



**POLLINI**



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# 01 Overview

A long-standing passion for craftsmanship, quality of product and attention to detail. These are the values that represent Pollini brand.

Recently, Pollini choosed to elevate the bran to a new high level, by mergeing its DNA with a touch of modernity.

Every season Pollini has been giving both national and international visibility thanks to a strong media and trade efforts.



# 02 History



**1953** \_ The company has been founded .  
Pollini family comes from a long tradition of shoes makers  
and a strong business of high quality shoes and accessories  
collections has been developed since the beginning.

**1963** \_ Opening of the first boutique in Ravenna (northern Italy).  
In the following years many other boutiques will be opened:  
Rimini, Milan, Florence, Venice and in other cities throughout the  
Italian Country.

**2001** \_ The prestigious luxury group AEFPE acquired the 72% of  
Pollini. Thanks to this acquisition Pollini became the accessories  
manufacturing platform of all the Aeffe brands : Alberta Ferretti,  
Moschino, Pollini and Phylosophy.

**2010** \_ Nicholas Kirkwood has been appointed Creative Director  
of Pollini brand

**2010** \_ The British Fashion Council announced designer  
Nicholas Kirkwood as winner at the British Fashion Awards

**2011** \_ Aeffe S.p.A. acquires from York S.r.l. the remaining 28%  
shareholding of Pollini, becoming the unique shareholder.

**2012** \_ Opening Pollini Milano boutique, via della Spiga 15

**2012** \_ starting the Pollini e-commerce

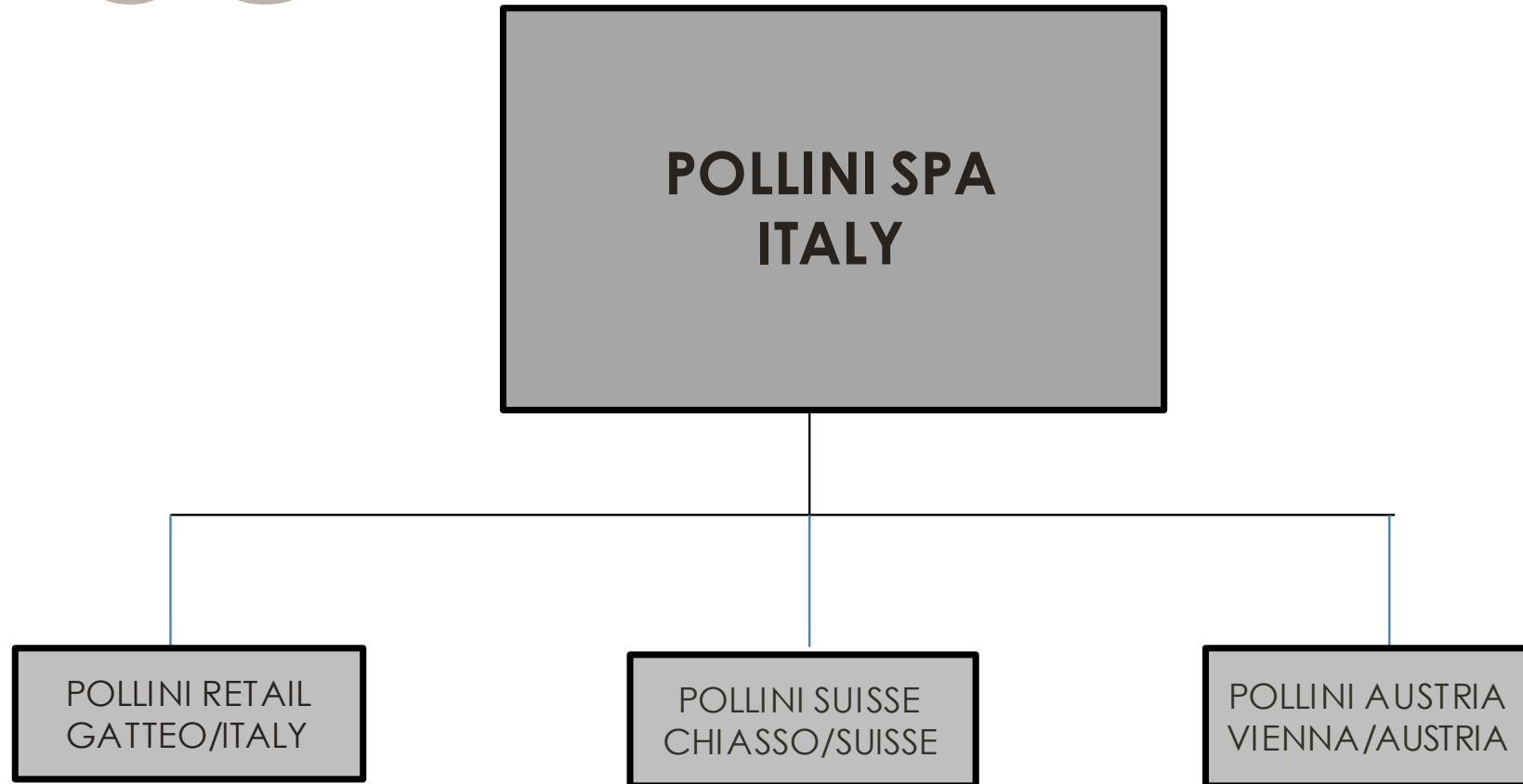
**2013** \_ Celebration of the 60' anniversary with an Event in Milan

