

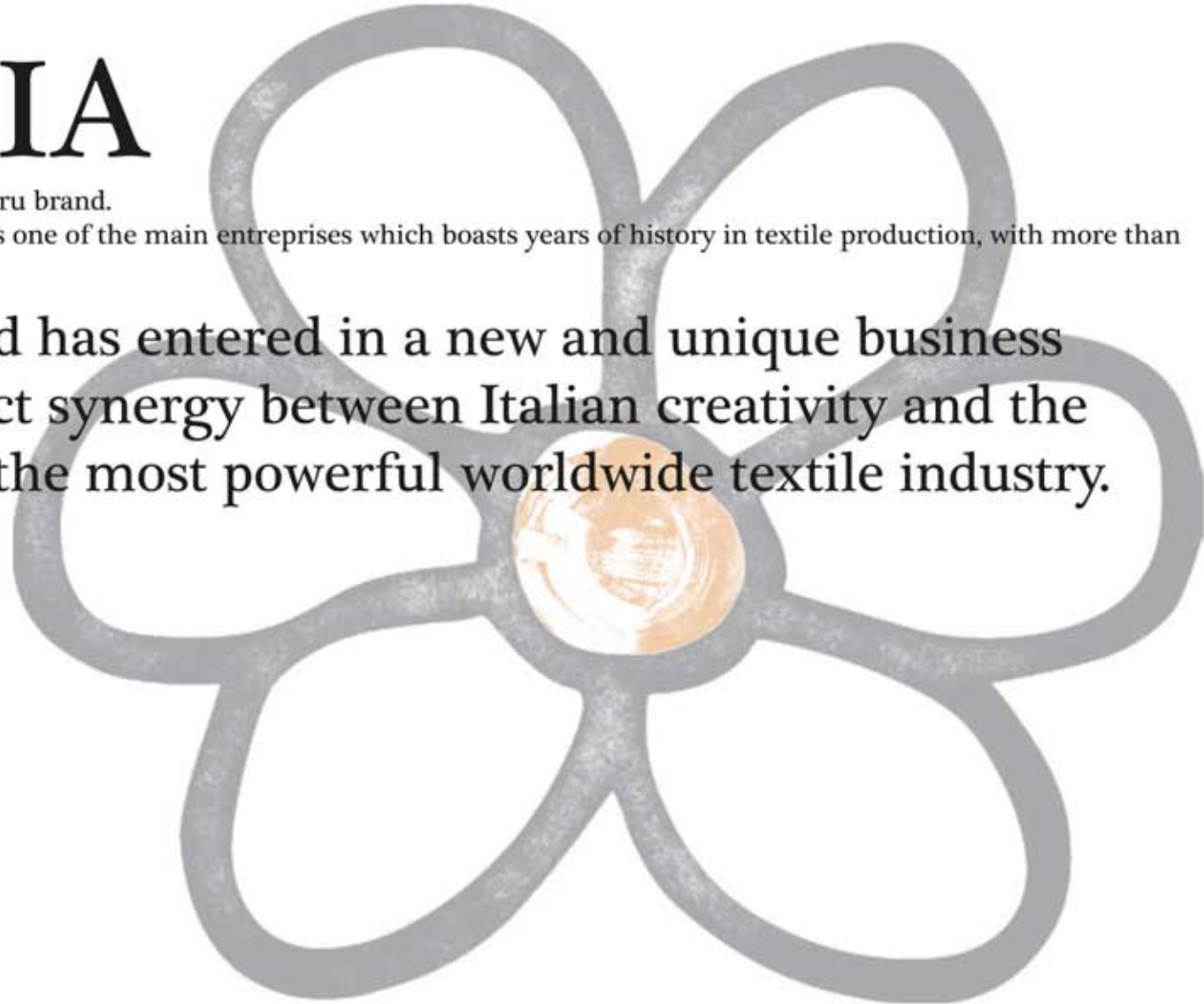
GURU

BRFL ITALIA

Bombay Rayon Fashion Limited owns, since 2008 the Guru brand.

The Indian giant, listed in the Bombay Stock Exchange is one of the main enterprises which boasts years of history in textile production, with more than 50.000 employees.

