





La Nascita del Marchio





Conte S. N. C.



35 r. POR SANTA MARIA
29.86.II - FIRENZE

1952

Conte of Florence made its debut in 1952, when a small clothing shop with the name Con.T.E. (Confezione Tessuti Esclusivi – Exclusive Fabrics Tailoring) was opened at No. 2R Via Por Santa Maria, a stone’s throw from the Ponte Vecchio in the heart of Florence. Initially the shop offered only ladies’ clothing made exclusively by hand by some of the city’s best-known dressmakers.

Those were the years when the creativity and skilled use of materials that would be lay the foundations for “Made in Italy” flourished in Florence.

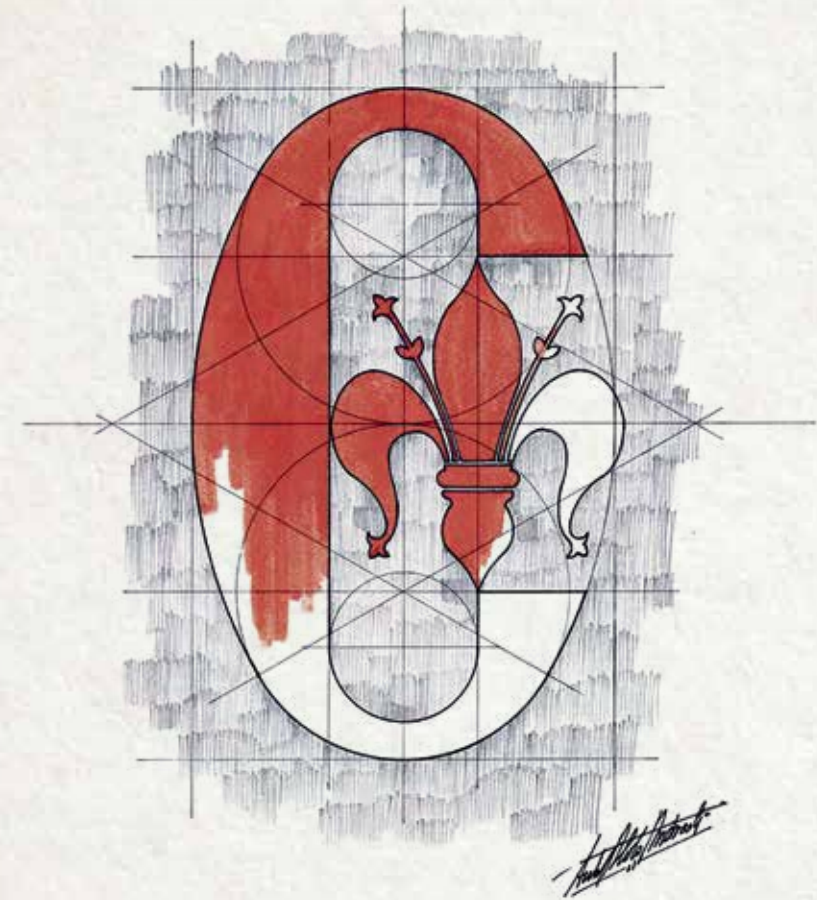
When its increasing success and approval of its customers saw the business expand as the years passed, the name CON.T.E. was changed to Conte of Florence – a name which combined elegance and a title with sportsmanship and the British roots of sport. The shop made way for the company and an inexorable flow of ideas began that would determine the brand’s success in the years to come. The first among many was the creation of a straw bag, the Tuscan brand’s first foray into the fashion industry, but also the first fruit of inspiration drawn from an Anglo-Florentine sport par excellence – canoeing.

The design immediately met the approval of the public and become the company’s first true success.

The Sixties

When the company began to venture more and more into the international market in the sixties, an appealing and recognizable logo comprising the letter C for Conte and a lily, the emblem of Tuscany's regional capital, was added to the name.

To further underscore the brand's Florentine origins, the logo was coloured red, the colour of the city's device after the 1266 victory of the Guelphs over the Ghibellines, two historically opposed factions in Italian politics between the XII and XIV centuries. "Italy" was subsequently added to the C-enclosed lily and the words "Conte of Florence" to express pride in the uniqueness of the "Made in Italy", a concept in which Tuscan craftsmanship has always played a leading role.



Karol Wojtyła - Pope John Paul II

On 26 August 1979, Karol Wojtyła, recently elected Pope John Paul II, was on the Marmolada glacier in Trentino to honour his predecessor and visit his birthplace. It was on that occasion that the future Saint was immortalized by the world's press wearing a white fur Conte of Florence hat. It all came about by pure chance when a beautiful August day was suddenly transformed by a heavy, unexpected snowstorm. One of the hats made to be given to children as a memento of the papal visit was offered to the Holy Father, who accepted it without a second thought for strict protocol.

A casual gift became a symbolic piece of the Florentine brand's history, and Pope John Paul II, the man of high peaks, an exceptional ambassador



Sandro Pertini - Presidente of Italy

Pertini, a keen mountain enthusiast. Invited to lunch at a mountain lodge by the Holy Father John Paul II himself, the President then accompanied him on an excursion on the snowy slopes of the Adamello in a climate of absolute discretion covered by state secret. The Conte of Florence Norwegian-pattern sweater with the "C" and lily worn on the occasion became a piece of historic value and testimony to the strong friendship between two great men – the socialist President and the Polish Pope.

Even though they were diametrically opposed in political thought, Wojtyła and Pertini, two men of substance, cultivated their mutual love of the mountains and authentic human values for many years.





A love of Sport



Conte of Florence's venture into the world of winter sports began in the Seventies with sponsorship of the Italian National Ski Team, the famous Blue Avalanche, with its stars such as Gustav Thoeni and Pietro Gross, and continued in the golden age of Ingemar Stenmark, Alberto Tomba and Deborah Compagnoni. Over the years, the brand's team of sportspeople-ambassadors has included names of the calibre of Hermann Maier, Pirmin Zurbriggen, Ivica and Janica Kostelic, Didier Cuche, Martina Ertl, Kjetil André Aamodt, Lasse Kjus and many others.