**2016** \_ Launching of "Pollini Heritage Collection", a revisitation of  
the iconic all-over monogram print

**2020** \_ Launching of "Pollini Archive Collection"



# 03 Group Structure



PRODUCTION	156	
MARKETING, SALES AND RETAIL	143	
STAFF	21	
<b>TOTAL</b>	<b>354</b>	



# Organization

Simone Badioli  
Chairman

Marco Piazzi  
Managing Director

Natalia Battaglini  
Merchandising & Style  
Director

Giuseppe di Giovanni  
Commercial Director

Paolo Giorni  
Retail Director

Alberto Aguzzoni  
Production Manager  
Shoes

Rainero Candiotta  
Production Manager  
Leathergoods





# 04 Brand Values



CRAFTSMANSHIP



INNOVATION & DESIGN



QUALITY & TRADITION



# 05 Pollini Collections







# Woman's Collection

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Woman's collection reveals two specific but complementary worlds, ranging from daywear styles to the most sophisticated evening and feminine silhouettes.

The collections, renovated every season, stands out for the combination of craftsmanship with an innovative design.

A strong focus on materials and details is the key for developing distinctive styles with competitive price ranges.

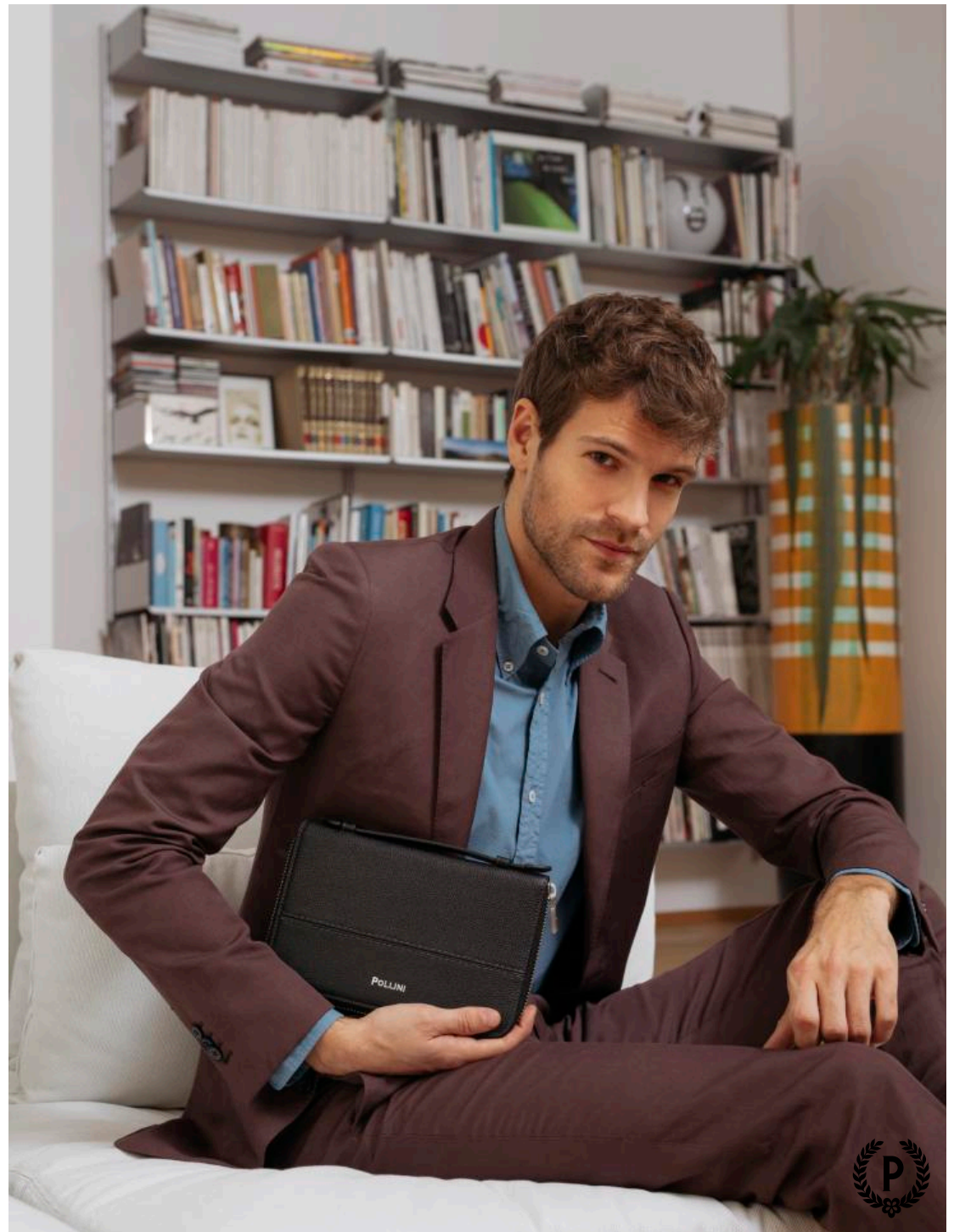
The Pollini woman's collection covers various category of products: shoes, bags, small leather goods and textile accessories.



# Man's collection

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A versatile and refined design, revealing a perfect balance between urban elegance and casual attitude. Shoes, bags and small leathersgoods.







