

A man with a beard, wearing a brown wool coat over a blue sweater and a light-colored shirt, is seated at a wooden table. He is looking down at an open magazine. His hands are visible, holding the pages. The magazine shows a black and white photograph of a group of people. The table is made of light-colored wood. The background is a red wall and a patterned rug.

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COMPANY
profile

V.O.F. SERVICE

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identity group

Menswear and womenswear collections with a rigorously contemporary-urban appeal, highly versatile total-look creations that mix **stylistic experiments in ferment, cosmopolitan charm and mix&match** with a **sporty-cool attitude**.

A unique and exclusive concept dedicated to pragmatic and modern men who need day-by-day dynamism, **practicality and maximum interchangeability of garments** from morning to night, according to ever-changing occasions of use and contexts.

The Company focuses on energetic, globetrotting and multifaceted universes, travel atmospheres and suggestions that change as trends evolve, but without ever being victims or dependents of them.

Strictly Made in Italy modus operandi, selectivity of fabrics and applications, extreme ease of combinations, **varied patterns, models and accessories, outfit proposals** conceived and designed for stubborn, discerning customers who are confident in their shopping choices, never exhibitionists and everywhere eager for lifestyle and international touch, in short, a winning DNA imbued with freedom, medium/high quality & originality.

Currently the strategic project of V.O.F. SERVICE ITALIA SRL focuses on two fundamental objectives achievable in the medium/long term:

* Growth by expanding its distribution network

* Development of the Pizetaone, Sei3Sei, MClassics, Jeckerson Woman brands.



history

group manifatture Vetrano

The Corporate **by Girolamo Vetrano** was founded in **1974** as a contractor company.

From the very beginning it boasts **solid and valuable know-how** in making attractive fashionwear collections, ranging from outerwear to trousers, from ecological furs to silk shirts, a unique and skilled professionalism that in short leans towards an ambitious and competitive future-oriented vision.

In **1987**, his son Pasquale took over the management, a visionary and stubborn young businessman, who grew up observing examples of industriousness and textile family tradition.

Pasquale Vetrano immediately **started a thorough restructuring of the garment workshop** by introducing advanced automated machinery with numerical control units, understanding the primary need for company specialisation and therefore focusing on a precise textile category: **denim and cotton trousers for men, women and children.**





A few years later, in 1998, the Founder lays the foundations of the company **Manifatture Vetrano S.r.l.** and dedicates his attention and energy, for more than fifteen years, in the **trouser & jeans manufacturing sector**, a very long period full of successes and high-profile clients such as **Diesel, Dolce & Gabbana, Calvin Klein, Etrò, Soviet** and many others. The focus is **not only on contemporary-stylish creations**, but also on **special washes, embroideries, refinements and prints**, also making use of laundries, needle-workers and print shops of national importance.



In **2003**, Manifatture Vetrano S.r.l. was officially transformed from subcontractor to manufacturer, offering its customers a wide range of services, from production to careful quality control, up to the Private Label sales phase. Starting from the **realisation of designs and sketches**, through the **concept of sample collections** and fashion proposals on the basis of **seasonal analyses and trends**, it directly deals with fabric cutting, monitoring of quality standards and delivery of the finished and packaged product, entrusting further processing stages such as fason, laundries, ironing, embroidery and printing to partner companies.

Since **2009**, the Group has intensively specialised in **children's wear collections** and currently produces for the Marbel company with the Frankie Morello and Daniele Alessandrini lines, for the Daddato company with the Fiorucci line, for the Mafrat company with the Ferrè line, for the Arav Kids Spa company the trousers for the new Aston Martin line.

In **March 2012**, due to the adoption of **important strategic levers of evolution and expansion**, with the clear intent of strengthening the company's capital structure and at the same time supporting growth in terms of investments & industrial development, the operational Headquarter was relocated from Cimitile (close to the Neapolitan capital) to **Nola, a well-known industrial centre in Campania**, inside a rented building located within the Cis di Nola complex at Isola 6 lot 636.





The company Manifatture Vetrano S.r.l. has entered into a primary contract with the company "**SEDUZIONI STARLINE S.R.L.**" under the trademark "**SEDUZIONI DIAMONDS VALERIA MARINI**". The contract transfers the licence for the right to use the Trademark, in compliance with its registration, for the direct manufacture, promotion, distribution and sale of the licensed articles.

In **May 2012**, Pasquale Vetrano and his wife Annarita Chiaravalle set up the company "**V.O.F. Service Italia S.r.l.**", aiming at organisational macro-objectives and obviously expansion in Italy and, in the medium to long term, in Europe.

With determination and prompt inventiveness, the company "**V.O.F. Service Italia S.r.l.**" creates a new menswear brand called **PIZETAONE**, focused on the definition, production and distribution of men's trousers, which is soon joined by **SEI3SEI**.

Thanks to his infallible business acumen and decision-making volcanicity, in 2018 Dr Vetrano signed a contract for the exclusive use of the **MCLASSICS** brand, which stands as a reference point for today's casual man. Careful selection of **the best materials, avant-garde style, balance, simplicity and sophistication**.

The company "**V.O.F. Service Italia S.r.l.**" then stipulates contracts with the company Arav Kids Spa and with up-market customers in the national clothing industry for the production of garments dedicated ad hoc to the male target.

In the very last step, in concomitance with the excellent results achieved so far, Corporate Awareness has benefited of a substantial increase in terms of reliability and operational seriousness, to the point of **being able to count in the B2B client portfolio important case studies such as: the GIADA Group for the HANDPICKED and VILEBREQUIN brands, ALVIERO MARTINI, PEUTEREY, JECKERSON men**.

target

The plus-value is characterised by affordable pricing, excellent quality standards and Italian-made articles, truly differentiating elements to align with today's purchasing demands and easy-to-wear fashion preferences, attractive and undoubtedly competitive.





