



follier's
GROUP



CREARE PER I PICCOLI



WHO WE ARE

01 WE ARE THE SUM OF OUR DREAMS

A YOUNG COMPANY WITH A LOT OF EXPERIENCE.

Founded in 2009 by Michele and Franco Iovino with the aim of creating a company that stood out in the world of Italian fashion for children. **Follie's Group immediately made a different impact** in terms of style, creativity, quality, and service.

The company strategy to seek **excellence in raw materials** and in processing accompanied by a flexible, responsive service, proved to be highly successful, guaranteeing constant growth and a leading market position. Follie's Group is a robust manufacturing company present on worldwide markets but all the while preserving the dedication and care of typically Italian craftsmanship.



SHOWROOM

In the design
district of **Milan**,
the fashion city.

**Close to
the world.**



WHAT WE DO

02 WHAT COUNTS IS HANDS-ON EXPERTISE

We are artisans, manufacturers and dreamers.

We are in this trade because we are passionate about it. We have creative flair, craft skills, manufacturing capabilities, and strategic vision.

Production is based on the logic of **total quality**: from choosing the best raw materials on the world markets to manufacturing with selected partners.

The production sites are mostly located in Italy and in Europe, so we can **immediately monitor the stage of processing and guarantee smooth logistics, with benefits in quality, costs, and service.**





FIRST OF ALL, A GOOD IDEA

It all starts with one
good idea.
Original, in a recognizable style
but always different.
Something that
will express the times
we live in, anticipate them.

THEN...

- PROTOTYPES
- SAMPLING
- PRODUCTION
- DISTRIBUTION
- PROMOTION

Our partners rely on us because we know how to make the most of their brands.
Our customers choose us because we stay at their side after sales.







OUR BRANDS

03

WE MAKE CAREFUL CHOICES

Be carefully selecting licensed and proprietary brands we can offer a full range of products that target middle to high-end positioning and a competitive value for money ratio.

Our goal is not expansion as an end in itself. our strategies are aimed at **fully developing each individual brand** while offering a wide and varied range of products.

The brands that rely on us know that in addition to producing refined collections,

we support their market drive with **specific marketing actions**, implemented at sales points, on-line and through traditional communication channels.

The key to our success is satisfying the companies we represent, the distribution network and the end consumer.

No one is left out.

PROPRIETARY **BRANDS**

Miss Grant

MICROBE

Lil' Lil'
by Miss Grant

So twee
by Miss Grant

M+E[®]



PROPRIETARY **BRANDS**

I PINCO PALLINO



PROPRIETARY **BRANDS**

Ciccino® MEILISA BAI

MOIST
LOS ANGELES



LICENSED BRANDS



CAPE HORN

le Bébé


MANUEL RITZ

PAOLO PECORA
MILANO



OUR SERVICES

04 AFTER THE PRODUCT, COMES SERVICE

WE ARE THE ALWAYS PRESENT,
so that the relationship with the
customers doesn't end with the sale.

Follie's Group supports product promotion, recommends the best positioning strategy, and provides fast responses to restocking requests.

Our recognized flexibility gives us an edge that distinguished us from our competitors and makes us **real partners** rather than straightforward suppliers of our customers.

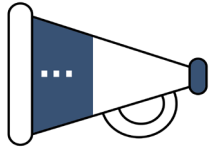




WE LOVE OUR CUSTOMERS

CUSTOMER FIRST,
for our company, it's a mantra.

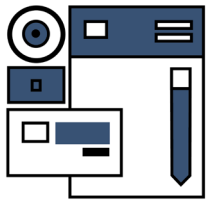
This is the reason why we offer
the best services for our customers,
starting from the first contact
until the after-sales experience.



