CAMOMILLA®

italia

COMPANY PROFILE

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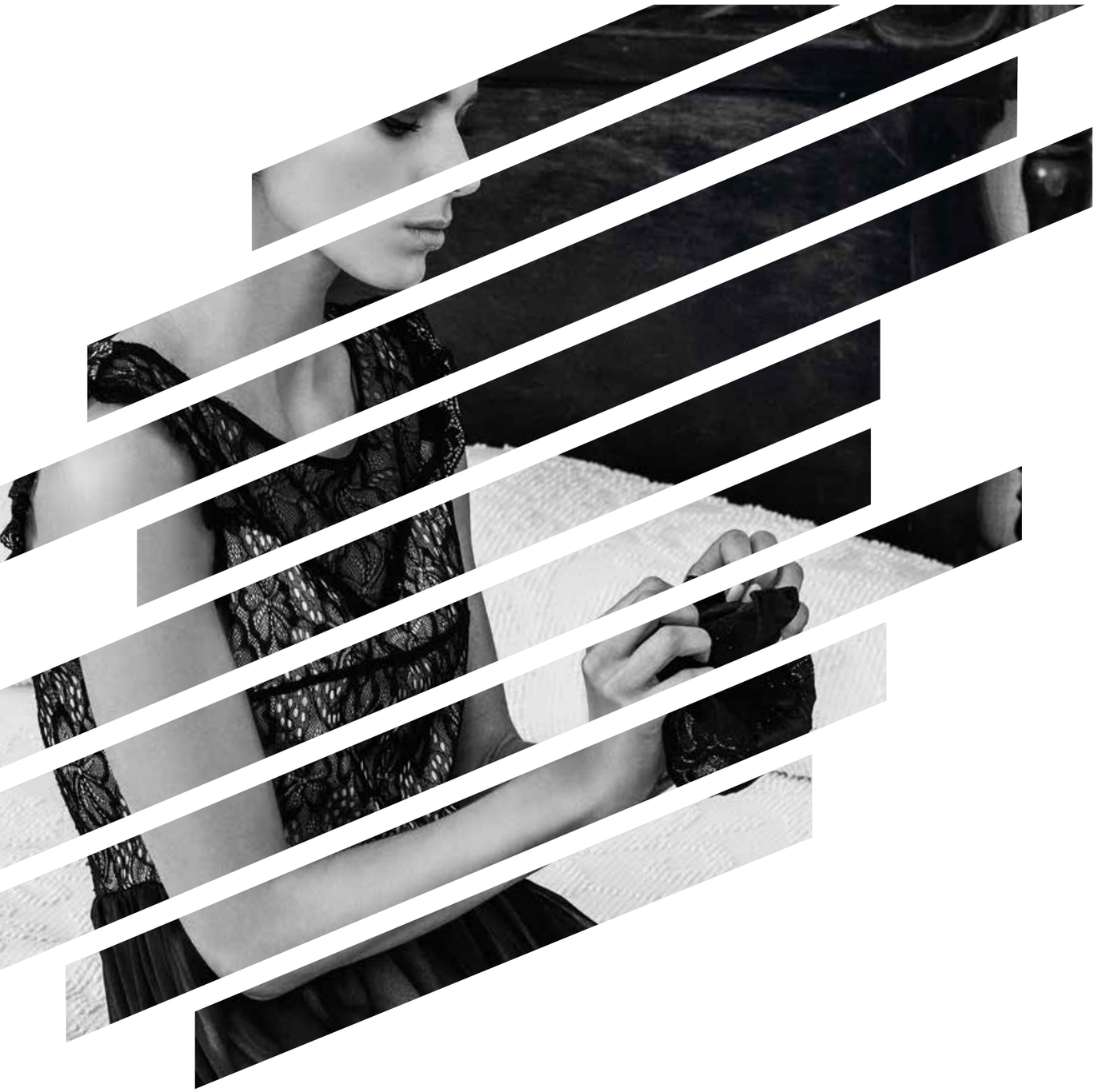
WHO
WE ARE

Camomilla Italia, born in the 1974,
is an Italian total look women fashion brand.
From 40 years Camomilla Italia product is characterized by quality and Italian style. Continuous attention to details and high quality of materials are the strong points of our Style Office, always searching for uniqueness and versatility of the product.



