

TRUSSARDI

CASA

BRAND VALUES





HISTORY

1910: Dante Trussardi was born in Milan, but moved to Bergamo where he opened a small workshop producing leather gloves: "Ditta Dante Trussardi".

1930-1970: His small workshop grew into a large industry specialising in high-end gloves made using the finest materials and leading-edge techniques.

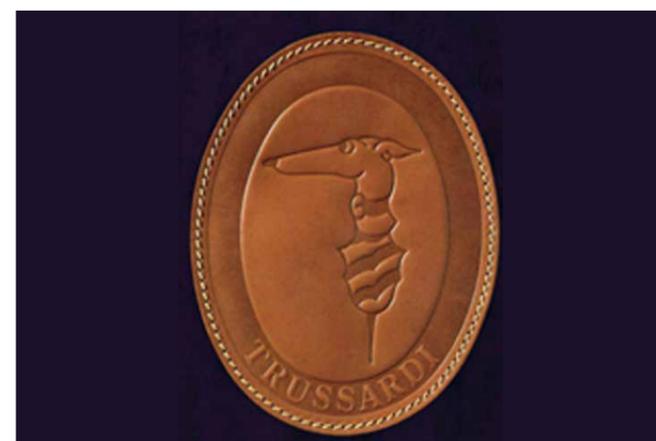
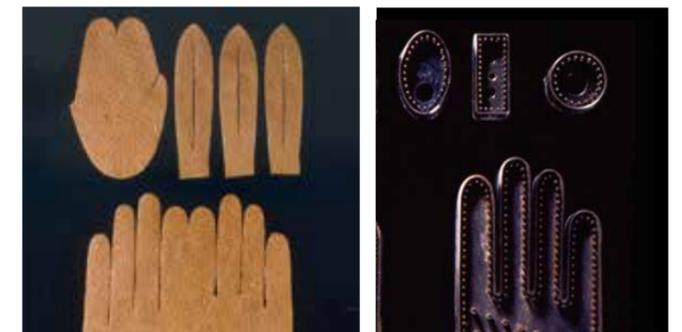
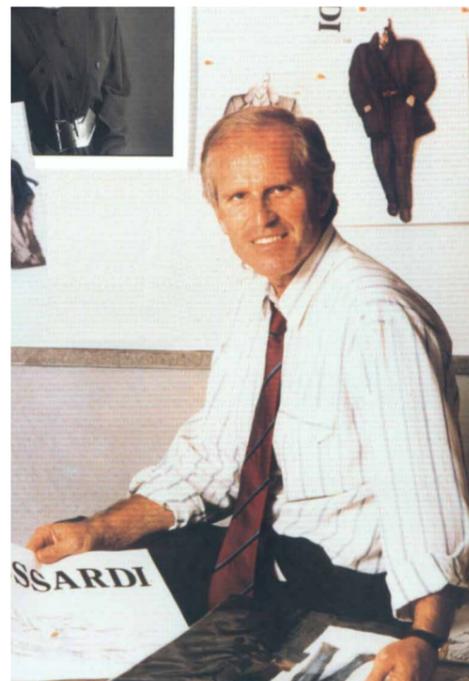
Dante exported throughout the world, becoming the official supplier first to the British royal family, and later, when Italy joined the war, to the Italian army. During these years the company reached the peak of its success.



1971-1972: Nicola (Dante's grandson) joined the company at a time of sweeping worldwide social change. The age of youth protest had begun, and hippies and flower children were overturning social mores. Gloves were no longer considered a fashion necessity, and the concept of elegance was turned on its head.

Nicola sought to "modernise" the product, developing and exploring new processing techniques to make leather soft, pliable and easy to dye, using a daring palette of bright, bold colours to make gloves fashionable again. However, this idea was not enough to relaunch a product now considered "obsolete", since no-one wanted to wear them anymore.

Then, Nicola had another hunch: he decided to apply the new leather processing and dyeing techniques to a number of other garments, such as coats and jackets as well as gloves. The objective was to modernise without losing sight of the concepts of excellence, innovation and experimentation so deeply-rooted in the brand's genetic makeup.



1973: The moment arrived to create a brand, a logo that would distinguish the Trussardi collections and make them recognisable around the globe.