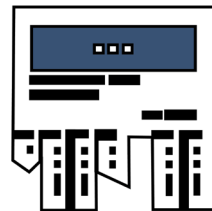
MARKETING



BRAND MANAGEMENT



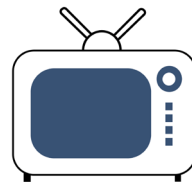
GRAPHIC DESIGN



COPYWRITING



ADV STRATEGY

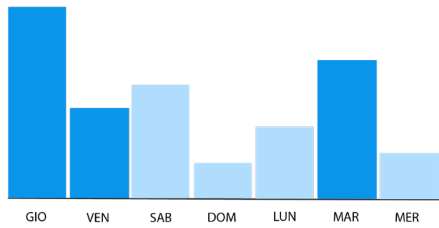


MEDIA PLANNING

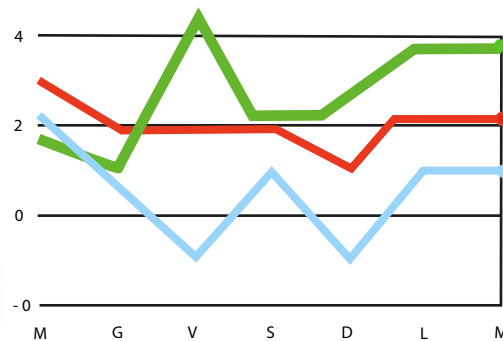
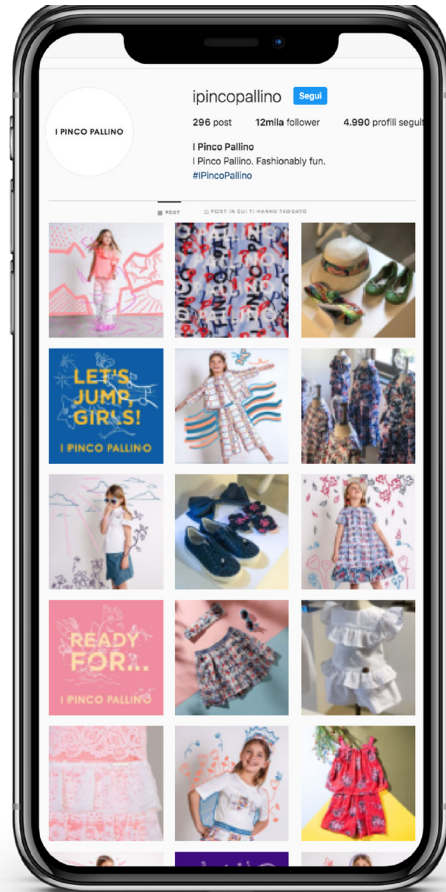
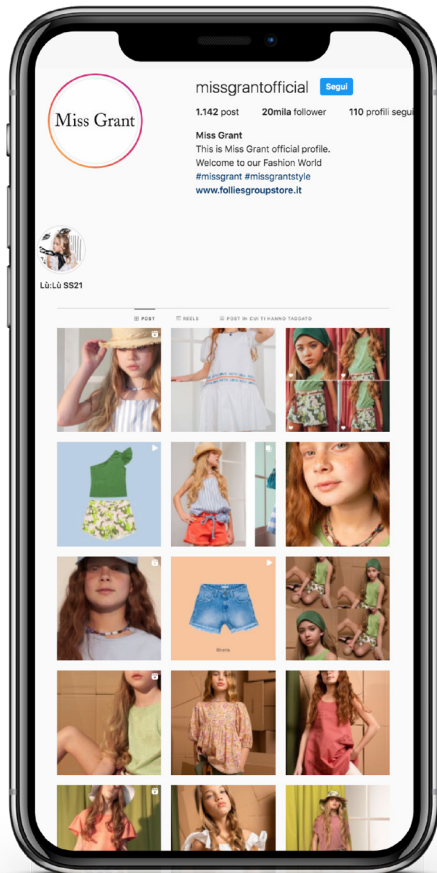
MARKETING DEPARTMENTS

OUR MARKETING DEPARTMENT IS EXTREMELY AND COSTANTLY INVOLVED IN:

- Defining and managing the **brand identity**;
- Consulting campaign management for marketing initiatives;
- **Producing marketing promotional materials**;
- Creating content providing **seo** optimization for our website;
- Monitoring and managing **social media**;
- Producing internal communications;
- **Media and pr activities**;
- Conducting and **marketing research**;