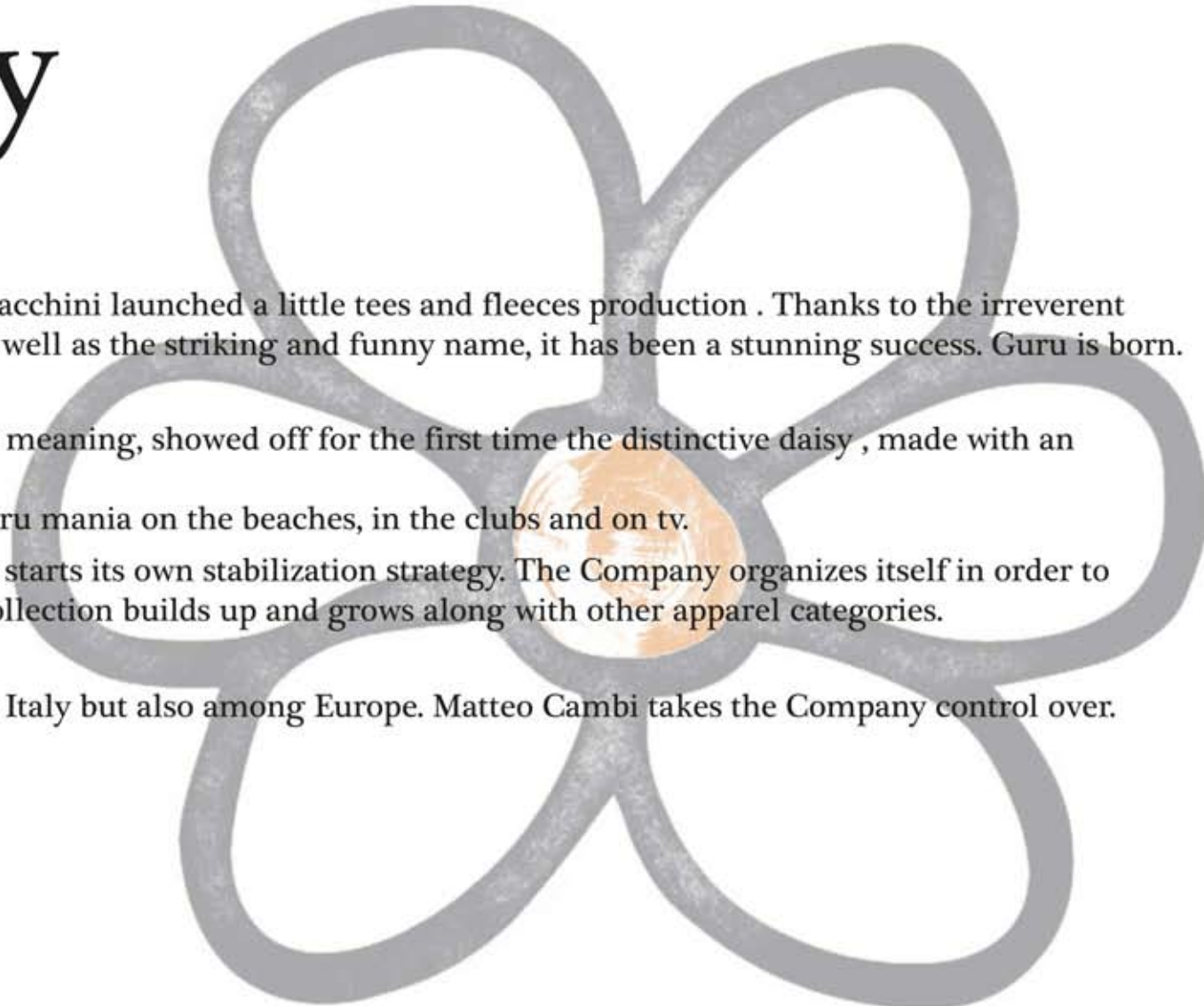
As BRFL joined, 'Guru' brand has entered in a new and unique business dimension, due to the distinct synergy between Italian creativity and the industrial strength of one of the most powerful worldwide textile industry.



GURU

The History

- 1999** Matteo Cambi and Gianmaria Montacchini launched a little tees and fleeces production . Thanks to the irreverent graphics and to the amused style as well as the striking and funny name, it has been a stunning success. Guru is born.
- 2000** Man's tees , tuned with their cheeky meaning, showed off for the first time the distinctive daisy , made with an almost childish stroke.
6000 sold out tees in 15 days. It's Guru mania on the beaches, in the clubs and on tv.
- 2001** Thanks to the word of mouth, Guru starts its own stabilization strategy. The Company organizes itself in order to sustain the product demand. The Collection builds up and grows along with other apparel categories.
- 2002** Guru's success increases not only in Italy but also among Europe. Matteo Cambi takes the Company control over.