A pivotal role in taking Conte of Florence onto skiing's highest podiums has been played not only by the timeless accessories worn by skiing professionals and enthusiasts all over the world, but also various inventions such as the Happy Head shock-absorbing helmet. By cushioning blows, the helmet allowed skiing champions to negotiate the gate poles with greater confidence, reducing the risk of hitting them with their arms and so saving precious seconds.

Roc Petrovic, the first skier to wear one in a race won by a wide margin, contributing to Conte of Florence becoming Official Sponsor of numerous national alpine ski teams, including France, Switzerland, Germany, Slovenia, Norway, Austria, Sweden, the United States and Canada, with which the brand was linked for many years to come.

Photos previous pages

The Eighties

A young Ingemar Stenmark – one of the most successful skiers in the history of the sport, whose record of 86 World Cup wins will probably never be beaten – wearing the Conte of Florence cap.

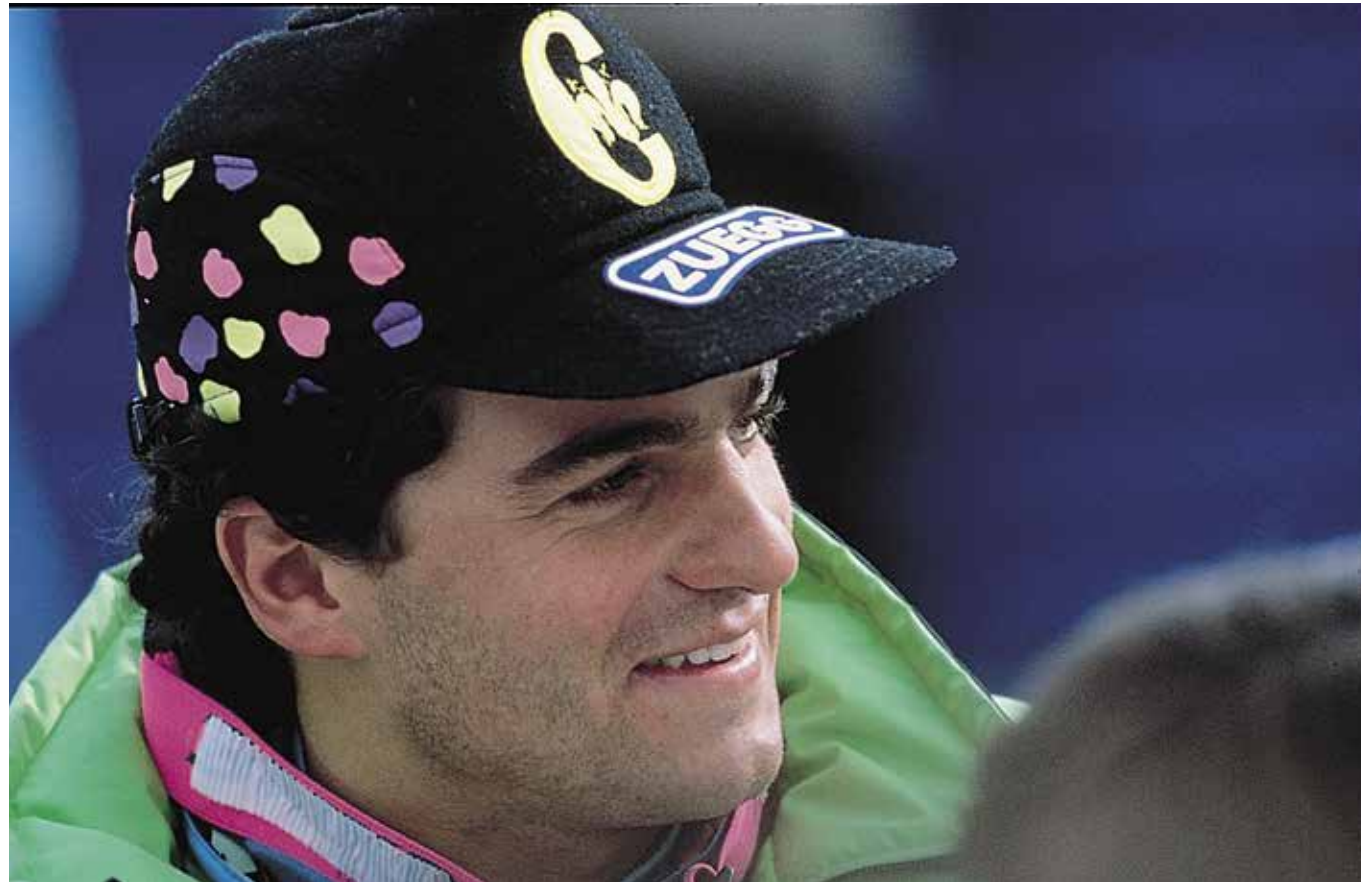
Oswald Toetsch, Richard Pramotton and Alberto Tomba, all three Conte of Florence ambassadors in the Eighties.

Photo to side

The Seventies

Piero Gros, Gustav Thoeni and Erwin Stricker, members of the Italian National Men's Alpine Ski Team wear the Conte of Florence cap.





The Nineties

International alpine skiing champion Alberto Tomba, Conte of Florence ambassador in the Nineties, with whom the brand won so many important skiing competitions, World Championships and Olympics included, it became known as a kind of “lucky charm company”.



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Photos previous pages

The Two Thousands

Hermann Maier, "Herminator" to his fans, considered by many to be one of the finest ski racers of all time, winner of four Olympic medals, six World Championship medals and four World Cups, wears the Conte of Florence baseball cap created especially for him.

Swiss skier, Lara Gut, at Valdisere in February 2009.

January 2010 - Didier Cuche wins at Kitzbühel: two victories in two days for the Swiss champion!

Photo to side

2010

Swiss skier, Pirmin Zurbriggen, one of the most successful ski racers ever, star of the White Circus from the mid-Eighties to the early Nineties, and one of the few winners in all four alpine skiing disciplines.