The choice fell on the stylised head of a greyhound: an elegant, refined pedigree dog, both graceful and agile, dynamic, always reaching forward, towards the future.

To further characterise the logo, the silhouette was framed in an oval, like a medieval coat of arms, iconically representing the Italianness of the brand.



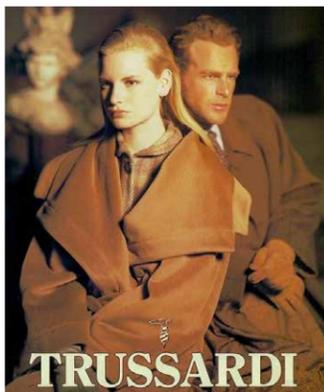
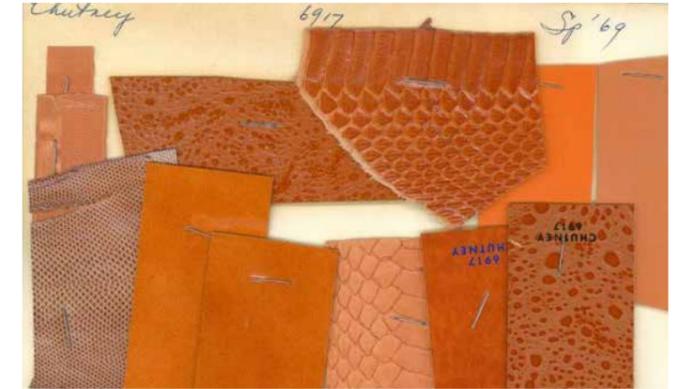


1980: A group of young, creative, talented designers formed an association with the Milanese company, which was financially sound and at the leading edge of technique and technology. The result was an unprecedented blend of style, creativity, quality, entrepreneurship and new industrial processing technologies, leading to a new way of creating and producing clothing and accessories. The company shifted from a sartorial approach to industrial production (prêt-à-porter); from a single model, to mass production (ready-to-wear). So it was that the “Made in Italy” phenomenon burst onto the scene, and Milan became the fashion capital of the world.

Trussardi's aesthetic philosophy, essentially based on attention to detail, processes and the choice of top-quality materials, meant it rapidly became one of the Italian brands dominating the world fashion market of those years, with its must-have: light, soft, almost intangible leather.



Its style was defined as “Milanese Italian”, and expressed a concept of cultured, refined elegance, a way of being and living that stepped away from ostentatiousness and status symbols.



1990: The vogue for Italian-made fashion began to wane, as did the desire to show off and flaunt designer apparel. The market and taste were once again undergoing a transformation.

The appeal of Trussardi, which had built its success on the creation of a veritable style and a way of life, remained as strong as ever.

The timeless perfection of its elegance and the harmonious simplicity of its apparel enabled it to continue expanding and winning over new markets (Asia and the Middle East) where the demand for products with Italian style and quality was still on the rise.



2000: Following Nicola's death, the running of the company passed on to his three children: Beatrice, Tomaso and Gaia.

To the fourth generation of the Trussardi dynasty fell the task of identifying and interpreting the new approaches to contemporary living through the lens of the deeply-rooted aesthetic and stylistic tenets of the family brand, and of leading it into the new century.



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2014-2018: Gaia, the youngest, having always handled the creative aspects and advertising campaigns for the company, now became the brand's creative director.

The new stylistic management aimed to reinforce the brand's ongoing evolution, uniting all the collections under a univocal vision of the Trussardi lifestyle, marked above all by leather (interpreted using accessories and expressed in apparel), constant research and innovation, and a remarkable proficiency built up in over a hundred years of history.



2019-2020: QuattroR Sgr acquired a majority stake in Trussardi, and provided a significant boost in capital to strengthen the group's assets and financial structure. Tomaso Trussardi, the last family member remaining within the brand, holds the position of chairman of the board of directors. The objectives laid down under the new leadership are strong international development together with reinforced brand positioning and visibility.

Antonella Di Pietro, an expert in market and product trends who has worked for big fashion brands (Tod's, Tommy Hilfiger, Karl Lagerfeld, Moncler, Emilio Pucci), became Chief Brand Officer and creative mind for product and image management and development, and for strategic brand positioning.