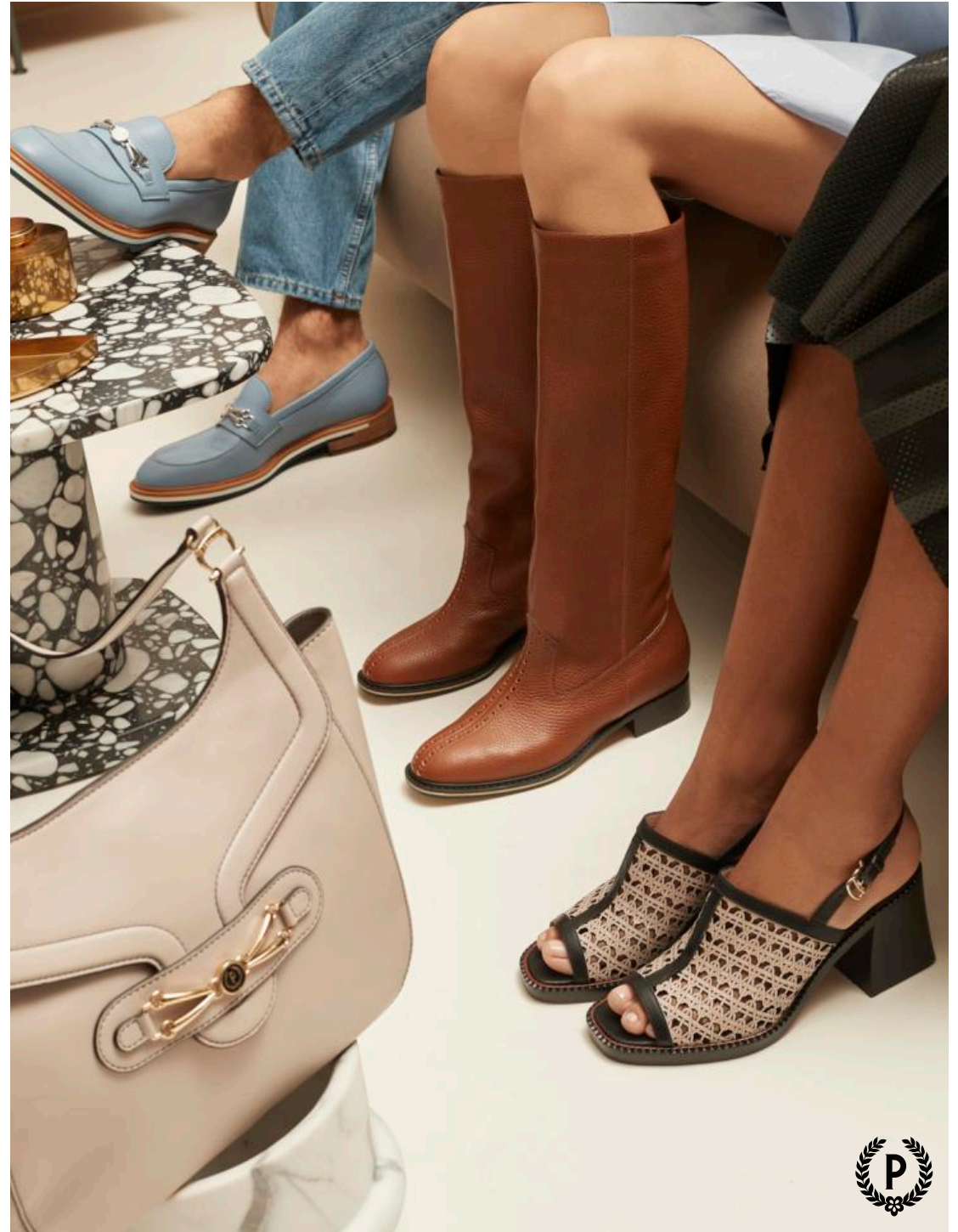
# The Archive

collection

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The "Archive" Collection, launched for the first time in SS20, is inspired by the DNA and the stylistic codes that have determined the brand's success for over 60 years.

The collection plays with the milestones of the brand reinterpreted in a modern and contemporary way, according to the seasonal mood.





# Heritage

collection



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**The Heritage collection is a carry over**, characterised by the iconic all-over monogram prints. Bags and small leathergoods, belts, shoes, textile accessories, umbrella.





# Press & Editorials 06





In Style - Russia - March 2020



Chic - China - February 2020









-Pagina-

64

NEOCHIC

Per la showgirl Elisabetta Canalis abito Ingeria in seta con ricami effetto piume (Ermanno Scerivano). Sandali in camoscio con cristalli (Pollini).

ELISA CANALIS

Grazia - Italy - 5th March 2020

20 EDITORIALE di Silvia Grilli e la posta di GRAZIA

26 GLI INDISPENSABILI DELLA SETTIMANA

ATTUALITÀ

33 LE 10 NOTIZIE DI CUI PARLARE

- La vera faccia del coro
- Tutti uniti per Milan mancato del nostro calcio
- Parigi riprogramma il
- Vota il look •Il nuovo Weinstein •L'esodo in Siria •Greta, io non ti
- La madre che in un giorno perso due figli •Se il fu con Lady Gaga

58 E ANCHE Questa settimana

60 E ANCHE WEB

64 STAR DI COPERTINA Canalis: «Dove mi porta passione»

74 LA RIBELLE Cynthia: «Non sarò mai la signora voleta»

80 IN PRIMA LINEA Tutta uomini di Taylor Swift

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88 L'EREDE Aurora Ramo: «Il futuro che voglio per me»