Golf and Florence





The idea of holding a golf tournament in Florence first came about in 1997, when the company decided to involve top players and get them to play on the Ponte Vecchio, the heart of Florence and undisputed link between history, art and excellence in craftsmanship, so creating an unrepeatably mix of top level performance sport and 5 star hospitality. So once a year in December, in the run-up to Christmas, Florence is home to world's most enchanting golf course under the auspices of the Ponte Vecchio Golf Challenge. World famous players such as Bernhard Langer, Robert Karlsson, Marc Warren, Tom Lehman, juniors and amateurs engage in a match play in a very special setting, hitting the ball towards floating greens anchored in the Arno between the Uffizzi Gallery and Piazzale Michelangelo.

A large part of the tournament's success is due to a high-speed, adrenalin-fuelled formula that is easily understood by the general public. The islands are the targets and the balls the bullets; the more balls land on the green, the more points are notched up and the closer they land the higher the score. Easier said than done, as many champions defeated by the River Arno and its bobbing greens can testify. The endeavour becomes almost impossible if wind, cold and snow add unexpected twists and turns to this magnificent event broadcast every year to half the world's homes.

The Eighties coincided with Conte of Florence's foray into the world of golf. The aim was to deseasonalize the product range through a sport that is playable all year round, and promote the concept of combined English and Florentine qualities as the expression of a lifestyle synonymous with prestige and exclusiveness. The first designs were inspired by the historic link between golf and Florence and long-ago 1889, when Florence's English colony officially founded the Florence Golf Club and created a course in the grounds of the aristocratic Demidoff family's villa.

A total look collection for men and women was subsequently created and worn by many champions, including Costantino Rocca and Emanuele Canonica. These champions, each with their own style and personality, found the comfort and taste they were looking for in Conte of Florence clothes and transformed them into virtual uniforms, taking the brand onto golf courses all over the world. Within a few short years, the Conte of Florence golf collection became a must for golf Pro-shops, where they finally became accessible also to amateur players.

At the same time, communication activities to promote the golf range continued. For many consecutive years the brand was Title Sponsor for the Italian Open, and took part as Fashion Partner in many events such as the Land Rover Golf Challenge, Club Med Cup, Aci Golf, Golden Gala and last but not least, the Celebrity Cup, where celebrities and entertainment personalities battle it out in a one of a kind competition.

Florence Golf Club

SPRING MEETING 1908

Monday, April 27th, to Friday, May 1st

EVENTS.

1. Italy Cup

the Holder of which has the title of *Amateur Champion of Italy*, is presented by the Florence Golf Club, and is held for the ensuing year by the Winner, who becomes entitled to retain it as his absolute property on winning it in three consecutive years' Competitions. Winner to receive a Memento. The Cup is at present held by Mr. P. BENNETT.

Open to all amateur golfers who are Members of any of the recognized Golf Clubs. Entrance fee: 2 Lire. Entries to be made to the Hon. Secretary on or before April 25th.

2. Florence Cup (Handicap)

presented by Mr. J. Bradley. The Cup to become the absolute property of a player winning it three times in succession. The Cup is at present held by Vicomte de la BÉDOYÈRE.

Open to Members, including monthly subscribers, of the Florence Golf Club. Entrance fee: 2 Lire.

3. Princess Strozzi's Cup (Handicap)

presented by Princess Sophie Strozzi. The Cup to become the property of any one winning it twice. The Cup is at present held by Mr. P. NEVILLE.

Open to Members, including monthly subscribers, of the Florence Golf Club. Entrance fee: 2 Lire.

4. Putting and Driving Competitions

Prizes given by the Hon. Secretary.

Open to Members and Visitors of the Florence Golf Club. Entrance fee: 1 Lira.

ORDER OF PLAY.

Monday, April 27th

9.30 a. m. Qualifying Round for ITALY CUP (Medal Play, 18 holes. Eight best scores qualify for Match Play).

Tuesday, April 28th

9.30 a. m. First Round Match Play, 18 holes (ITALY CUP).
2.30 p. m. Second Round Match Play, 18 holes (ITALY CUP).

Wednesday, April 29th

9.30 a. m. Final, first 18 holes (ITALY CUP).
2.30 p. m. Final, second 18 holes (ITALY CUP).

Thursday, April 30th

9.30 a. m. Qualifying Round for FLORENCE CUP (Medal Play, 18 holes. Two best scores qualify for Match Play).
2.30 p. m. Final, 18 holes Match Play (FLORENCE CUP).

Friday, May 1st

9.30 a. m. Qualifying Round for PRINCESS STROZZI'S CUP (Medal Play, 18 holes. Two best scores qualify for Match Play).
2.30 p. m. Final, 18 holes Match Play (PRINCESS STROZZI'S CUP).
3. p. m. DRIVING COMPETITION.
3.30 p. m. PUTTING COMPETITION.

GIULIO TURRI

Hon. Sec. Florence Golf Club.
20, Via Tornabuoni.





Photos previous pages

Irishman, Damien McGrane, winner of the Volvo China Open in 2008.

"Golf in Dubai" ambassador Zane Scotland, with whom Conte of Florence would carry the excellence and quality of Italian apparel high in the land of One Thousand and One Nights.

Photo to side

Promising Australian golfer Matt Jager, Conte of Florence Golf Team champion at the CIMB Niaga Indonesian Masters.



Photos previous page

Promising young German golfer, Maximilian Kieffer, classified second in the Spanish Open 2013.