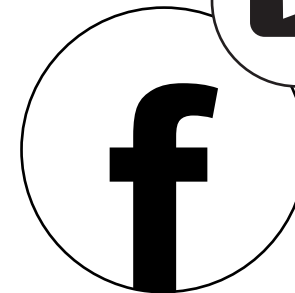


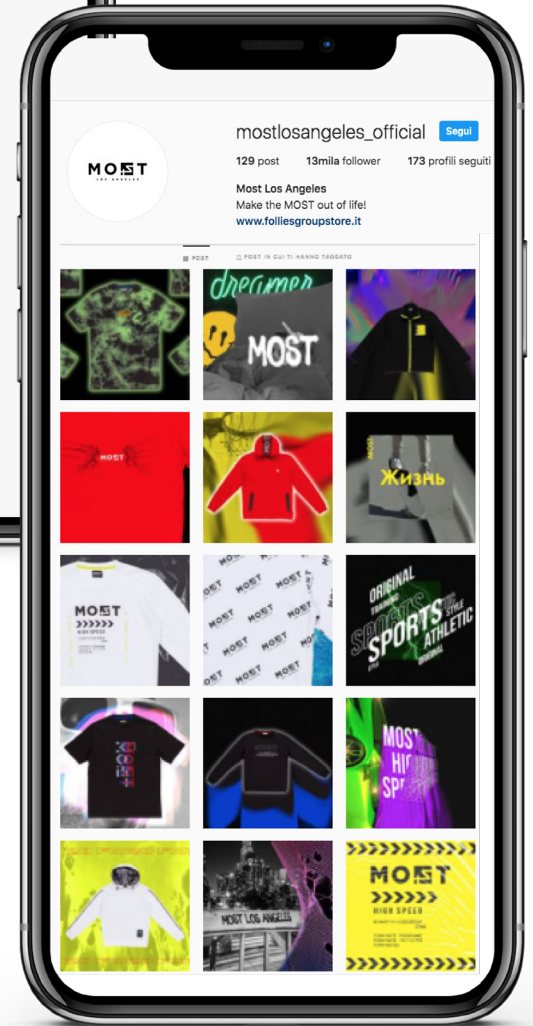
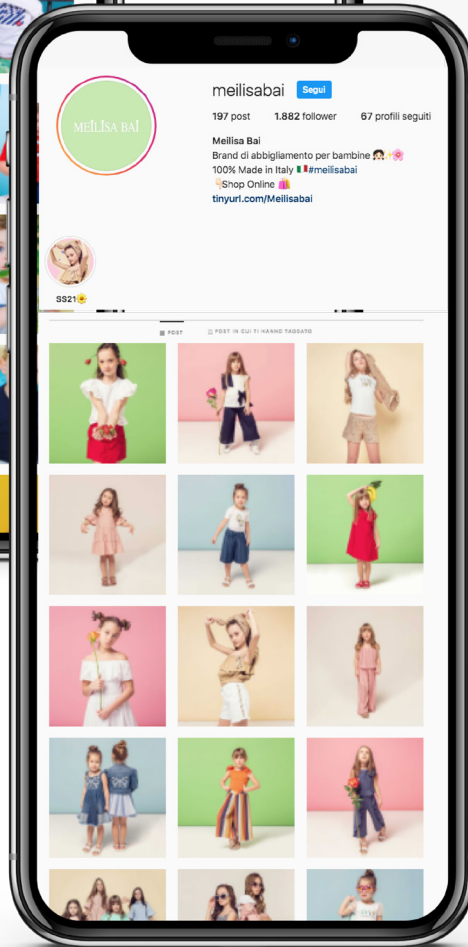