93 ALLO SPECCHIO Franca Inaudi: «Tutte le fragole madri»



Trench con tasche oblique, cintura e bottoni con tasche (Max Mara). Sandali in pelle e glitter (Pollini). Trucco: Michele Magnani Global Service Artist MAC Cosmetics. Pesticatura: Niki Epigallida Coppola Agency using L'Oréal Professional

Grazia - Italy - 5th March 2020







BQ - China - 20th February 2020



Arnica - Italy - January February 2020





Elle - Italy - April 2020



Io donna - Italy - 14th March 2020

Mini cassetta "Kata monogram" in pelle, con tracolla (3.190 euro)  
giacca in maglia, lino  
in seta, dorata e cintura  
**SAINT LAURENT BY ANTHONY VACCARELLO**, sandali platform in pelle laccata  
POLLINI 295 euro.

10 DONNA 14 MARZO 1982





# Хочу! Хочу! Хочу!



## МАРШ В ПАСТЕЛЬ!

*Бантики, оборки, пастельные цвета и прочие романтичные задатки вносят свою лепту сезону! Кажется, теперь классические туфли появятся и в гардеробе даже у активных, разбавившись кружевом. Почему бы и нет? Grazia как раз подарила специальное шоу у Pollini: эффектный катлуж, приятный и модный ассортимент — все это только здесь!*

Grazia — Russia — 4th February 2020

ПРИМЕР

# Тепло, еще теплее

Пуховик давно перешел из разряда утилитарных вещей в категорию модных must-haves, а среди множества его версий найдется подходящая для любого случая. Мы выбрали четыре модели, с которыми можно создавать актуальные образы в стиле apres-ski всю зиму. Например, укороченная куртка терракотового оттенка в сочетании с кожаными брюками и ботинками в шотландскую клетку подойдет для вечеринки или встречи с друзьями.

ФОТО **EVGENIY KRUGLOV**  
СТИЛЬ **IRINA FIRSOVA**  
ТЕКСТ **МАРИЯ МУДРЕНКО**



Пуховик, **Diego M.**, 39 600 р., ЦУМ, т.: (495) 953 7500;  
куртка, **Lee Jo.**, 18 490 р., магазин Lee Jo, т.: (495) 775 1110;  
водонепроницаемая куртка, **ESCADA Sport**, цена по запросу, бутик ESCADA, т.: (495) 515 1099;  
ботинки, **Sandro**, 49 900 р., sandro-paris.ru; ботинки, **Pollini**, 34 490 р., бутик Pollini, т.: (495) 9 549



Amica — Italy — January February 2020



in crepe di lana  
double e magli  
cashmere e se  
tutto Laura Bi  
Sandali di su  
e glitter. Pelle

Donna Moderna – Italy – 20th February 2020



Cosmopolitan – Russia – March 2020





# 07 Activities & special project



# Pollini in the fight against Covid-19

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Pollini is actively committed to supporting the fight against Covid-19.

For every purchase made on [pollini.com](http://pollini.com) starting today, 10% of the proceeds will be donated to the Local Health Authority of Romagna (AUSL Romagna).

By placing an online order within the next three weeks, each customer will join us in supporting the daily research studies and healthcare activities of this institution.

# POLLINI

**Pollini is actively committed to supporting the fight against Covid-19.**

**For every purchase made on [www.pollini.com](http://www.pollini.com) starting today, 10% of the proceeds will be donated to the Local Health Authority of Romagna.**

**By placing an online order within the next three weeks, each customer will join us in supporting the daily research studies and healthcare activities of this institution.**





# Pollini loves Gum

In occasion of the launch of the FW19 collection, a special silhouette of sandal has been made exclusively for GUM, unveiling the traditional Pollini craftsmanship.

The softness of the nappa and the shininess of the metal printed python leather meet in a beautiful knot, standing out from the upper.

The collaboration has been celebrated by an event, held in Pollini boutique - Moscow on April 4th 2019.



# Mazda MX-5 limited edition in partnership with Pollini Heritage

In occasion of the launch of SS19, Pollini and Mazda renewed their collaboration and unveiled the Mazda MX-5 Limited Edition in Partnership with Pollini Heritage, a limited edition of the iconic Mazda roadster, with unique accessories, as well as an exclusive kit of bags and sneakers by Pollini Heritage.

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# Nataly Osmann for Pollini

At the end of 2019, Pollini announce a collaboration with the influencer Nataly Osmann. Merging Nataly's strong fashion sense with the DNA of the brand, a new impactful capsule collection has been conceived, dedicated to sleek and stylish women. The collection has been presented on February, during Milano Fashion Week. The project is still receiving a strong boost in terms of social and media activities.