Photo to side

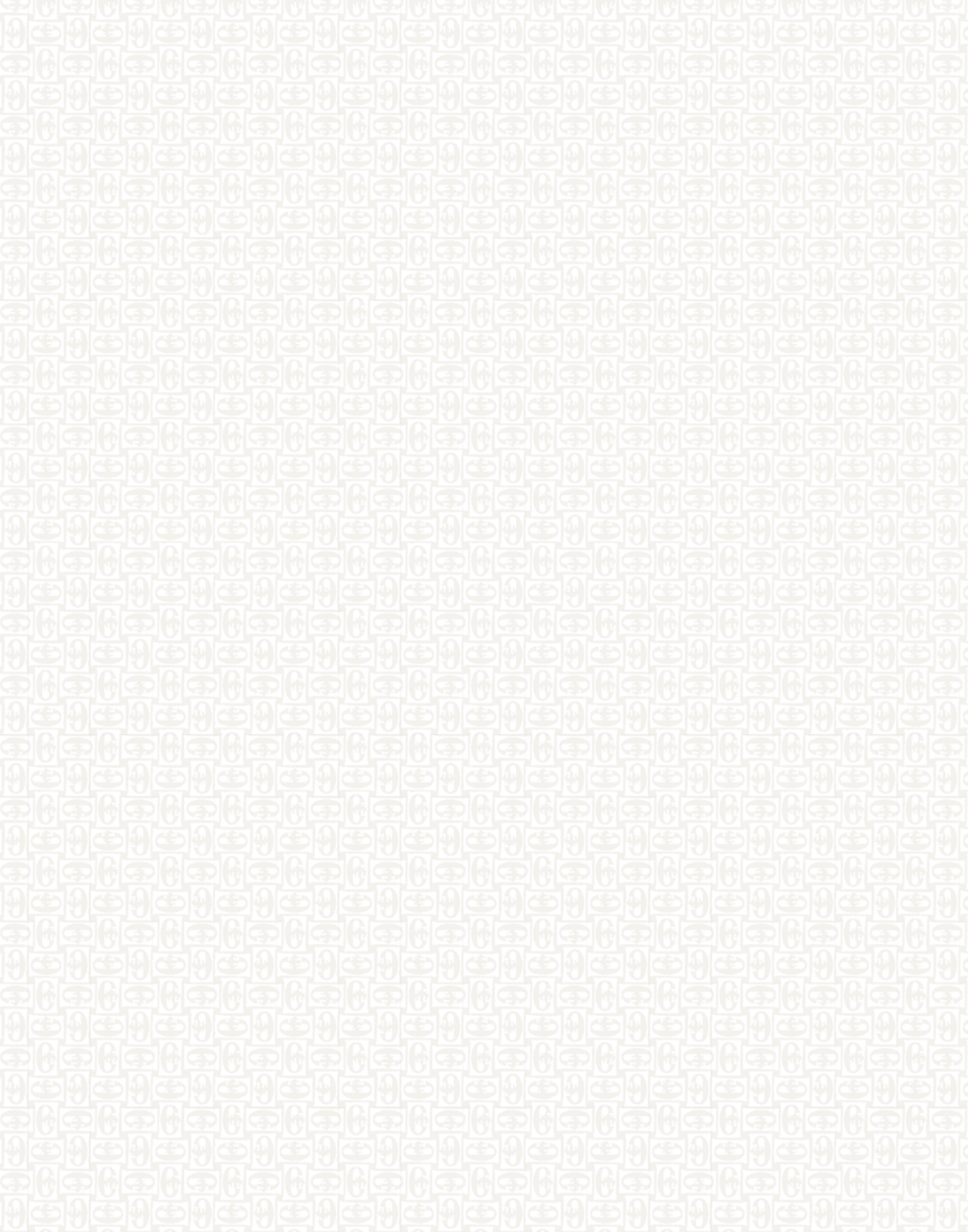
Alexander Levy, winning his well-deserved first European Tour title at the Volvo China Open 2014 to the general acclamation of the golf world.

Photo next page

Australian Brett Rumford, Conte of Florence ambassador until 2012.







Love of the Sea



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A love of the sea and nature was an important source of inspiration in the Nineties, when Conte of Florence made its foray into yachting, part of a strategy aimed at strengthening its presence in more disciplines of excellence and promoting its new Yachting collection.

For some years Conte of Florence has been official technical sponsor of the Volvo Cup, where the brand is present with a line of dedicated apparel at all stages of the circuit, including the World, European and Italian championships. Conte of Florence Yachting apparel encapsulates the Florentine brand's sporty style and combines it with fabrics which, initially designed for golf, are eminently suited to yachting, providing yachtsmen with lightness and innovative comfort.