ARCHIVE+NOW THE BRIDGE BETWEEN PAST AND FUTURE

This wide-ranging new project creates partnerships and events to illustrate the new direction taken by the brand, while also accompanying us through its history and presenting a contemporary view. Each season, prominent young talents on the current creative scene (fashion, art, design, photography) are entrusted with interpreting the Trussardi archives.

ARCHIVE + NOW°1

Giulia and Camilla Venturini
(creatives, models, art directors and designers)

Interpreting the brand's deeply-rooted genetic codes: leather, denim and accessories, on display inside Villa Trussardi in Bergamo.



ARCHIVE + NOW°2

Checking Invoices
(stylist and videomaker)

Garments from the archives and iconographic images take on new life in photographs shot in the historic centre of Milan.



ARCHIVE + NOW°3

Giorgio Di Salvo
(Milanese creative talent and designer)

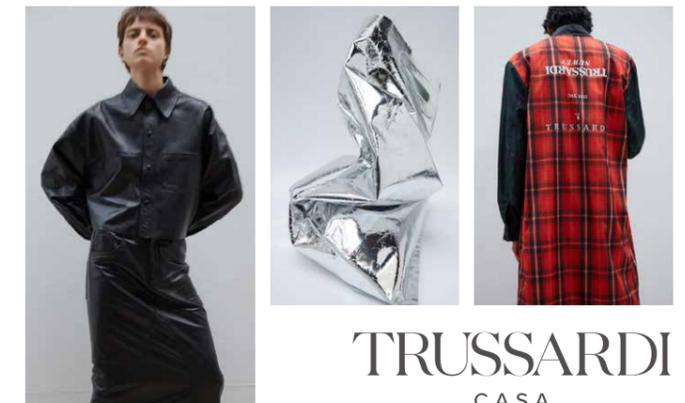
The GREYHOUND logo and leather are reinterpreted in a capsule collection that projects the brand's iconic character into the future.



ARCHIVE + NOW°4: NUWEV

Fiona Sinha and Aleksandar Stanic
(London creative duo)

A new concept in urban minimalism, a stark and provocative contrast with the upper-bourgeois roots of the Trussardi brand.



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LUXURY LIVING GROUP

1970-2019: Luxury Living Group, the historic Italian company leading the luxury decor and lifestyle segment, develops and manages the home collections of FENDI, Bentley Motors, Trussardi and Bugatti.

A story of artisanal success, experimentation and precious materials, born of the vision, passion and entrepreneurship of its founder Alberto Vignatelli.

Luxury Living Group operates mainly via its seven prestigious directly-managed stores: Milan (2), Forlì, Paris, New York, Los Angeles and Miami, as well as a global network of 80 retailers.

Its corporate and executive headquarters are in Forlì, in the historic Palazzo Orsi Mangelli.

2020: Lifestyle Design, a group controlled by American-based Haworth, a leader in the high-end furniture sector, headed by Dario Rinero, acquires 100% of Luxury Living Group.

The takeover of Luxury Living Group brings a significant market share to Lifestyle Design. The objective is to “Create a design hub, made of excellent companies, respecting and upholding their history, traditions and identity”.

The group already includes brands such as Poltrona Frau, Cappellini, Cassina, Ceccotti, DZine, Karakter, Janus et Cie and Luminaire.

To this end, a brand new agreement has recently been made with Versace for their home line.

Andrea Gentilini, who has considerable experience in the sector, having successfully occupied key roles in companies such as Visionnaire, Bialetti and Technogym, is the new CEO of Luxury Living Group.

His appointment is part of the strategy to boost the strength of Luxury Living Group. Now operating within the Lifestyle Design division, LLG will benefit from the strength, solidity and considerable experience of the group.

Lifestyle DESIGN





TRUSSARDI CASA

2014: The Trussardi Casa collection is launched, presented for the first time at the Salone del Mobile in Milan. The design is entrusted to architect and designer Carlo Colombo.

- Shapes and materials draw inspiration from the Italian design tradition, enhanced with the unmistakable touch of the famous, quintessentially Milanese fashion brand.
- Contemporary style
- Expression of elegance and quality
- A byword for understated luxury that eschews ostentation.

