

A young boy and girl are posing on a swing set on a sandy beach. The boy, on the left, is standing and wearing a white short-sleeved button-down shirt and light blue denim shorts. The girl, on the right, is sitting on the swing, wearing a light blue jumpsuit and white sneakers. They are both looking towards the camera. The swing set is made of thick ropes and a wooden beam, and is attached to a large, gnarled tree trunk. The background shows a clear blue sky, a calm ocean, and a sandy beach.

original

Company profile

 ORIGINAL
MARINES



Everything we do, we do for the children and their families. Our identity, our objectives, our own way of doing business revolves around them.

Vision

We manufacture clothes for your children, caring for every detail with love.

Mission

To improve our customers' lives by designing, manufacturing and distributing high quality products at truly competitive prices.

A young girl with vibrant red hair stands in a lush green field. She is wearing a purple knit sweater and a dark skirt with a colorful star pattern. She holds a white puffer jacket with a fur-lined hood. In the background, there is a rustic stone building and tall, slender cypress trees under a blue sky with light clouds.

Our values

Fashion trends may change, but our values remain the same: they are the yarn of our actions. For their simplicity, they define our role in the world: today's and the one we are going to build.

Respect

With our actions, we want to look after the world and the people that live in it. For this, we put love and care in every detail of our creations.

Responsibility

With our clothes, we dress every day the lives of millions of families and we do all we can to improve them. We want to build a world that focuses more on the needs of children.

Integrity

Every parent has the right to know how the clothes worn by their children have been produced. To deserve the trust of moms and dads we act with the utmost transparency: we trace our entire supply chain and account for each choice we make.

Manifesto

Children are our tomorrow.

This is why at Original Marines we feel a great responsibility. Because to dress a child is to dress the future.

And today's world does not seem to be cut out for children.

Huge changes are throwing it into disarray and when the children grow up it will be too late for action.

It is up to us to plan today for a better future.

We believe that children deserve the world to be as safe as our clothes.

A world they will enjoy taking care of, when their time will come.

For this reason, we want to be a positive force. Protect the planet and its people. Enhance the uniqueness of each person and each element of nature, restore the balance. Respect the world in every part, so it can finally become a children-friendly world.

WEAR THE *future*

A future-friendly world





WearTheFuture

Sustainability programme

Original Marines exists for children and thanks to children: they have always been our inspiration and the strength behind our growth. It is also thanks to them that today we operate in 40 countries and became part of the Elite Programme of the Italian Stock Exchange And together we keep on looking towards the future

1983

1986

1993

1998

2007

2010

2011

2017

2018

2109

Birth of Original Marines The white T-shirt is the brand's iconic product. From '83 to '92 about 25 million garments sold..

Distribution strategy From wholesale to monobrand. In a ten-year period, Original Marines established about 400 points of sale between franchised and owned stores in Italy and abroad.

Market share Original Marines became leader in the medium range kidswear market with 9.0% market share

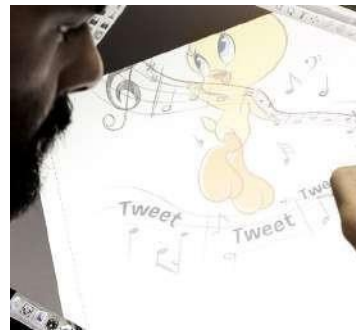
Growth boom The company sellout reached 20 million garments in a single year.

Internationalization and Newborn Growth of the network: 505 franchised and 65 owned stores in Italy and 140 between Europe, Asia and Africa. Launch of the Newborn line for the 0-18-month range.

Onebrand, one company The corporate name changes from Imap Export S.p.A. to Original Marines, strengthening the company's identity, with the brand total worth of 40 million euro.



Entry into foreign markets Distribution in the Middle East and expansion of the product range with a complete line of casual and sportswear for the entire family.



Partnership and licensing Signed a multi-year licensing contract with Warner Bros. for the use of Looney Tunes, and it is still in place.



Awards and development The group's revenue exceeded 200 million. Original Marines received from Disney, a partner for many years, the Quality Products Awards 2011 in the "Integrated Communication and Marketing" category.



The merger Imap Export S.p.A. absorbed TRADER s.r.l to develop synergies and optimize the Group's network sales. The subsequent participation in the Elite Programme of the Italian Stock Exchange sealed the company's success among the most interesting companies in Italy



A close-up photograph showing several people's hands and arms as they work on a dark wooden table. They are examining and handling various fabric samples, including a blue and white striped fabric, a blue fabric with a red stripe, and a patterned fabric. One person is wearing a watch and a ring. The background is blurred, showing more people and a workshop-like environment.

Our Team

Behind the creation, marketing and sales of our collections there is a lot of work.

It takes more than 1000 people, of which 160 employees at the headquarters alone, to get it done. They strive every day to maintain the high quality of our clothes and of our level of service, to make everything appear effortlessly and naturally beautiful.



Safety first

All textiles reaching our factories come from producers OEKO-TEX 100 certified, an international standard for textile products' safety.

We are also a member of the BCI - Better Cotton Initiative, selecting cotton from sustainable sources.



A strong code of conduct

All our suppliers adhere to a precise Code of Conduct that rejects child labour, forced labour and any kind of discrimination, guaranteeing a healthy workplace, adequate salaries and respect for all regulations protecting the environment.

It would be unthinkable for us to work with those who have values different from ours.





Headquarters

We began in Nola in 1983 from a simple white T- shirt. Meanwhile, we have explored new styles and reached new continents. But the place we always call home is our headquarters, a space of over 10,000 sqm where still today every collection is conceived.