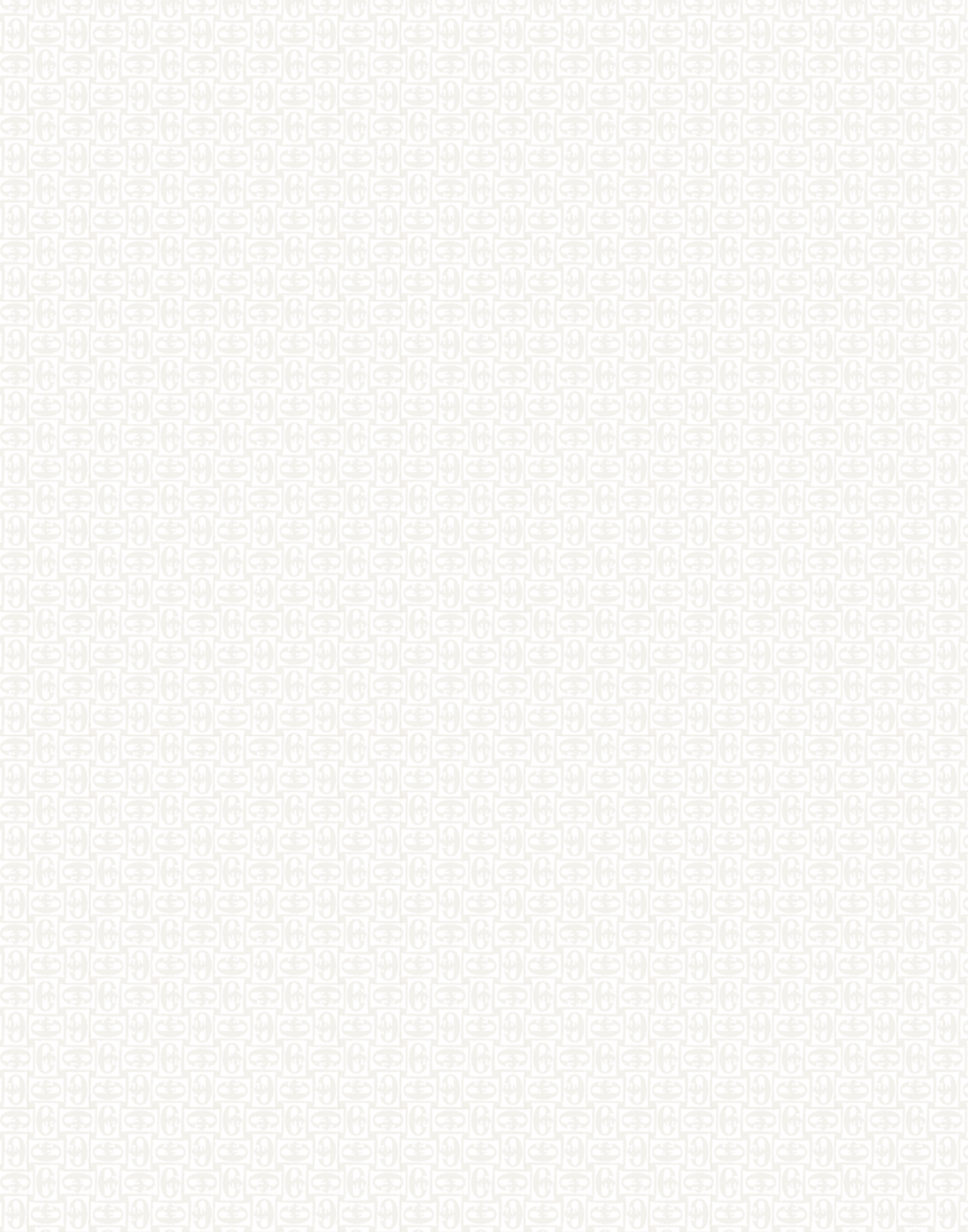


MAGIC MARINE

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L'Espresso

L'Espresso



Headquarter

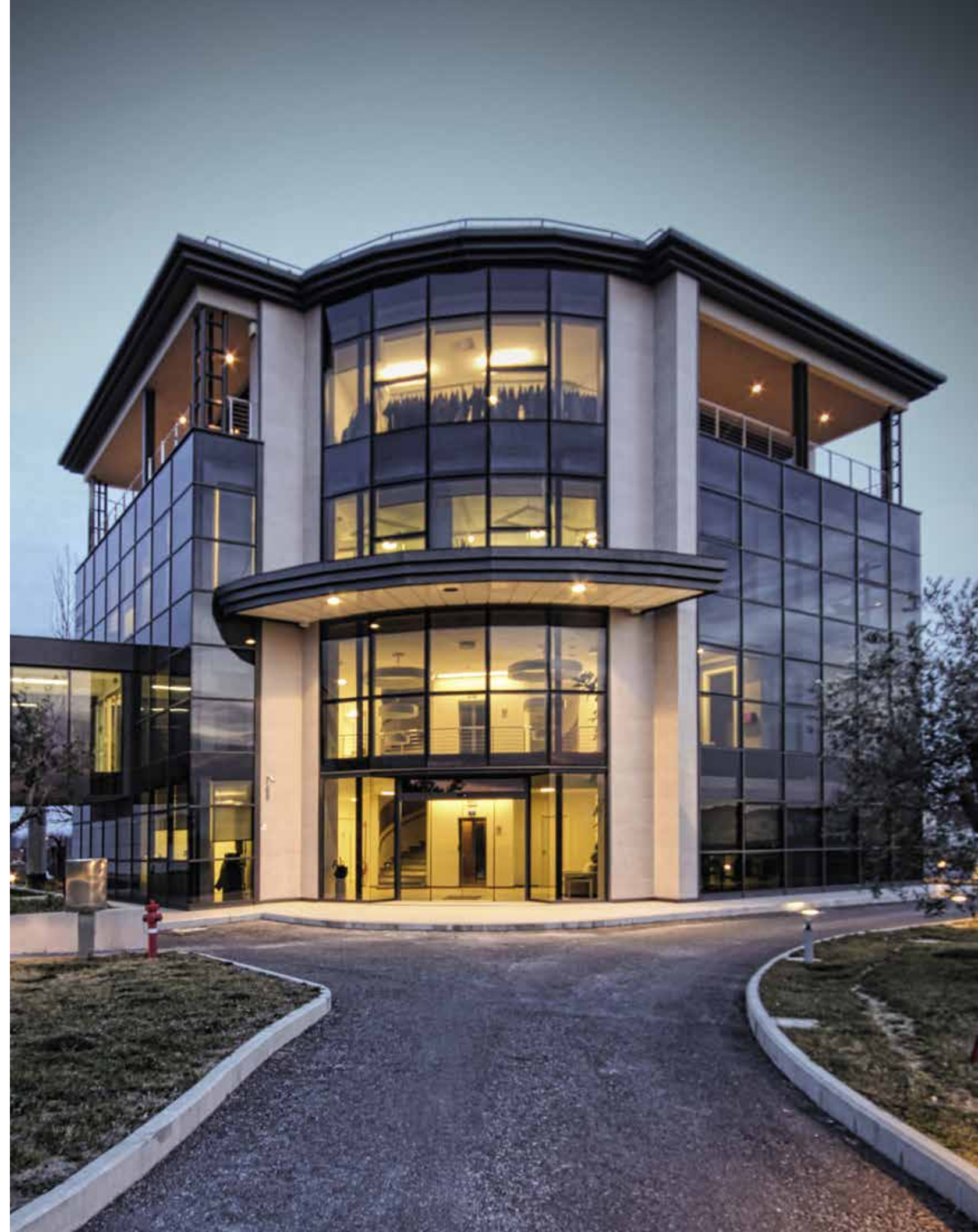




Conte of Florence's headquarters could only be in Tuscany. Completely surrounded by green countryside, in the midst of olive groves, the headquarters were deliberately built with just three materials – steel, wood and glass. The building, structured as a complex organism and not simply an industrial construction, provides not only a spacious eco-friendly working environment with special concern for workers' wellbeing, but is intended to stimulate a daily relationship with the surrounding landscape. The ubiquitous open spaces are not designed simply to contain, but promote group social relations, improve productivity and facilitate the achievement of the work team's objectives as a result of constant interaction between different people, roles and positions, who find themselves having to coexist.