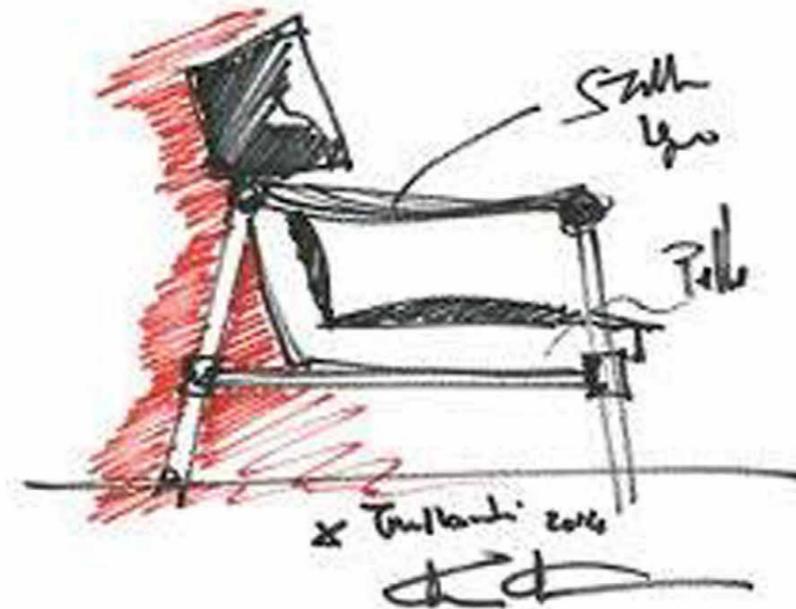
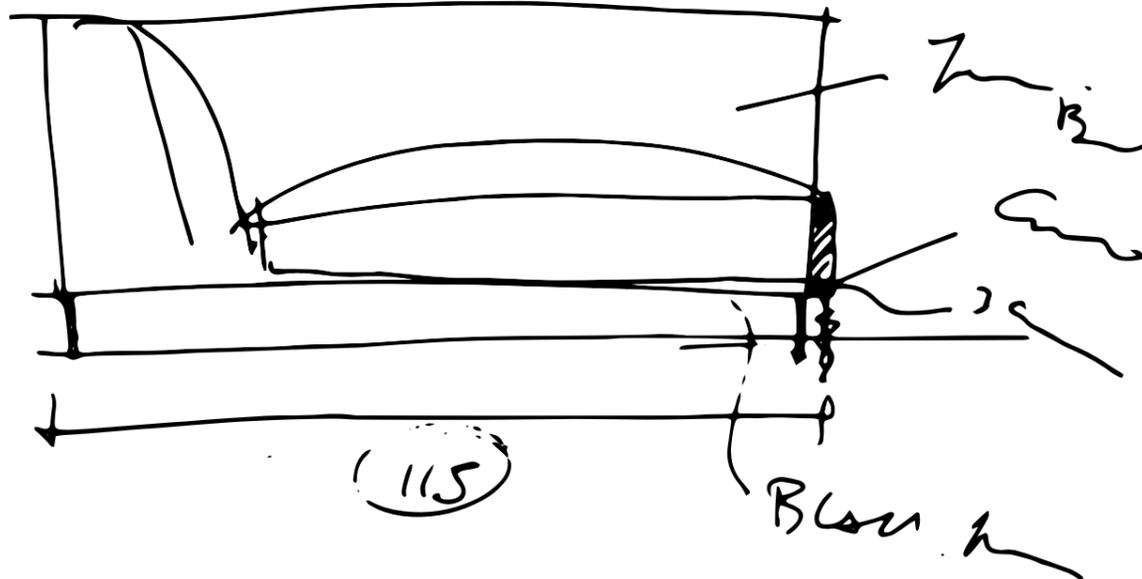
