

**FRATELLI RUSSO**

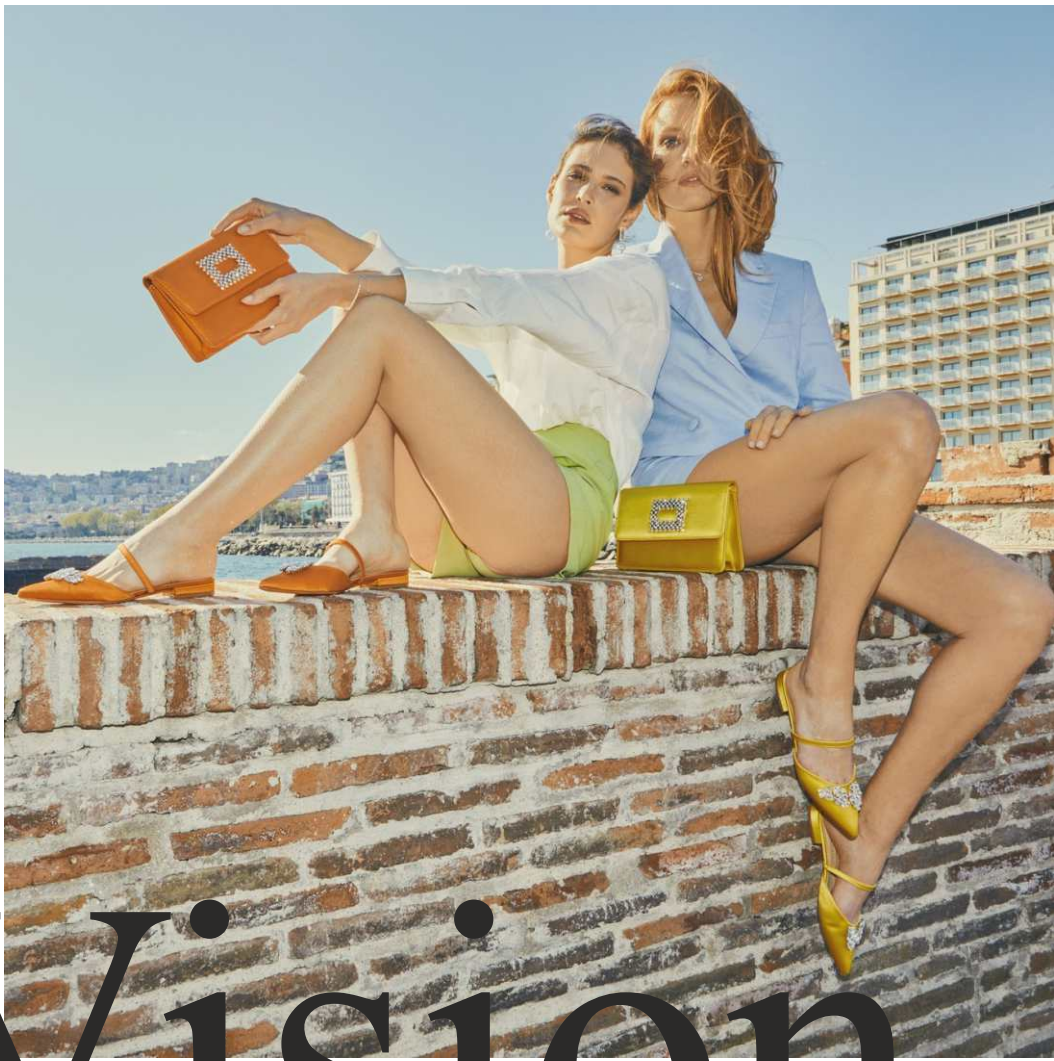
# FRATELLI RUSSO

The Fratelli Russo brand was born in 2018 from an idea by Gioele and Nicolò Russo, twin brothers born in 1991.

Fourth generation of footwear manufacturers, the twins share the two main roles within the brand: one takes care of the style and the other the entire commercial part.







# Vision

Their idea is to develop a product that is easily placed among the competitors in their segment in terms of style and trend, constantly keeping an eye on the dynamics of the brands that have inspired and most impressed them in recent years, directing them towards this product category.



# Mission

## Projects and goals

The key strength of the brand is accessibility, from two points of view. First of all, that Fratelli Russo is a product that dares to move towards qualitative and stylistically high standards and therefore a target price that allows you to have at least a couple of Fratelli Russos in your shoe rack.

The brand's goal is to carve out space in the best Italian, European and world showcases.

In this regard, the brand in this first start-up phase has obtained excellent feedback, thanks to the dense distribution network as well as the various collaborations with famous Stylists and celebrities.