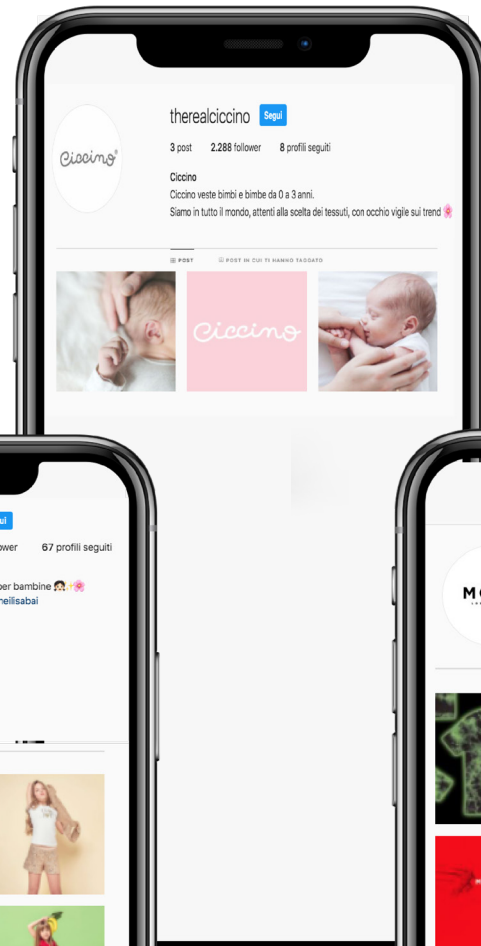
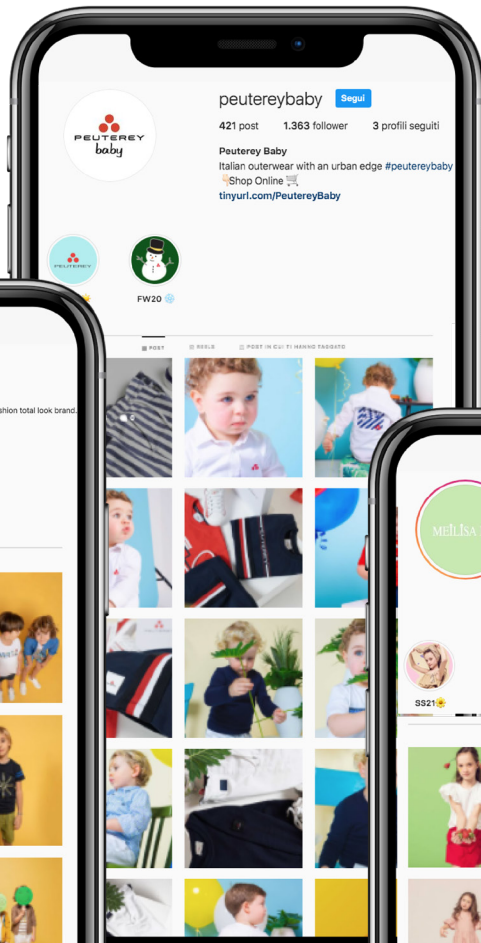
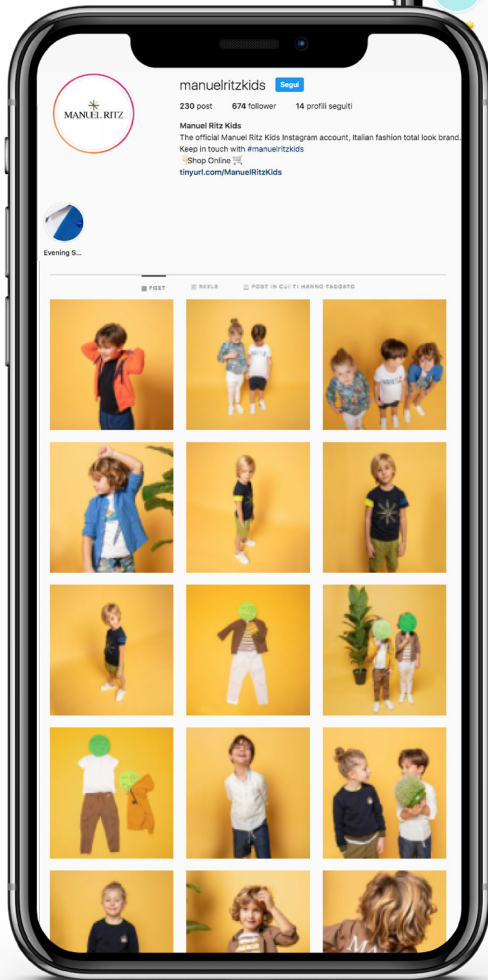
Copertura