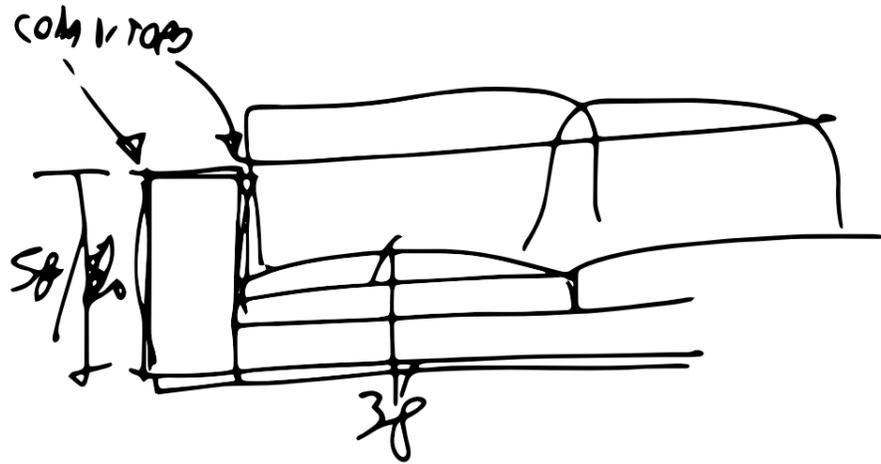
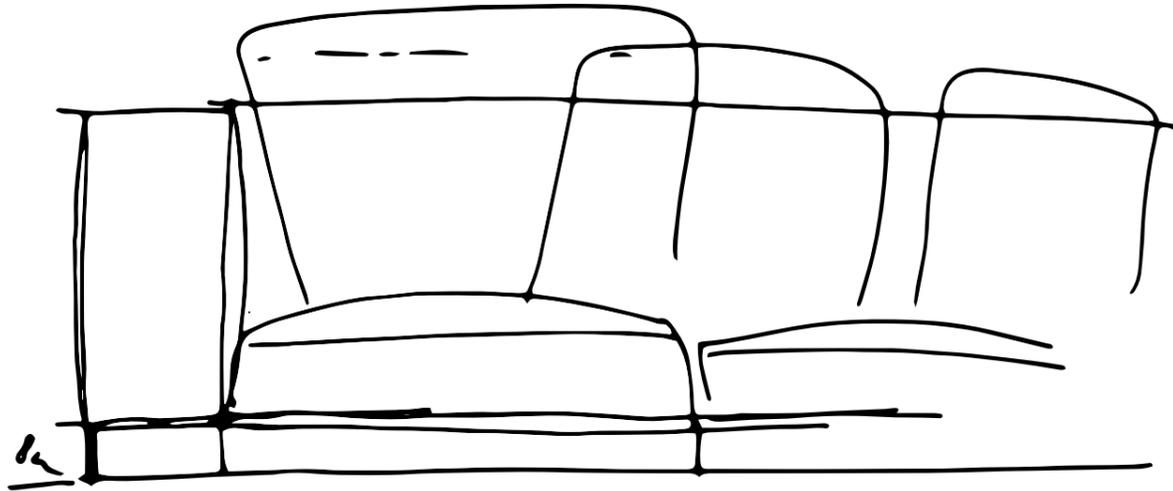