Its investment in clean, renewable energy as a means of preserving the beauty and natural resources is a source of pride for the company. It is precisely in the pursuit of compliance with current regulations and concern for the concepts of eco-compatibility and eco-sustainability that the energy consumed during the manufacturing process is immediately reproduced through the use of photovoltaic panels and a geothermal plant. Reducing environmental impact without taking anything away from the quality of working space and the production process has always been the company's guiding concern.





Retail & Store Concept




Conti Firenze

Conti Firenze

Nowadays, Conte of Florence is present nationwide on the Italian market with over 60 proprietary and franchise single brand stores, in addition to almost 20 proprietary Factory Outlets. Taking into consideration the brand's position of leader in golf apparel, with a massive presence in the Pro-Shops of the most prestigious clubs, and the classic wholesale distribution in Italy and abroad, with many dedicated shop in shops and corners in the major department stores, Conte of Florence is present throughout the world in over 2,000 sales points. This extensive distribution structure, which balances and harmonizes single brand with multibrand stores, ensures very high visibility for the brand and its products.

The primary objective of a strong retail presence and its continual growth is to convey the brand's true image, which in this way can be expressed completely without distortion or limitations. This makes the customer's decision-making process and fidelity to the brand more effective, and constitutes an absolute value which also benefits all the other forms of distribution. To become part of the Conte of Florence franchise network, the brand has created a simple affiliation formula that provides for extremely effective collaboration aimed at guaranteeing the Franchisee a constant profit margin among the highest in the market, the result also of on-going sales staff training. No joining fee, no periodical licence fee, no royalties. The Franchisee is also given assistance in development of the project in all its various stages, from structural to financial, from the creation of a rendering of the store to analysis of its profitability.



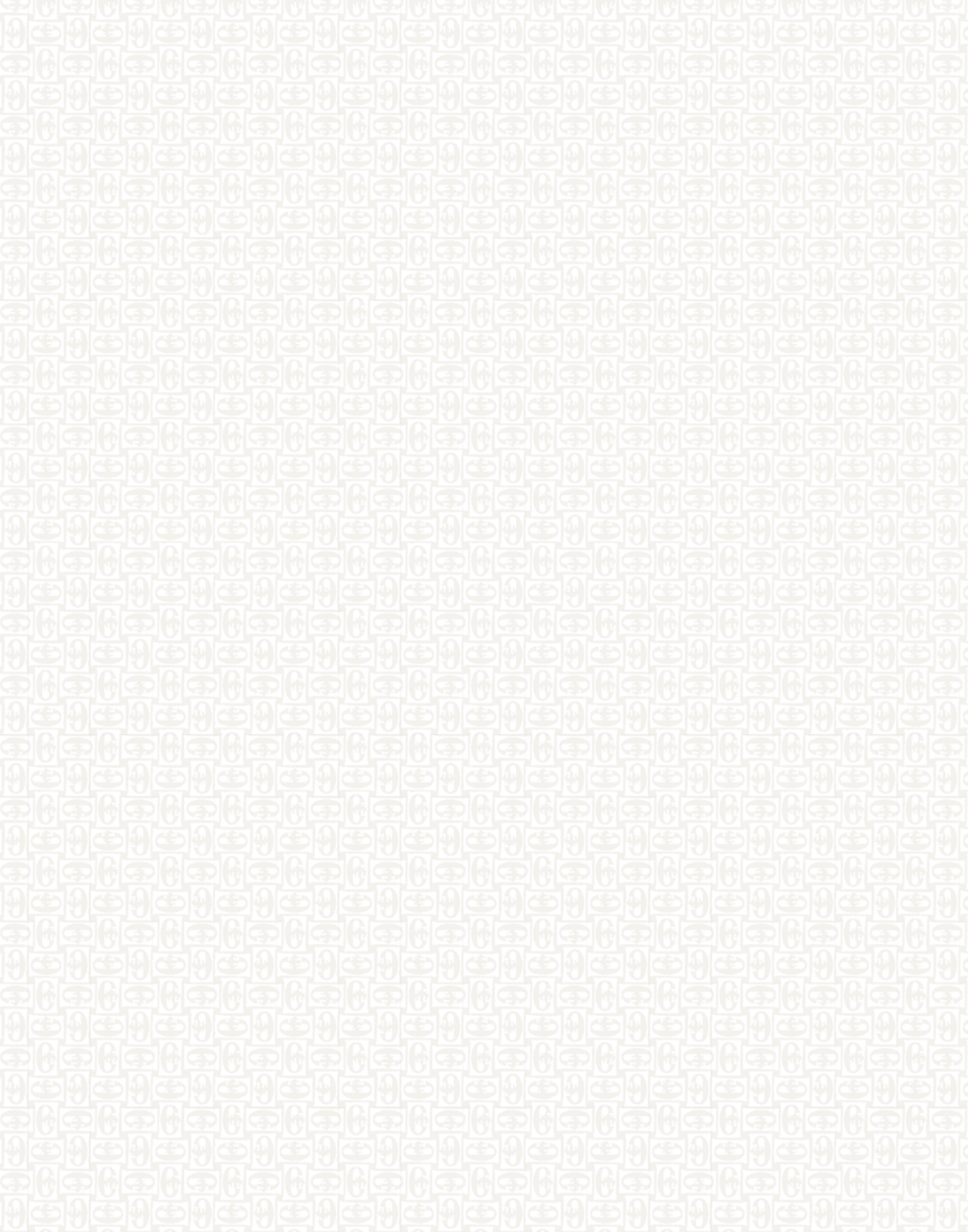


Joining Conte of Florence means becoming part of a big family, using the brand's name, its products and modern management system, embracing the company's know-how and the wealth of knowledge and experience it has acquired over the years.

