Art. 1850



Bracciale -

LUCIANO SOPRANI
 ART. 90/76
 ROSSA DORATA
 ART. 006

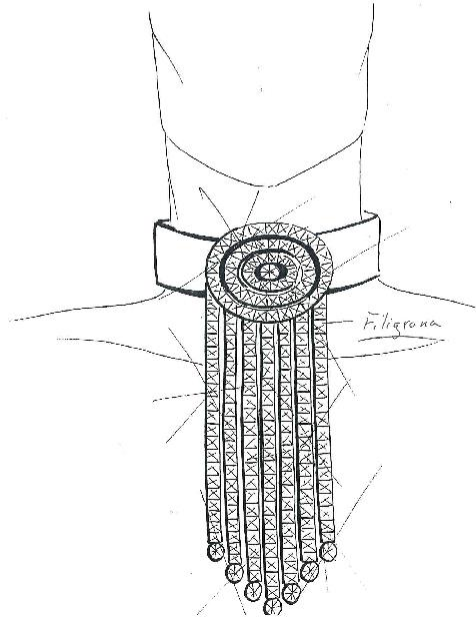


ACCLIAIO SATINATO

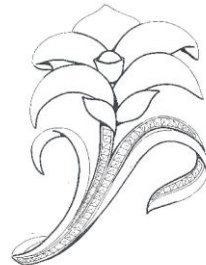
LUCIANO SOPRANI
 ART. 90/01
 ROSSA DORATA
 ART. 006
 RIC. 2

Luciano Soprani
 1/8-88
 Beyond - Donna

- Collana -

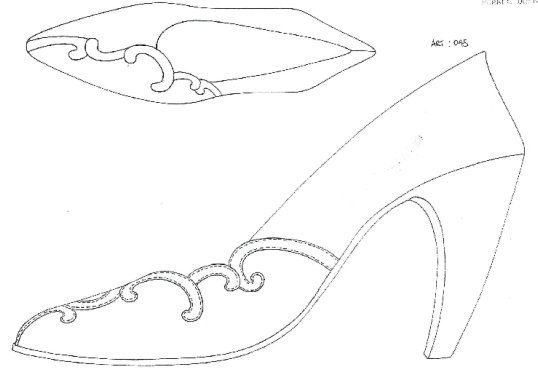


Filigrana



RIC. 2

**LUCIANO
 SOPRANI**



ART. 045

LUCIANO SOPRANI
 1/8-88
 ROSSA DORATA



Luciano Soprani
 1/8-88
 Beyond - Donna

(X da sviluppare)

FAMILY BRANDS

PROTECTION

Constant protection of the brand along with careful and correct licensing policies of the trademarks registered internationally in the main sectors i.e. clothing, leather goods, footwear, eyewear and perfumery.

THE PERFUME

Elegance, quality, fashion, personality, magic, emotion, seductiveness, innovation, constancy, brand awareness, consumption....

Perfume is one of the main protagonists in the brands of Fashion.

Research, development, production, selective controlling of the distribution of its perfumes sold in 50 countries divided into 6 macro-areas in the world – all this can be traced back to the historic origins of Luciano Soprani.

The excellent distribution channel, the high quality of the products and a prestigious, influential PoP material have all contributed over the years to the spreading of the Luciano Soprani trademark throughout the world.

LUCIANO SOPRANI PERFUMES

LUCIANO
SOPRANI



LUCIANO SOPRANI PERFUMES

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SOLO SOPRANI PERFUMES

**LUCIANO
SOPRANI**



November 2nd,
2010

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www.lucianosoprani.it