THE COLLECTION

Pivotal to the collection are the upholstered pieces: single and modular sofas, chairs and beds around which an array of accessories and objects can be added that enrich the collection and contribute to the definition of the "Trussardi Casa" lifestyle.

The resulting collection can be marketed and sold in two different ways:

- UPHOLSTERED furniture that can fly "solo", fitting in harmoniously with others products.
- a more complete LIFESTYLE: upholstered furniture mixed with other homeware and accessories.

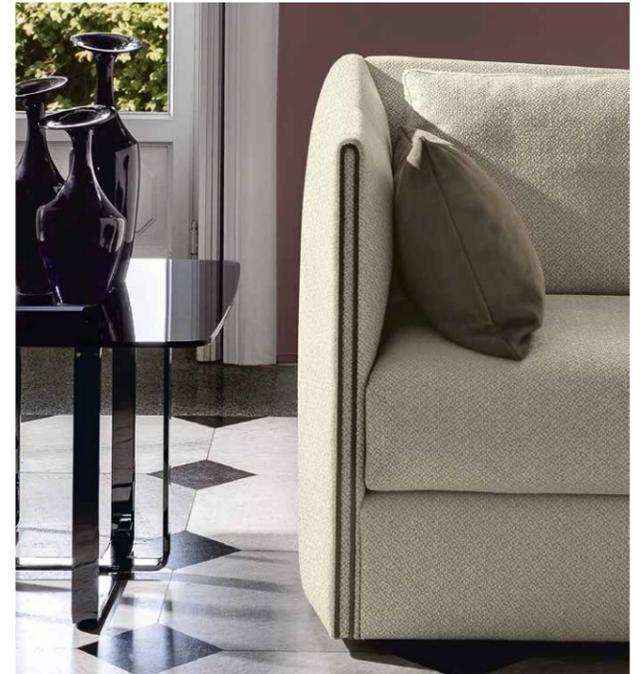




SHAPES

- Sofas come in numerous different shapes: armrests that may be high or low, wide or narrow, angular or rounded; invisible feet or bold bases; generous or compact depths.
- Within this range, customers can choose the “shape” best suited to their taste, style or character: from classic to sophisticated, minimalist to designer.





- The armchairs have more unusual shapes. Their originality makes them the versatile stars of their space, suitable for any setting.

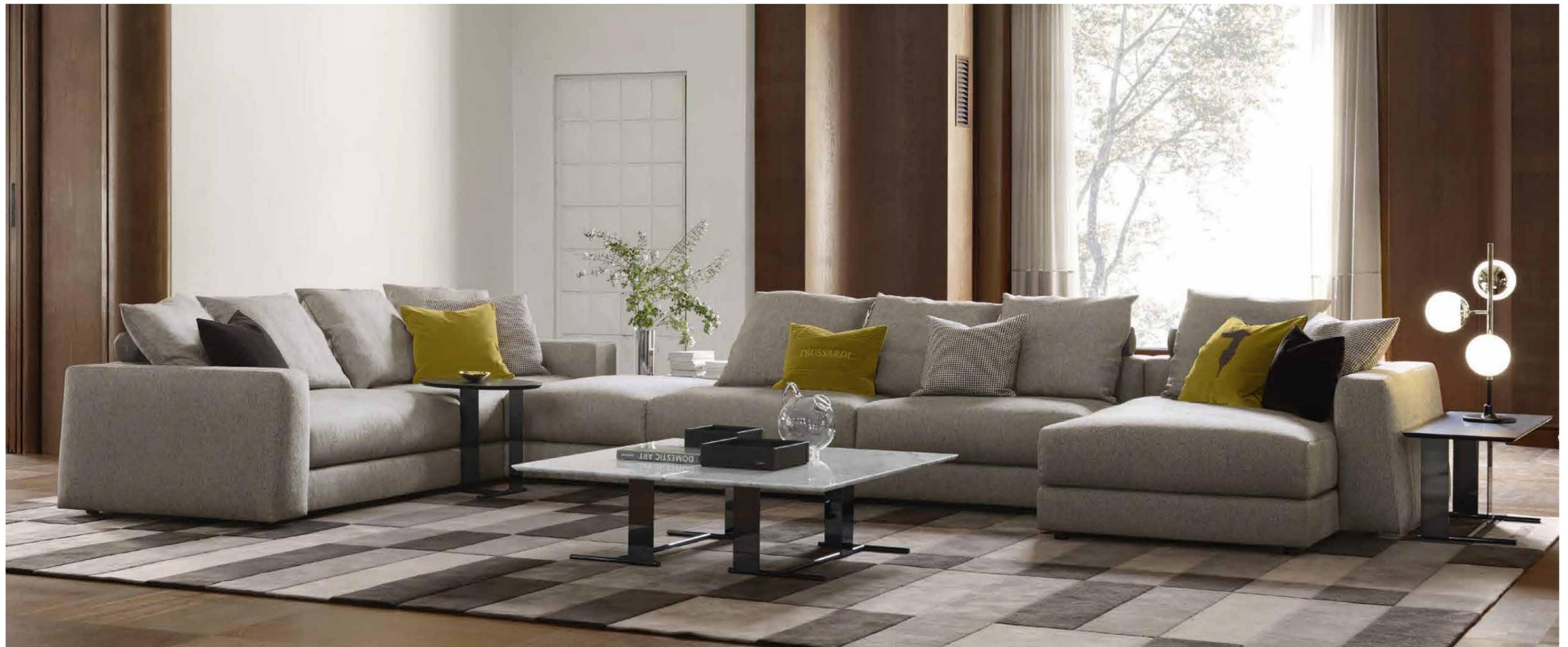
- Relative to other brands, whose collections tend to identify and present a single style, Trussardi Casa sofas present an eclectic range of styles featuring details, materials, cuts and seams that highlight their originality and brand identity.