The new concept store inaugurated in 2014 faithfully reflects the brand's philosophy, where fashion sportswear encounters leisure time in a perfect duo. The duo translates into an original style and a clean, essential design, from the furnishings to the choice of colour. Plays of ultra-light nuances, mainly white and grey, instantly create an encompassing atmosphere of absolute relaxation.

And to recall the now decades-long bond between Conte of Florence and golf, there is also a touch of green, which renders every Conte of Florence store lively and welcoming. The ambience is completed by soft lighting that provides a sensation of profound wellbeing and by Conte of Florence's own room fragrance "Florentine Amber" for a multi-sensorial shopping experience.





Collection

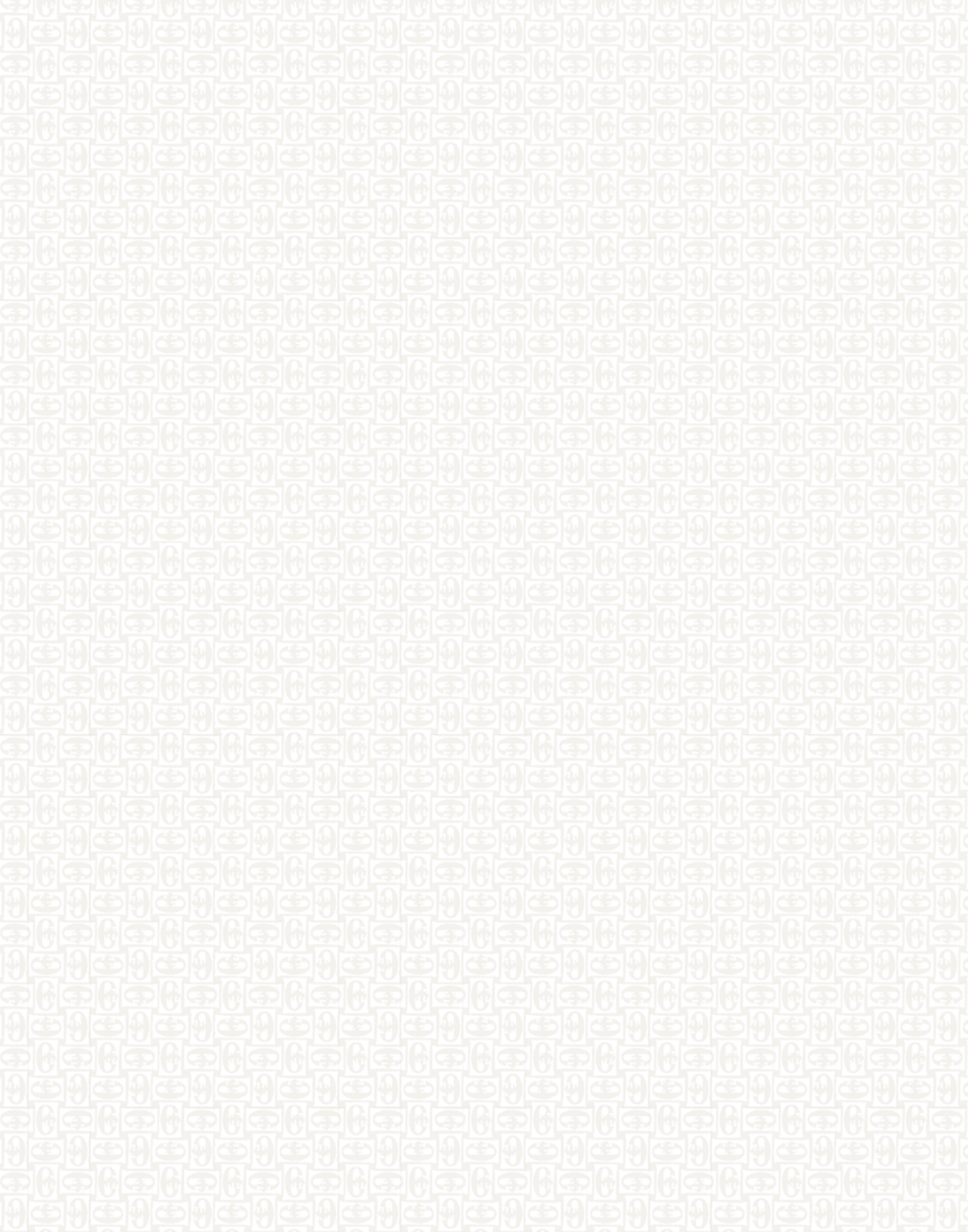


Famous as manufacturers of hats, and over the years for its Total Look, Conte of Florence currently offers a wide range of articles that goes from clothing to accessories and combine the elegance and sophistication of a city look with practicality.

Conte of Florence product lines characterized by authentic ties with prestigious sports include Men and Women's Sportswear, Men and Women's Sport, Hats, Accessories and Bags. All accompanied by flash Limited Editions of particular product categories, the company's core business.







