





MISSION

A creative workshop, a factory oriented on Made in Italy,  
a family of entrepreneurs and many professionalism at  
the service of beauty.

Dress the woman in all her forms and facets and  
make her feel confident with her body and with  
the clothes she wears.

Inspiration, research, study, application, ethics,  
creativity, innovation, love.



HISTORY

Ellei Woman was born in 2012 as a women fashion brand with a clear and ambitious philosophy: to create “fit” and “confident” clothes that are in line with modern women needs who always have an eye on style and fit.

Since the first year of operation, the brand has been an immediate commercial success, which allows it to lay the foundations for the spread of the brand throughout Italy through a consistent retail development aimed at both multi-brands and shop-in-shop.

The turning point is certainly 2016, the year in which a review of the company takes place, the structure is greatly expanded and professional figures are introduced for the growth of the brand. The creative department, fashion designers, modelers, cutters and the production department are supported by a management that gradually leads to the expansion of the market.

The commercial office is now assisted by the legal and accounting ones and the production department is accompanied by communication and marketing offices that promote the brand both online and offline.



## MADE IN ITALY

FABRICS,  
PROCESSING AND  
PRODUCTION ARE  
EXCLUSIVELY MADE  
IN ITALY.

The production is made entirely in Italy, in particular in Campania, through traditional and modern tailoring techniques with high technology and performance. Conception, design and style are conceived internally to the company mediating dialogue between designers and product managers who collaborate with professionalism, to improve technical and stylistic content.

The collections are the result of a meticulous research of the materials and the accessories, a peculiar attention to details and trend hunting actions carried out in the main international fashion capital cities. The models office, supported by the production chain, creates and develops the patterns; then we proceed with the phases of cutting of the fabrics with which we make the samples that, after a possible process of de-impregnation and/or correction, guarantee the mass-point of definition of clothes.



## DEVELOPMENT AND DISTRIBUTION



Our strategy is focused on the development of the territory through a capillary distribution of stores in partnership and flagship store initially aimed at covering the entire national territory, without neglecting the development opportunities offered by international markets. The aim is to increase “brand awareness” until it becomes a real reference point for the modern woman, aligned with our target.

The Ellei Woman proposal is aimed at a dynamic and elegant woman, the fit of our garments goes from size 40 to size 50. The values that the brand wants to communicate are quality and modernity, a brand that has the tradition of Made in Italy in its DNA. The fabrics, the production and the design of the new collections all take place in our factories, this to ensure a product that reflects our standards and is in line with our corporate philosophy.



### 2 DISTRIBUTION STRATEGIES

WHOLESALE 240

PARTENERSHIP 10



# SOCIAL MEDIA MARKETING

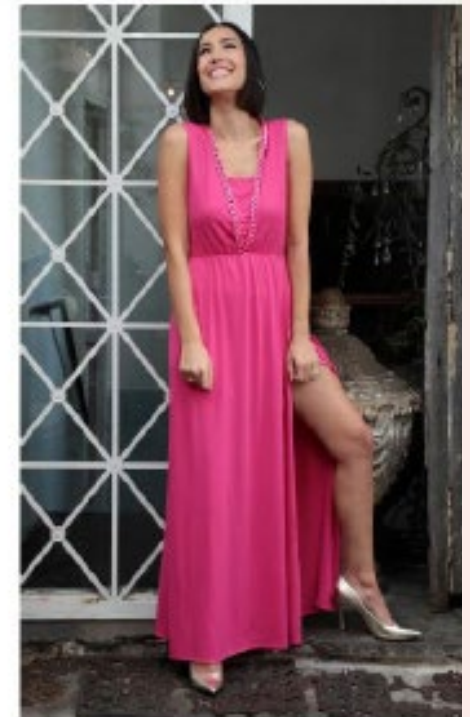
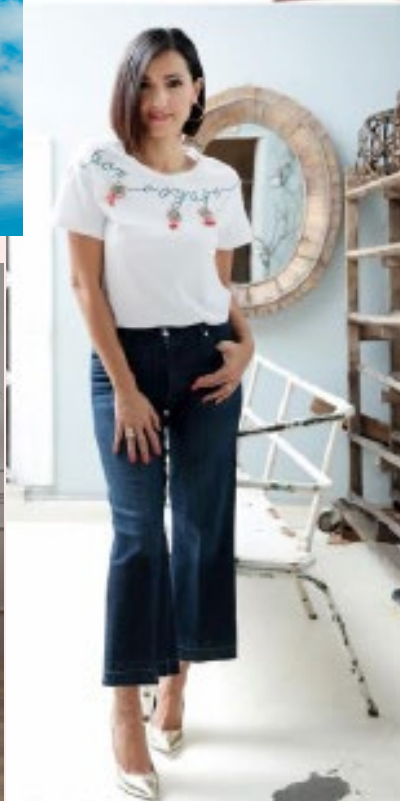
We daily create, develop and manage the social communication channels of our brand, both strategically and operationally. We design and implement innovative solutions to develop dialogue with the current and potential community of our customers, building customer loyalty and reaching new audiences.



# BRAND AMBASSADOR



The commercial office is now assisted by the legal and accounting ones and the production is accompanied by communication and marketing ones that promote the brand both online and offline. Over the years, the marketing office has established collaborations with testimonials of national and international caliber, including Simona Ventura, Cristina Chiabotto, Juliana Moreira, Caterina Balivo, Manuela Arcuri e Adriana Volpe.





COLLECTION

## THE ELLEI WOMAN

A daring woman, who masters her everyday life in style. A spontaneous balance between dreams and needs, luxury and simplicity, refinement and harmony, characterizes the Ellei mood. A sensuality communicated through thoughtful stylistic choices, the right equilibrium between refined fabrics and harmonious lines. Outfits created to face with class and simplicity the daily commitments and to pay homage to the demanding woman, protagonist of her days.





DENIM



A timeless classic, Ellei jeans represent the perfect combination of comfort and style. The study of proportions, an eye always on the latest trends, identify denim as one of the iconic concepts of the Ellei collections. Indigo shades, Stonewash notes, classic washes, destroyed effects alternate across the most varied fit, to satisfy every style need.





NATURAL FIBERS

Ellei Collections also offer eco-sustainable clothing entirely designed in natural fiber to offer an alternative and ethical way of thinking about fashion. Our garments are distinctive for their sophistication and quality, we attach great importance to the choice of fabrics, attention to details and fit. Cotton, Linen, Viscose, Silk and Lyocell are just some of the fibers we use to make clothes mindful of women and nature.





ACCESSORIES

Ellei accessories express femininity and creativity for a contemporary woman who loves to customize her outfits and make them unique. Every year the collections of Ellei accessories are studied in detail from the choice of materials to the one of colors and shapes. The wide assortment of bags and belts and color palettes are able to satisfy different styles, also adapting to different occasions.





PARFUM

The perfume is the signature we decide to leave in the air. Sweet and strong, enveloping and fresh, Ellei perfume is a perfume that contains the decisive energy that characterizes the Ellei woman: strong, feminine and independent. A perfect mix sculpted by woody but also fruity notes, citrus, musky and amber.

## PIRAMIDE OLFATTIVA ELLEI PARFUM