HISTORY

1974

Camomilla Italia launched its first line of women clothing

1989

First outstanding target of 50 stores

1997

Franchising project launched.
Start of accessories' line

2011

First placement in a multibrand store in Lebanon (Tripoli)

40 ANNI DI STILE 1974•2014

2014

200 stores opened in Italy.
Company's 40th anniversary

2017

220 stores in Italy.
New goal: International Development

2019

22.12.2019 First store in franchising abroad (Mall Gudvin – Tyumen)

2020

11.12.2020 First outlet store in franchising abroad (Mall Via Jurmala Outlet Village – Latvia)

OUR **VISION**

The brand, today, is the equivalent of femininity, elegance and versatility. Is conceived for a dynamic woman, continuously in movement, but at the same time never turning down on her own style. Every collection, is thought to be always suitable for all type of woman, in every moment of her life:

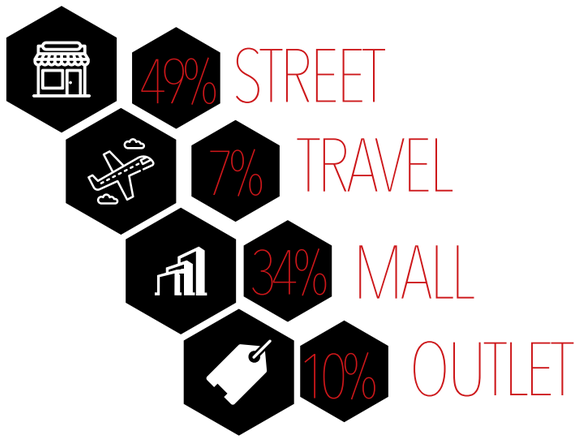
* Daily Wear
* Sports Wear
* Elegant Wear

The strong point of our collections are coats,jackets and tailleurs always designed with precious fabrics and innovative style. Never forgetting our accessories, that complete our total look proposal.

OUR NUMBERS

- Over 200 Stores
- Sales: 2,5 mln items sold per year
- Season's collections: 4 per year
- 1.000 items: for each season
- Fidelity cards: over 1.000.000

OUR STORES



CONCEPT STORE

Corso Vercelli – Milan (Italy)

CONCEPT STORE

Mall Gudvin – Tyumen (Russia)

COLLECTION

Camomilla Italia fashion collections are studied for a woman in every moment of her life: at work, everyday life, leisure time and special occasions. Camomilla Italia collections include 3 main lines:

- **Camomilla Italia** Refined and elegant models made of sophisticated fabrics, with a particular attention to the use of natural yarns, promoting an ecosustainable policy.

- **Camomilla I love** Complementary line, with more accessible price: basic, easy glam, functional, and sportswear models.

- **Accessories** To complete the total look, Camomilla Italia offers a wide range of accessories for every day life and for special occasions.

HOW **WE** WORK

READY TO WEAR

100% ITALIAN DESIGN

CUSTOMER SUPPORT

FAST DISTRIBUTION

INTERNATIONAL CHANNEL **DISTRIBUTION**

RETAIL

MONO - BRAND STORES

ONLINE

E - COMMERCE PLATFORMS

WHOLESALE

MULTI - BRAND STORES

INTERNATIONAL GOAL

Our new goal is the international development

- The company has already started this process by establishing the brand Camomilla Italia in Russia and Ukraine, absorbing the 3% of worldwide distribution and aiming to reach the 20% of it with the new development project focused on the other countries of East Europe: Polonia, Romania, Portogallo, Belgio.

- In December 2019 there was the first international opening of Camomilla Italia's monobrand store in Russia and other 3-4 stores are planned to be opened in the next few months

3% Currently

20% Near Future

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