SOCIAL MEDIA

Follie's Group supports products with an integrated omnichannel **promotional strategy**, focused on reaching the different targets in line with each brand in our portfolio. Our **flexibility** gives us an edge that distinguished us from our competitors.





E-COMMERCE

WE ARE CLOSE TO CUSTOMERS

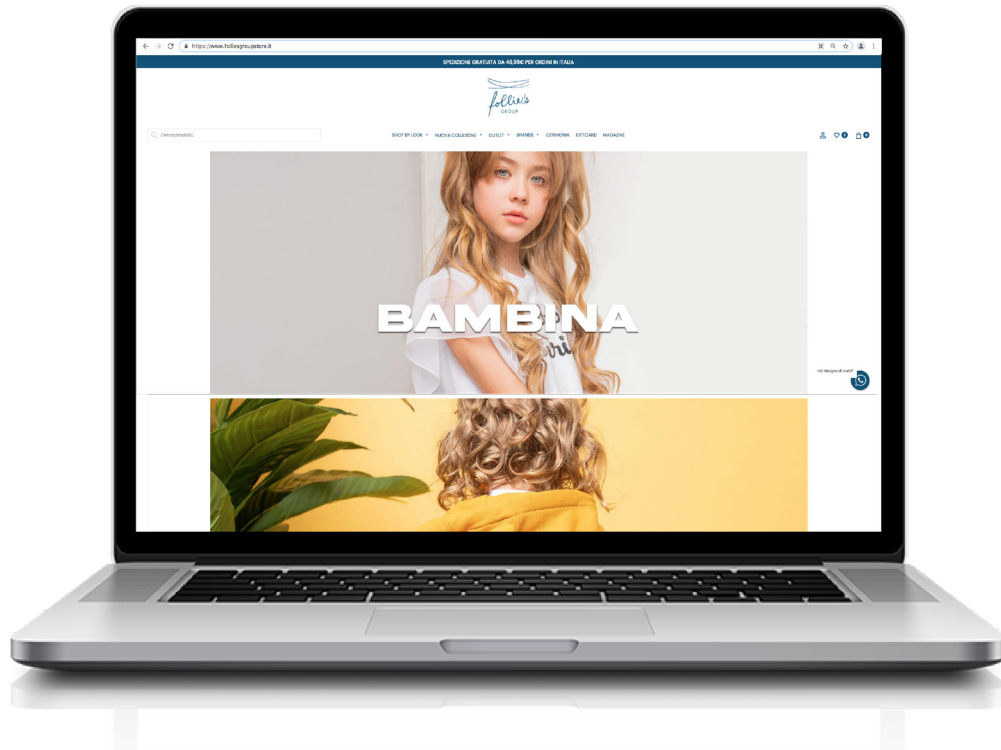
Country activated:

UK, CZECH REPUBLIC, ROMANIA,
SLOVAKIA, SWEDEN, AUSTRIA,
BELGIUM, LUXEMBOURG,
HOLLAND, FRANCE, GERMANY,
ITALY.

NEW COLLECTION OUTLET

Our products are shipped by our

internal logistic



DISTRIBUTION

ITALY WE ARE ABLE TO SETUP

- INTENSIVE
- SELECTIVE
- EXCLUSIVE

THANKS TO +40 SALES AGENCY

CURRENTLY OUR PRODUCTS

ARE SOLD BY BEST DEPT.

STORES AND BOUTIQUES.





EUROPE

Our distribution strategy
takes place through agency
or distributor

Our distribution in
nutshell:
DAC, BENELUX, IBERIA,
RUSSIA CIS



WORLDWIDE DISTRIBUTION

We pursue the goal of expanding the international markets.