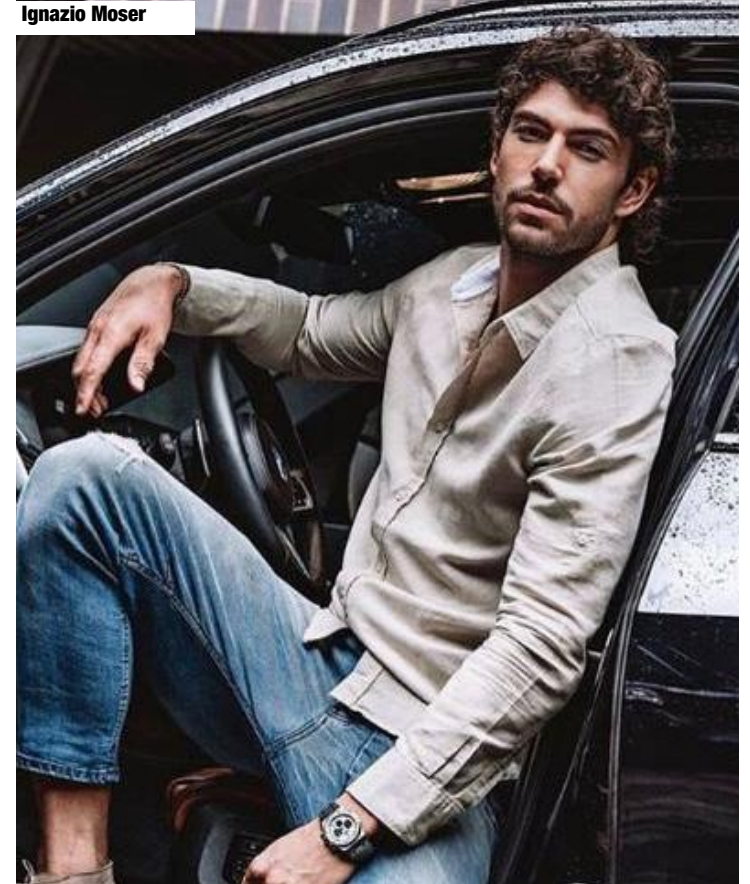


# Celebrities

Elisabetta Canalis



Ignazio Moser



Elisabetta Canalis





Ignazio Moser



Ignazio Moser walking in his Pollini loafers above Florence.

Ignazio Moser & Cecilia Rodriguez



Ignazio Moser & Cecilia Rodriguez at 96° Pitti Immagine for Pollini.





**Valentina Ferragni**



*Valentina Ferragni walks the red carpet during the 76th Venice Film Festival wearing Polini sandals with crystals from FW 2019.*

**Veronica Ferraro**



*Veronica Ferraro around Florence with our multicolor sandals and white shoulderbag from Polini SS19*





Francesca Sofia Novello



Francesca Sofia Novello shines on the stage of the 70th Sanremo festival wearing Polini SS20 eye-catching sandals.

Francesca Sofia Novello



Francesca Sofia Novello shines on the stage of the 70th Sanremo festival wearing Polini SS20 eye-catching sandals.



# 08 Fairs & Events





# Pitti



Pollini presented the Men's Fall/Winter 2020 collection inspired by travel and the 1970's winters at the 97th edition of Pitti. The brand's iconic styles are reinterpreted in a daywear mood with vintage flair, evocating the atmosphere from the most famous ski resorts.

Craftsmanship and the avant-garde meet in this collection that combines aesthetics and functionality.

The brand Pollini reconfirms the core values of its character; authenticity, refinement and Made in Italy.





Pollini presented the new “Secret Garden” capsule collection during the 89th edition of MICAM in Milan (February 2020).

The collection, inspired by the romantic cherry blossom, is characterised by the iconic all-over print on a black base while the floral motifs are combined with golden keys and butterflies, creating the mysterious and suggestive atmosphere of a “secret garden”.

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# Micam





# Milano Fashion Week



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Every Milano Fashion Week Pollini organize a big event in order to present the new collections.

This event is the occasion to meet press, social influencer and celebrities.