Inspired by De' Medici

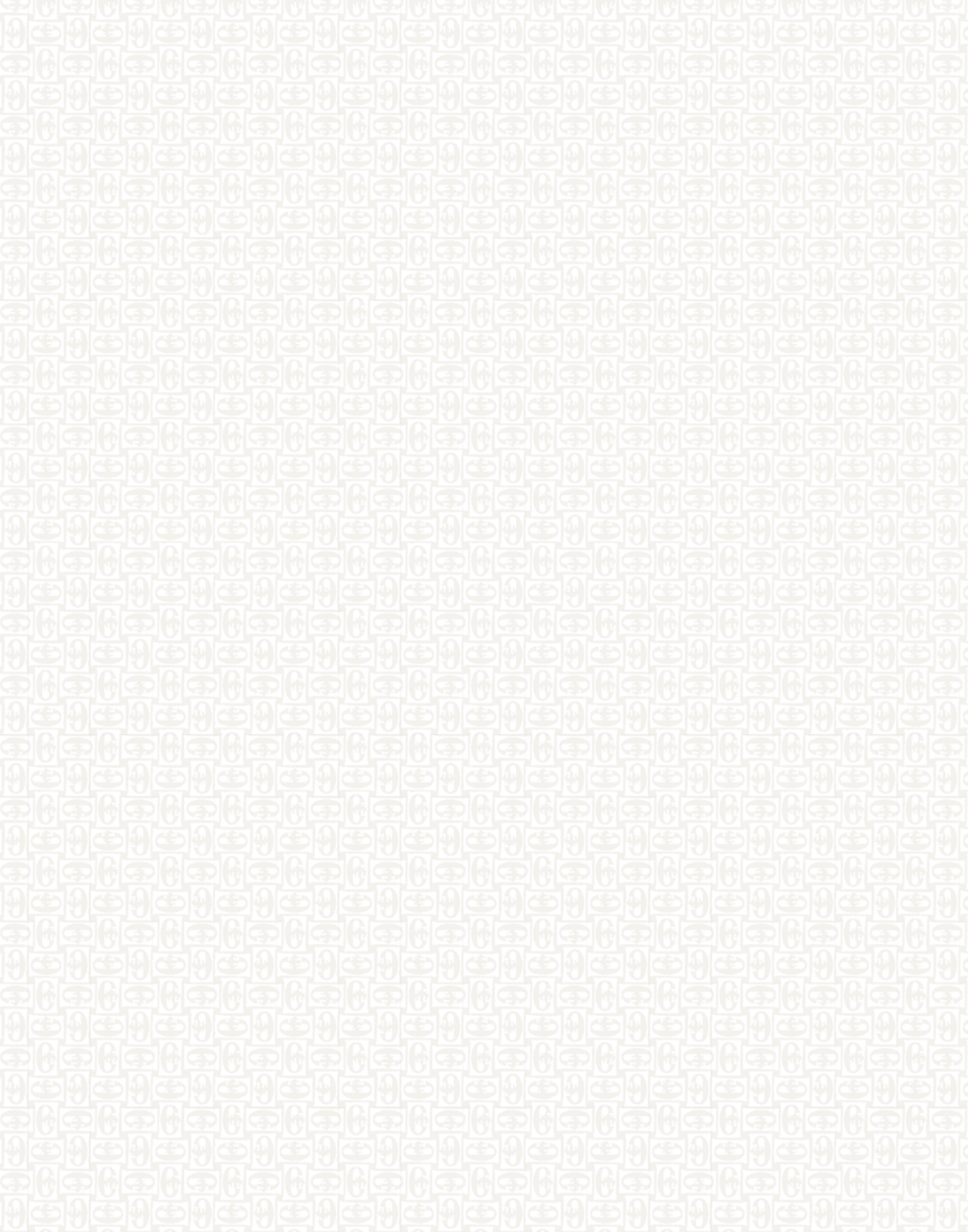


The Conte of Florence new line of Inspired by de' Medici bags and accessories was presented to the public in Conte of Florence stores in March 2014. The project, which revises iconic bags and pairs them with scarves and belts, is designed to pay tribute to the brand's Florentine roots and to the city of Florence and its history, from which it has taken so much, from its name to a love of beauty and living well.

Few are aware that it was a bag that set the company on its way, when a model displayed in the window of the Florence store aroused great interest among Italian and foreign consumers and created the premises for rapid international success. The models that have now been revived are splendid examples of Florentine creativity and craftsmanship and symbolic of the Italian know-how appreciated worldwide.

Inspired by De'Medici is also a tribute to the women of the de' Medici family - Caterina, Ginevra, Luisa, Camilla, Lucrezia, Margherita, Clarice, Isabella and Eleonora are the names of women who played a role in three centuries of Tuscan history, and now also the names of Conte of Florence creations, which like a fresco aim to reflect their personalities and characters.





Marketing & Communication



Marketing and communication are two increasingly important levers in Conte di Florence's strategies. To this end, the company invests constantly and heavily in advertising, sponsorships and participation in trade fairs.

The process of the brand's growth towards the Premium range has made it necessary to revamp its image in the advertising campaign, which has been planned and published completely in house. The creative concept faithfully reflects the brand's philosophy of Italian-ness and classic elegance with deep roots in the world of sport, while the decision to shoot it entirely in Florence further underscores Conte of Florence's ties with Tuscany's regional capital. The campaign is featured in leading Italian newspapers and magazines, as well as on the main information and fashion websites.



Photos previous pages:

Advertising Campaign Spring Summer 2014.

Photos to side and next page

Advertising Campaign Autumn Winter 2014/15.







Conte of Florence is involved in numerous sponsorship initiatives, both as sponsor of internationally renowned sportspersons and as Fashion Partner for the most prestigious national and international circuits, partnerships which over time have become an important part and distinctive mark of Conte of Florence's DNA.

In line with the brand's sporting motto, "Always with the Winners", the company created the Conte of Florence Golf Team, which over the years has included champions such as Costantino Rocca, Robert Karlsson, Diana Luna, Emanuela Canonica, Alexander Levy and Thomas Bjorn.

Worth particular mention among its many sports partnerships are those with Golf in Dubai, Omega Dubai Desert Classic, Omega Dubai Ladies Master, MENA Tour and Ricoh Women British.

The company also collaborates with many amateur circuits. One example is the Land Rover Golf Challenge, a tournament which includes stages at 14 of the best Italian golf club before the final held at the exclusive Ras Al Khaimah club in the Arab Emirates. 2014 will also see partnerships with the Unopiù Golf Trophy, Jaguar Golf Trophy and BMW Drive & Golf, the latter a golf clinic that gives players the chance to refine their technique under the guidance of Italian Golf Federation masters. A special mention with regard to sponsorization should be made concerning the finals of the 2014 World Corporate Golf Challenge for which Conte of Florence was Official Apparel Supplier – a significant achievement and an opportunity for great international visibility for the brand.

Every year the company takes part in the main international clothing fairs, such as Pitti Immagine Uomo and ISPO, Munich, the not-to-be-missed event for the winter sports industry.





