

*Les Copains*







# History

The brand was created in 1959 and takes its name from the title of a popular French radio show: Salut Les Copains. Since its founding, Les Copains has been considered a symbol of the "Made in Italy" creative tradition from a technical and quality point of view.



# Company

Les Copains gets its start with knitwear. Its intense and technological approach to this delicate and sophisticated product, becomes the distinctive element of the brand.





## Intuition

Thanks to Les Copains intuition, knitwear abandons its traditional function and takes on the leading role becoming a symbol of style, glamour and excellence.



## Design

Many big names in fashion have always played an important role in developing the strong sense of style of the brand. High-caliber designers like Gianni Versace, Anne Marie Beretta, Thierry Mugler, Dolce and Gabbana, Franco Moschino, Karl Lagerfeld, Lawrence Steel, Riccardo Tisci, Julian McDonald, Antonio Marras, Antonio Berardi, Albino D'Amato, Alessandro Dell'Acqua have all contributed to the Brand's excellence.

# Values

**EXCELLENCE:** Comes from the utmost attention to details, constant research on product and careful selection of business partners.

**CRAFTSMANSHIP:** Presenting a product of the highest quality and craftsmanship. The connection with the customer is intimate and personal.

**HERITAGE:** Making a woman feel special and unique, without sacrificing the tradition.

**INNOVATION:** Les Copains connects with a woman by presenting new visions and new ideas, all in keeping with the core values of the brand.

**CREATIVE EXPRESSION:** The spark of artistic creativity, as interpreted through the eyes of the designer.

**RELEVANT:** always being attentive to the customers' lives and lifestyle. Relevancy makes the brand special and bespoke for the individual.







# Les Copains Today

A company with extraordinary skills from prêt-à-porter to haute couture. Traditional techniques combined with advanced technology and significant investments make it possible to create a unique and high quality product. Production is mainly made in Italy and the full product development as well as all last finishings are done internally at BVM to ensure the best results of the entire production process.





## Vision

To be recognized as a global brand that offers the perfect balance of modern innovative styles, tradition, heritage and savoir fair.





## Mission

The vocation to dress a woman in all of her expressions. Being the example of a company that has the ability to renew itself over time and proposing an attractive and high-quality product. Furthermore, Les Copains aims to maintain a successful image in the luxury goods market in order to distinguish itself from other competitors.





**Les Copains**



**Runway  
Les Copains**



**Blue  
Les Copains**

**(Main Line + Pre Collection)**



# Les Copains Runway

This collection represents the highest expression in terms of image, creativity and innovation. It is shown on the catwalk during Milan Fashion Week and it is the focus for all advertising and PR activities.





## *Les Copains*

This collection expresses all the values and historic tradition of the brand. It is sophisticated, chic and always contemporary. Knitwear is highlighted with iconic stitchings mixed with innovative shapes and techniques for a collection that dresses a woman for any occasion.



*Blue*  
**les copains**



This collection represents the Les Copains mood into casual elegance with competitive pricing, always maintaining the tradition of quality sportswear.

# Distribution

## USA - Canada

Saks Fifth Avenue shop in shop:

Beachwood - OH  
Birmingham - AL  
Chicago - IL  
Cincinnati - OH  
Columbus - OH  
Indianapolis - IN  
Las Vegas - NE  
Long Island - NY

Raleigh - NC  
Richmond - VA  
Saint Louis - MO  
South Coast Plaza - CA  
St. Louis - OK  
Tyson Corner - Va  
Palm Beach Gardens - FL  
Tulsa - OK

Sherway Gardens - Toronto - ON - CDN

## Europe

Monobrand Stores:

Milan  
Florence  
Rome  
Moscow  
Almaty

Via Spiga 32  
Piazza Antinori, 2-3/R  
Via Borgognona 32  
Smolensky Passage  
Esentai Mall 77/8

## Japan

Nagoya

Matsuzakaya

Osaka

Imperial Hotel Plaza  
(monobrand store)  
Takashimaya - Namba

Tokyo

Matsuya - Ginza  
Odakyu - Shinjuku  
Takashimaya - Nihombashi  
Mitsukoshi - Nihombashi

## Taiwan

Taipei

Howard Plaza Hotel  
(monobrand store)





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