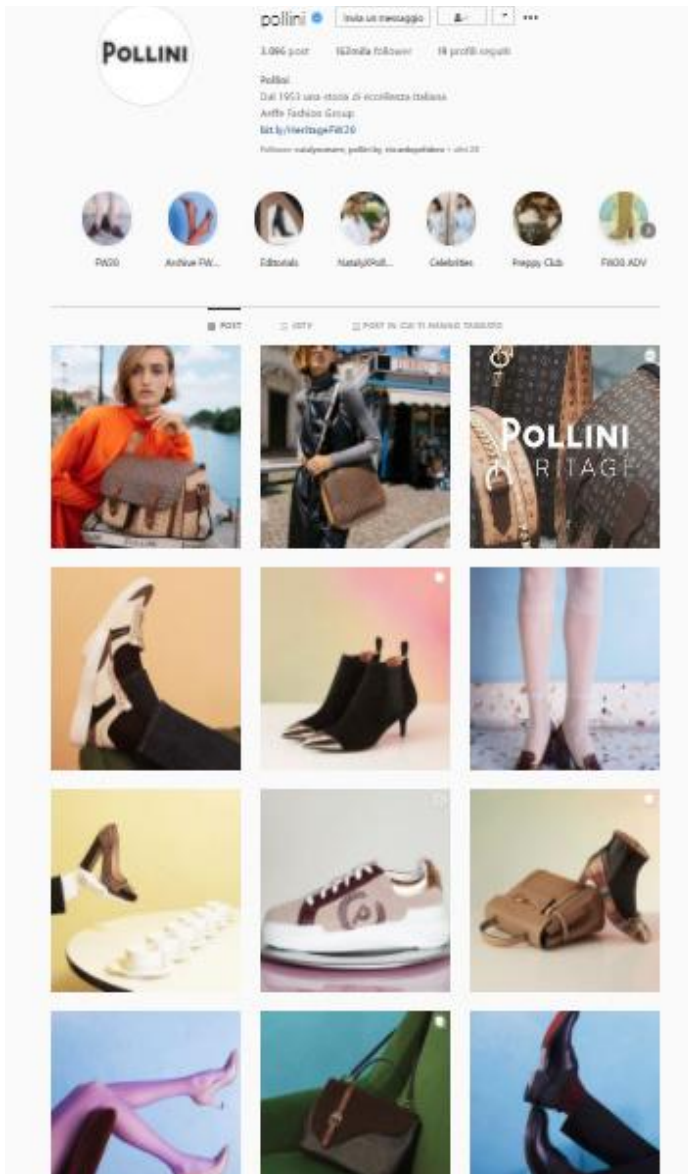


# 09 Social Media

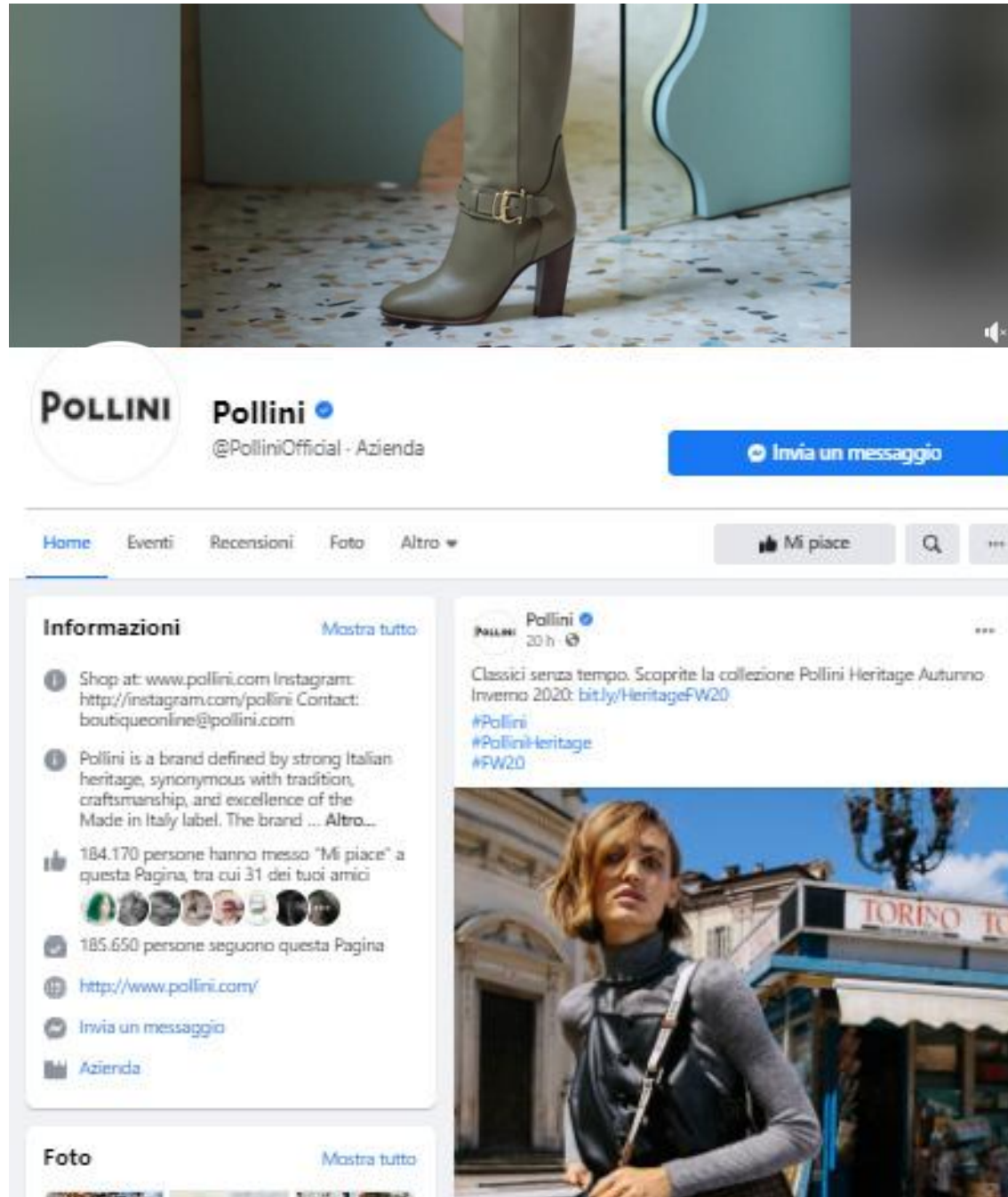




# Instagram



# Facebook




The image shows a screenshot of the Facebook profile page for Pollini. At the top, there is a video player showing a close-up of a woman's legs wearing dark, high-heeled boots with a gold buckle. Below the video is the Pollini logo and name, with the handle @PolliniOfficial and the word 'Azienda'. A blue button says 'Invia un messaggio'. The navigation bar includes 'Home', 'Eventi', 'Recensioni', 'Foto', and 'Altro'. There are also buttons for 'Mi piace', a search icon, and a menu icon. The 'Informazioni' section on the left provides contact details, a brand description, and engagement statistics. The main post area shows a recent post from Pollini about their 'Heritage Autunno Inverno 2020' collection, with a photo of a woman in a dark turtleneck and vest standing in front of a building with a 'TORINO' sign.