Our currently distribution strategy is developed on two levels:

- **CONSOLIDATION** OF THE MARKET ALREADY SERVED;
- **ACTIVATION** OF NEW MARKETS;

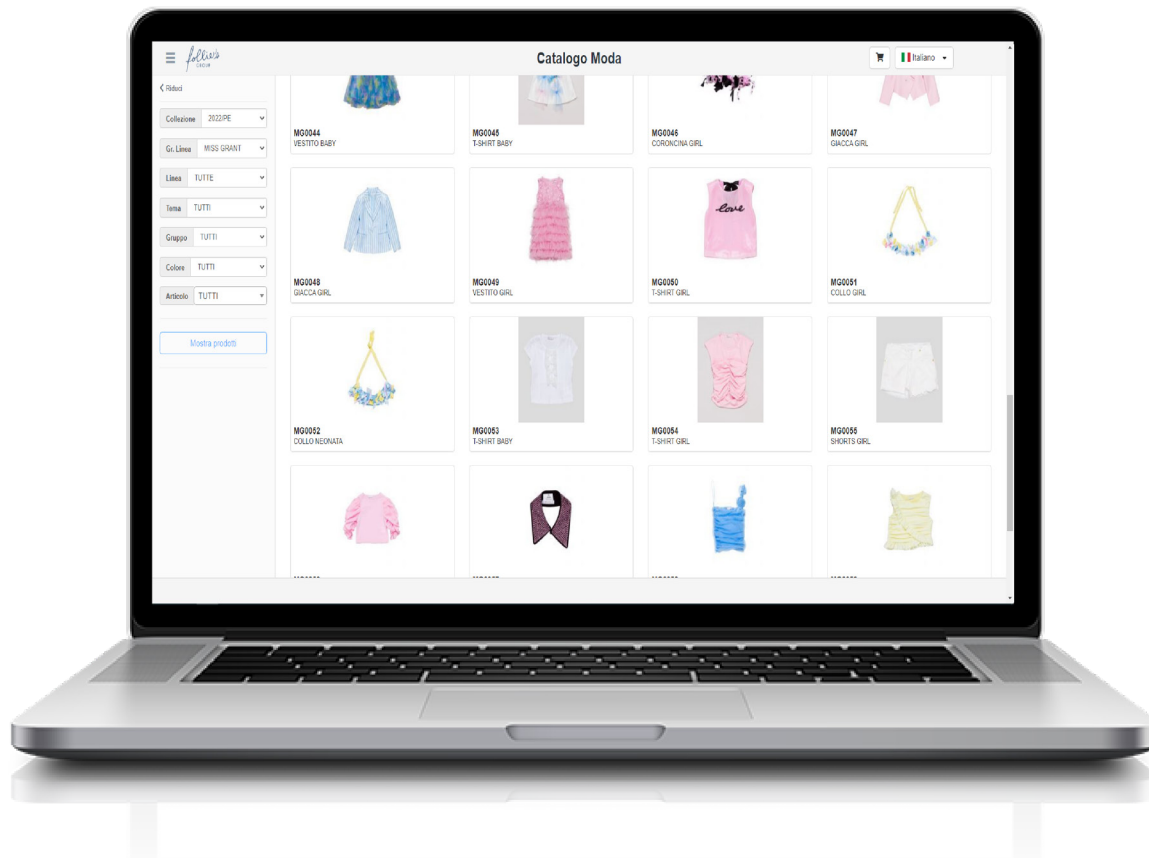
Markets already served:

- Nafta directly with our international showroom;
- Middle east through an agency;
- Far East, Korea, Japan through an Hong Kong based agency.

E-COMMERCE B2B

EVERYWHERE YOU WANT

YOU CAN ORDER WHAT
YOU LIKE BY YOURSELF





ONLINE PARTNERS:

- ZALANDO
- FARFETCH
- LUISA VIA ROMA
- GIGLIO
- CHILDREN SALOON
- YOOX
- NICKIS



[folliesgroup.it](https://www.folliesgroup.it)

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