Our numbers



490

Stores in Italy

140

Stores
abroad

200

MLN

Revenue

1500+

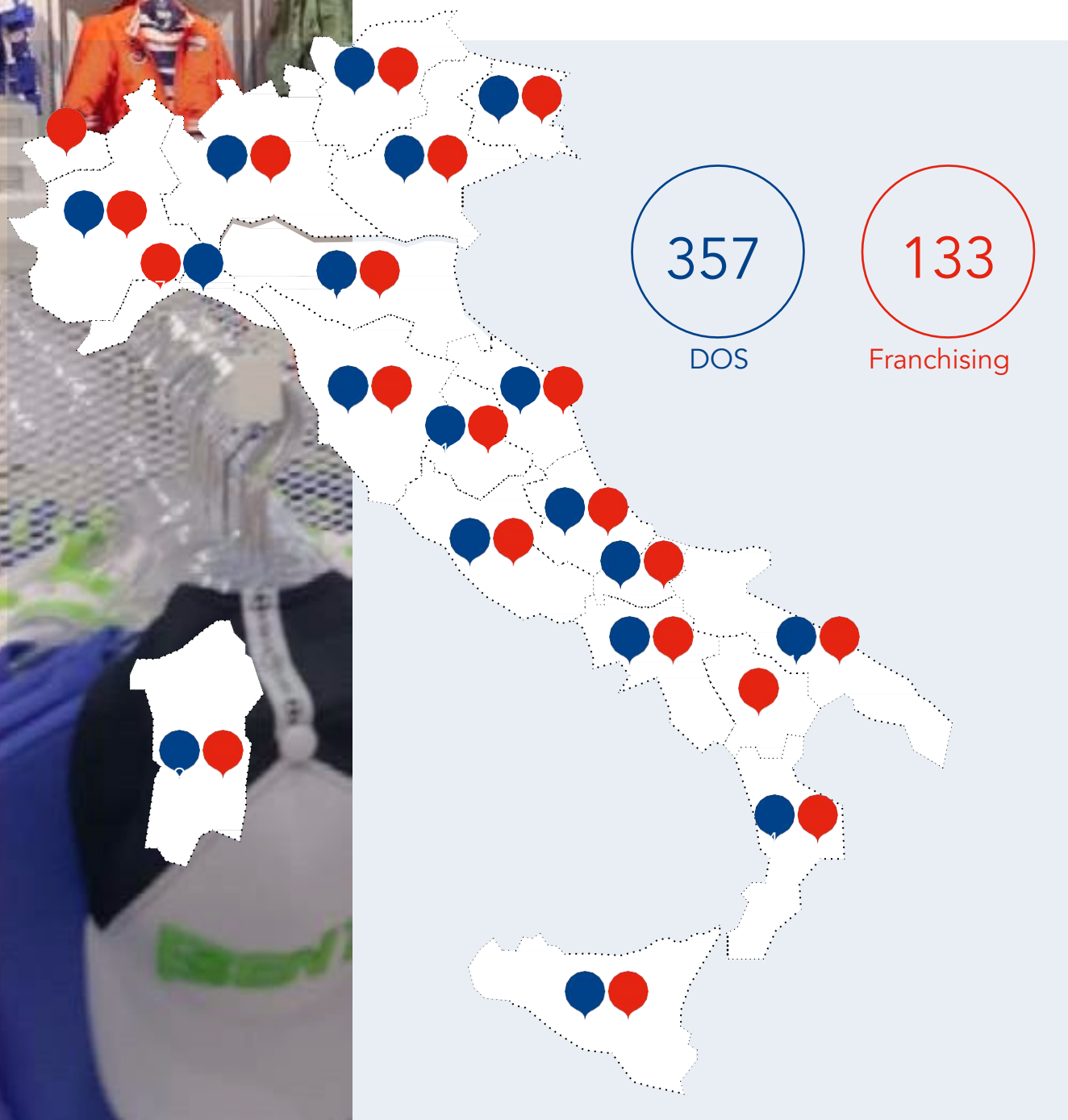
Total
Employees

130

Employees
at the headquarter

In Italy

With more than 450 stores all over Italy, Original Marines is one of the most popular clothing brand in the country in the kids fashion sector. The stores, half of which directly owned, are constantly renewed to better reflect the evolution of a brand that keeps on growing, just like its little customers. .



Around the world

From Russia to Balkans, until the Middle East, tens of thousands of children in Europe, Asia and Africa wear Original Marines.



Commitment to communication

Our garments are made of research, care and love for details. In our communication we couldn't do less. Besides placing ads on all traditional media, we strongly rely on digital channels. We constantly create special projects in collaboration with other big brands to appeal to moms and dads who want their children to grow in an authentic way, with a style always personal and unique. In one word, Original.

Original also online

The only way to be a big brand in kids fashion is to be very familiar with their parents' interests and habits. After 35 years on the market, we know that the experience they have come to expect from our stores is not different from what they want to find on our website, or our social media. Therefore, we ours is an omnichannel communication model, with top level customer loyalty. Because who discovers Original, stays Original.



1.874.783	————>	Users database
1.864.179	————>	Standard users
40.604	————>	Gold users
635.635	————>	FanBase FB
142.000	————>	FanBase IG



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Nola Logistical Hub, Lot H Block C 80035 Nola (Naples)
Toll-free number: 800 88 – 60 57

[originalmarines.com](https://www.originalmarines.com)