**POLLINI** Pollini ✓  
@PolliniOfficial - Azienda Invia un messaggio


Home Eventi Recensioni Foto Altro Mi piace Q ☰

**Informazioni** Mostra tutto

- Shop at: [www.pollini.com](http://www.pollini.com) Instagram: <http://instagram.com/pollini> Contact: [boutiqueonline@pollini.com](mailto:boutiqueonline@pollini.com)
- Pollini is a brand defined by strong Italian heritage, synonymous with tradition, craftsmanship, and excellence of the Made in Italy label. The brand ... Altro...
- 184.170 persone hanno messo "Mi piace" a questa Pagina, tra cui 31 dei tuoi amici 
- 185.650 persone seguono questa Pagina
- <http://www.pollini.com/>
- Invia un messaggio
- Azienda

**Pollini** ✓  
20 h ☰

Classici senza tempo. Scoprite la collezione Pollini Heritage Autunno Inverno 2020: [bit.ly/HeritageFW20](https://bit.ly/HeritageFW20)  
[#Pollini](#)  
[#PolliniHeritage](#)  
[#FW20](#)

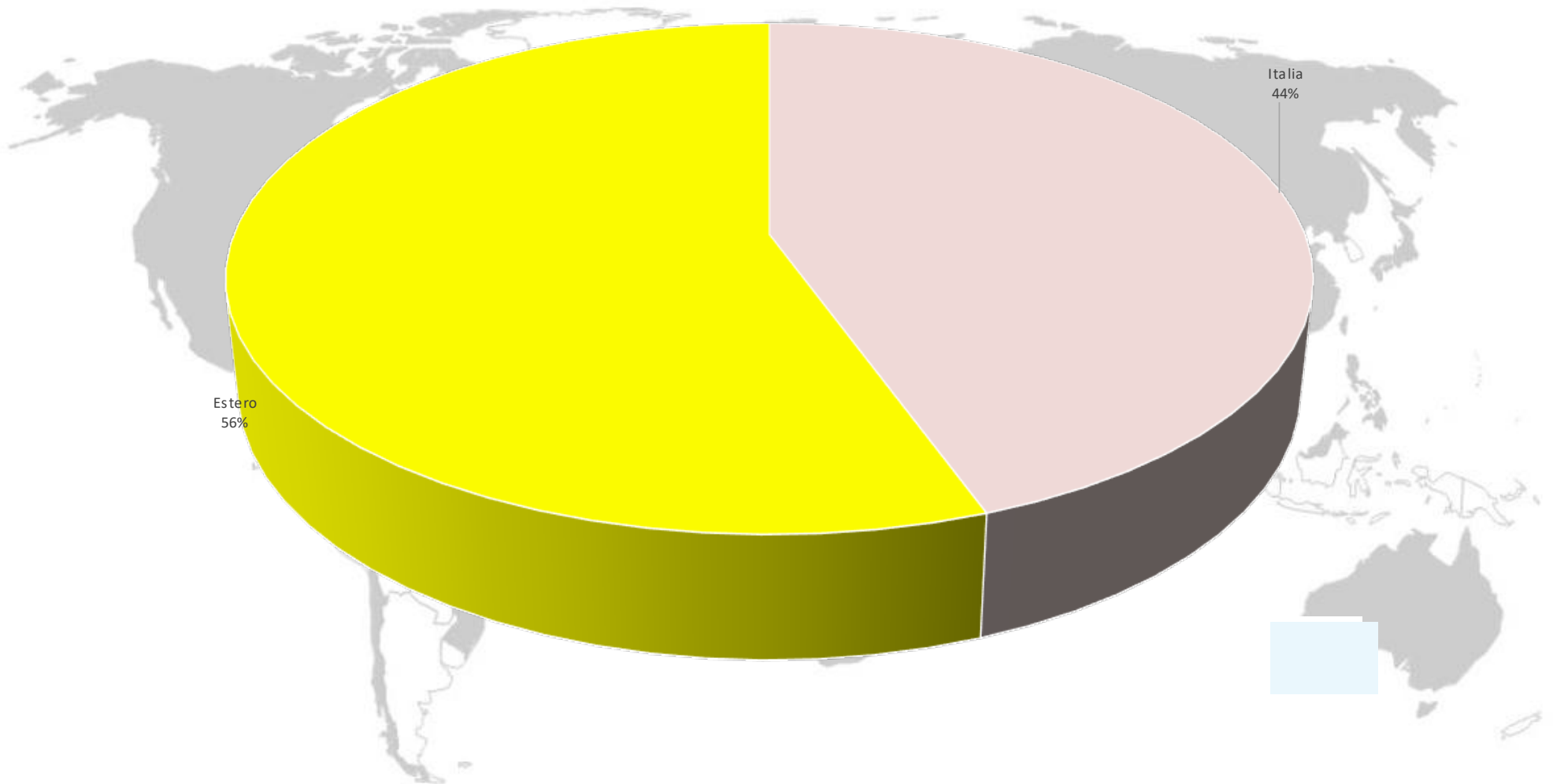




# 10 Distribution



# Pollini seasonal lines geolocation S.S. 2020







# Organization & Distribution

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The distribution of Pollini S.p.A. involves various channels:

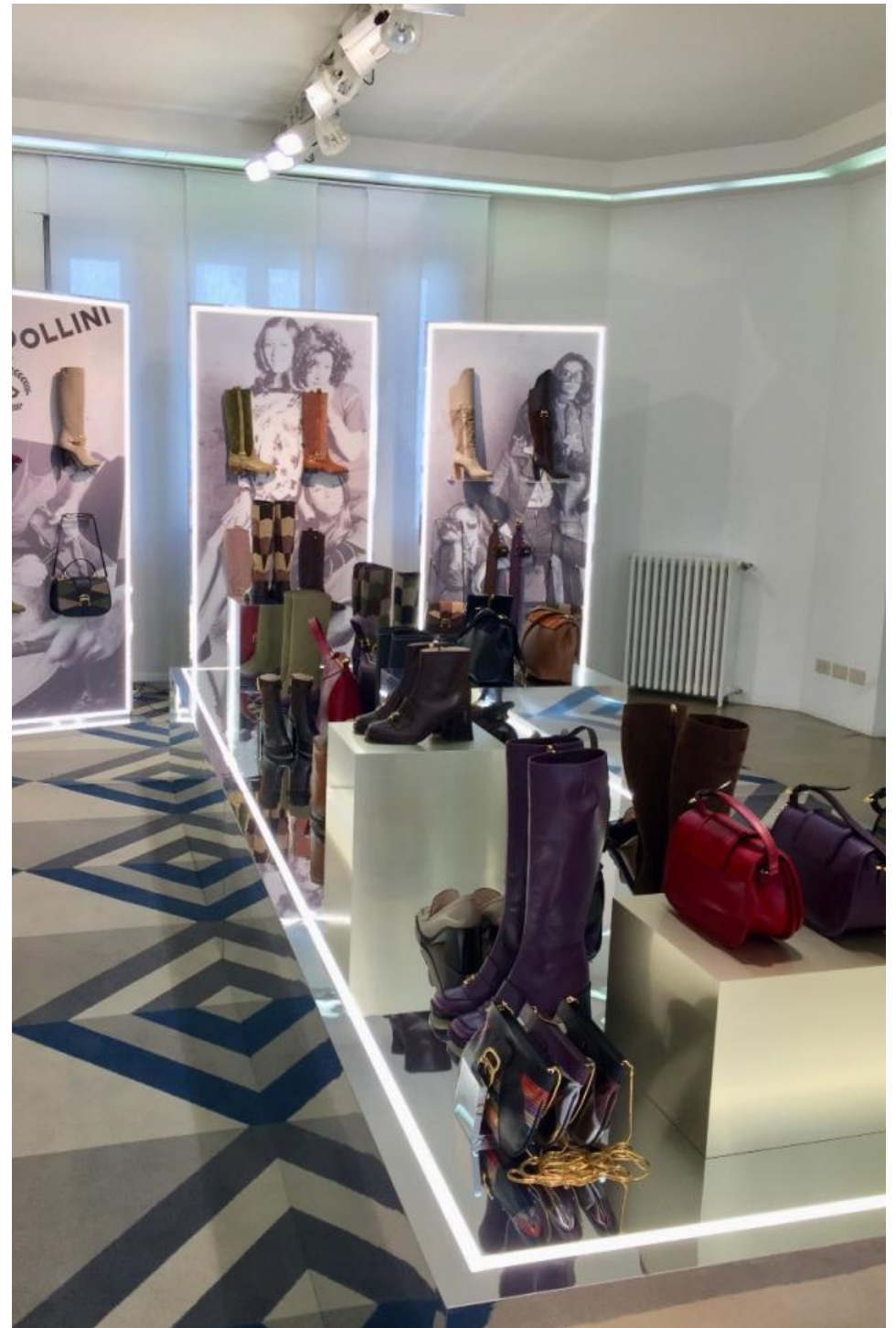
- . Pollini-managed showrooms
- . Showrooms operated by agents and/or distributors
- . Monobrand, direct and franchised points of sale

This structure allows Pollini S.p.A. to distribute its products throughout more than 1.000 leading multi-brand shops worldwide.



# Pollini Showrooms

- . Milan
  - . New York
- 





# Monobrand, Direct & Franchised store

	TOTAL	I	RoE	OTHERS
D.O.S	22	20	2	5
Franchised	11	2	2	7
TOTAL	33	22	4	12



# Boutique & corners



## ITALY

**MILAN** - VIA DELLA SPIGA, 15

**ROME** - VIA DEL BABUINO, 67

**ROME** - VIA COLA DI RIENZO, 242

**VENICE** - PIAZZA SAN MARCO, 186

**BOLZANO** - VIA LEONARDO DA VINCI, 1

**VARESE** - CORSO ALDO MORO, 21

**LECCO** - VIA F.LLI CAIROLI, 9E

## RUSSIA

**MOSCOW** - GUM, RED SQUARE, 3

**MOSCOW** - EVROPEISKY, KIEVSKOGO VOKZALA SQUARE, 2

## AZERBAIJAN

**BAKU** - PORT BAKU MALL, 151 NEFTCHILAR AVENUE

## BELARUS

**MINSK** - ZAMOK MALL, PRASPIEKT PIERAMOZCAU, 65

## GEORGIA

**TIBILISI** - SHOES PLAZA, 59 II QUARTER, VAZHA-PSHAVELA AVENUE

## MONTENEGRO

**PODGORICA** - NJEGOSEVA, 16

## POLAND

**WARSAW** - KLIF SHOPPING CENTRE, OKOPOWA STREET, 58/72