COMFORT

The thread running through all the upholstered pieces (regardless of their “shape”) is their excellent comfort, a key strength of the entire collection.

- Seats and backrests are soft and cosy.
- The use of feathers, covering variable-density polyurethane inserts, further enhances comfort and gives a more informal, lived-in look.
- Trussardi Casa sofas and armchairs are a product to be enjoyed every day, and speak of relaxation and conviviality.





DETAILS

The Trussardi Casa sofa features distinctive elements that make it stand out as unique.

- The harmonious proportions (determining the aesthetic of the product) and ergonomic design (determining its comfort) are combined with the simplicity of its shape.
- The exquisite quality of the materials used, sourced from the same production chain as the other brands in the group, all strictly Italian-made.
- The high artisanal content of the production process, such as attention to detail, the carefully considered cuts and seams, the assembly and finishes chosen.
- The high-quality of details such as zips, piping, embroidery, appliqués, buckles, stitching and felled seams.



FASHION and DESIGN

Trussardi Casa products offer a reinterpretation of other elements from the Trussardi world, such as: decorative patterns, metal details, logos, stitchwork and particular leather treatments, which offer added value in their association with the brand and in their highly distinctive character.



Deven sofa: vertical quilting



Lovy bag



Leather belt

Liam roll



Biker bag



Blouse in printed crêpe



Fabric: Tru Damas



Modergen sofa: chain stitch insert



Tokyo bag



Happ sofa:
TT quilting



UPHOLSTERY

Research and experimentation with covering materials is one of the brand's hallmarks, closely tied to input and influences from the fashion world.

FABRICS: The textiles proposed by Trussardi Casa range from more natural fibres, in a variety of weaves from ultra-light to strongly-structured, right through to more technical fabrics that are easy to wash and non-allergenic.

Meanwhile, the range of Trussardi "classic" fabrics proposes a series of patterns and decorations inspired by the fashion world, and reinterpreted in materials and fibres more consistent with furnishings.

The assortment of proposals, all strictly Italian-made, is vast and varied, and offers excellent value for money.

LEATHERS: The proposed range of leathers, all sourced from Europe, includes a wide variety of thicknesses and grains, finishes and degrees of softness, to satisfy all stylistic preferences, from casual to sophisticated.

Some types of leather offer the possibility to further customise Trussardi Casa products with prints of fashion-inspired patterns and logos.

TRUSSARDI CLASSIC FABRICS



PRINTED LEATHERS





TARGET

Today the customer on whom Trussardi products are focused:

- is 30/40 years old, educated and with good purchasing power
- is fashion-conscious, but not a “shameless” slave to fashion
- prefers elegance and good taste
- appreciates unostentatious luxury
- is not inclined to show off or to flaunt status symbols
- favours cultured, contemporary design.



POSITIONING

In April 2020 the company performed a substantial review of its general product list, tackling it from a number of angles:

- Optimisation of the various stages of work and management
- Increasing the scale of procurements of semi-finished products
- Rationalisation of production processes
- Increasing the industrialisable components of individual products

The combined effect of all these steps is that the brand is now more competitive on the market, and is positioned differently in terms of cost and target relative to the group's other brands.

CONCLUSION



The alliance between Italian Design and Fashion enables Trussardi Casa to stand out from its competitors.

The values on which the Trussardi Casa collection is based are:

- 1 - Sofas, armchairs and beds are the brand's core business (accessories and decorative objects complete the range and form a lifestyle proposal)
- 2 - Extremely comfortable products
- 3 - Products with a contemporary design and a unique form and style
- 4 - Attention to details and to artisanal processes, use of high-quality materials
- 5 - Expression of elegant, cultured, contemporary taste
- 6 - Discreet, unostentatious luxury
- 7 - Products do not require a complete "lifestyle" in order to express their essence (sales can be perfectly well oriented towards a single product)

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THANK YOU