GURU

The History

2003 In the wake of that huge success, Company founds Guru Gang brand, the kidswear Collection.

2004 Beyond football players, the racers. A sponsorship between The Renault Team and Guru started.

2005 Fernando Alonso won the Worldwide Formula 1 Championship with the Team Renault/Guru.
David La Chapelle signs the Spring Summer 2006 ADV campaign. La Chapelle's style Signature is the completion of the Company's vision.



Guru Gang ADV



Team Renault / Guru Fernando Alonso



GURU

The History

2006 Guru opens its very first flagship store in Milan. the Opening Party is hosted by Le Cirque du Soleil. Distribution starts among Europe (France, Spain, Portugal, Greece, Germany, Benelux) and Middle East.

2007 Guru joins , for the first time, the Pitti Immagine Uomo, while in July it opens its firts flagshipstore in Barcelona. Jorge Lorenzo is testimonial of the brand.



Milano, C.so di Porta Ticinese



Firenze
Pitti Immagine Uomo



Jorge Lorenzo
and Matteo
Cambi

GURU

The History

- 2008** Bombay Rayon Fashion Limited buys Guru brand.
Gianmaria Montacchini is called back to join the Creative guidance.
BRFL starts its own distribution strategy in the Far East.
Guru joins Bread and Butter fair in Barcelona
- 2009** Guru opens its first flagship in Bombay in Bandra, a space of 200 squared metres thanks to a Special concept project conceived and developed by 'Duccio Grassi Architects'.
- 2010** Guru opens in Florence. In March Guru opens also its first store in Shanghai, at Gateway Mall. This is the first of other openings around China. In April, two new Italian openings, Palermo and Bari.



BBB Barcelona July 2008



Guru Florence store



Guru Bombay store

GURU

The History

2011 Summer season starts with 'Guru Back in Town' Special project, a set of events located in the most popular Italian beaches and clubs. Guru also celebrates the Anniversary of 'Sogo' Department Store in Shanghai with special events, catwalks and broadcasting. In November Guru renovates its ownbrand store in Grand Gateway, Shanghai, moving to an eminent location and setting a new store concept.



Phi Beach Baia
Sardinia
BACK IN TOWN



New Grand Gateway
Guru
Opening



street art in Milan



GURU

The History

2011 Simone Mantura joins the Company as a CEO. Mantura has been in charge as Sales and Licenses Director at Balenciaga and GTR Spa, working with brands as Helmut Lang Jeans and VWestwood Anglomania, before becoming General Diector at Bikkembergs and Calvin Klein Collection, being CEO at Ruffo and Marithé Francois Girbaud . A new strategy is starting implementing the world of Guru products throughout the licensing development.

2012 Matteo Cambi is called back directly by Simone Mantura who wanted to recreate the winning initial team which established the very first success .



Matteo Cambi



Simone Mantura and Matteo Cambi

GURU

Today

Beyond the ownbrand stores in Milan, Florence and Bari, Guru counts Franchising stores of Brescia, Palermo, Catania, Ventimiglia. Wholesale distribution counts more than 90 shop in shops.

Brescia



Guru Gang @ Pitti Bimbo



Guru Gang Shoes @ Micam



Guru signs important agreements regarding kid's shoes and Apparel, perfumes and bags.



Bari



Guru scent @ TWFA Cannes



Pitti Immagine Uomo

GURU

Licenses

Bombay Rayon Fashion Limited has immediately set itself in the forefront of the License development project, creating a new company named BRFL Licenses srl, with the only aim of managing all the licences.

So far, licenses are one of the key points of Guru strategy

Guru boasts a lot of important licenses , first of all the one pledged with one of the most important textile Italian industry IN.Pro.Di spa (Inghirami Group) for the whole main collection for both man and woman.

Guru Gang has been agreed with Marbel , an important kidswear Italian industry.

Methafora srl will be the partner for bags and leather goods, Open Mark srl for the nightwear and the underwear.

Italart is the partner for 'Guru scents', Zippo lighters , Siport Spa for kid shoes and Hiperfashion for bedding and home linen.

' I Fonditori ' is the very new partner in jewellery.