The proposed collections appear to be **carefully reasoned and transversal**, capable of embracing a broad male audience in a **range from 25 to 65/70 years**, with a predominant core-target between 35 and 50 years of age.

Curious, passionate, smart and independent adults, with an eclectic personality that is against immobility, lovers of sports, new experiences, new cultures, good conviviality and interesting conversations. They are lacking in narcissism, are normally enthusiastic, receptive, open and sociable. They know how to fit into a thousand environments, possess an innate ability to go only for what they really need, with **awareness, charisma and fresh dailywear.**

MClassics

product philosophy

Every year, every new season, fashion design overturns the standardised rules of men's clothing by **declining unconventional products and colour palettes**, evoking faraway locations, in the open air, immersed in nature as much as in the metropolises of the globe.

Young-adult men who are citizens of the world, **demanding, bright and informed**, inclined to casual-smart stylemoods in perfect balance between comfort & soft- elegant essence, ranging from the office to free time.

Our lines draw inspiration from the present, observing, listening, and moving forward, acting with dexterity and foresight to seize the right opportunities for the future and **proceed with determination towards tomorrow's goals**.

With important goals to be achieved, the Corporate thus reflects a solid, agile and flexible management, founded on professionalism, passion for its work and attentive and competent know-how.



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MClassics



headquarter

The Group's headquarters, **located within the CIS industrial conglomerate in Nola**, one of Europe's largest distribution hubs and an international reference point, is the forge where all ideas and projects take shape. **True beating heart of the company's multiple activities**, the administrative and operational headquarters was conceived and realised to organise and develop procedures and initiatives with fluidity and promptness: a huge space of about **1,500 square metres** hosts the main logistics platform, the commercial and administrative offices and all the creative departments.

The location is an important project both architecturally and strategically, as it serves as a base for the domestic and foreign sales network. The articulated and functional structure consists of **a central unit divided into two floors**. The ground floor is dedicated to logistics and pro-

duction, where areas such as the fabric warehouse and finished garment logistics are located. On the first floor there are **the cutting/ product/ style and marketing areas**, where the brands' soul is developed day by day. The spaces are separated by large windows designed to stimulate greater **creativity and teamwork**. This is where the inspirations and suggestions of the Fashion Design Department come to life, an experimentation lab where the ideas of the marketing department define, **imagine and strengthen the brand identity**.

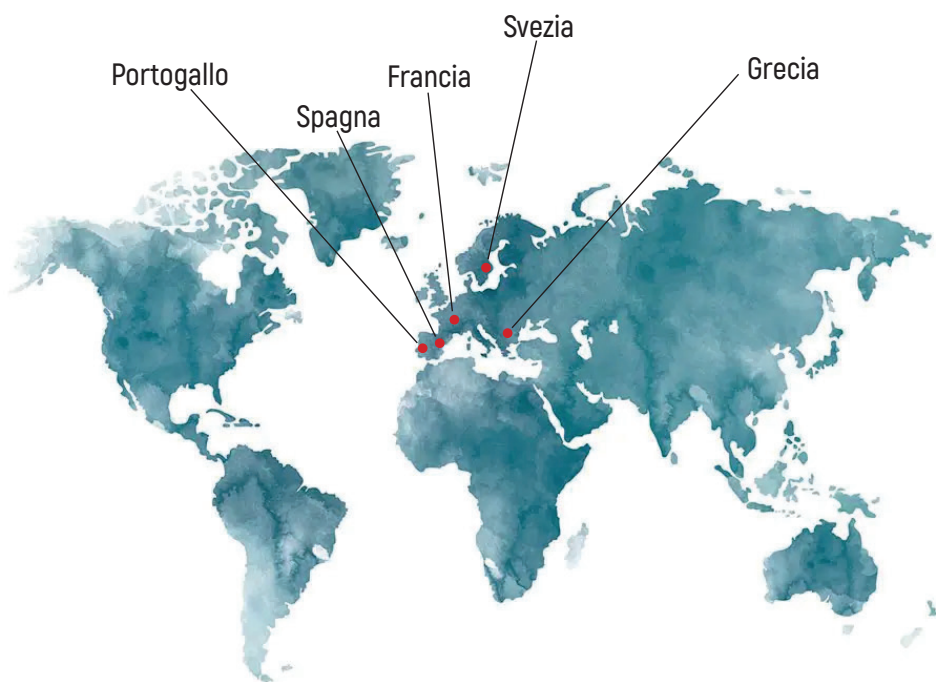
Lastly, the first floor also houses the showroom, an essential and sophisticated concept where the various Collections can be admired in preview, as well as the administrative and management offices as distinctive jewels in the crown for growth and penetration in future key markets around the world.



distribution

The Agent Sales Network covers **the entire national territory and abroad in a capillary way**. Internationalisation and innovation are the two most crucial ambitions seen in the future of V.O.F. Service Italia Srl.

INTERNATIONAL MARKETS



CORPORATE DATA

V.O.F. Service Italia s.r.l.

Registered office: Cis di Nola – Isola 8 n.8020 – 80035 Nola (NA)

Management and Operational Headquarters: Cis di Nola – Isola 8 n.8020 – 80035 Nola (NA)

Tel. : 081/ 8237426 – Pec VFO@PEC.IT

Activities: Wholesale trade of clothing and accessories

Tax Code: 07213161214 - VAT No.: 07213161214

Naples Register of Companies - REA 868845

Ateco Code - 46421

products

Accessories such as belts and footwear complete the PIZETAONE menswear fashion proposals.



STRENGTH POINTS

- **Research and Development**
Constant research and innovation, coupled with more than a decade of family experience, have enabled the company to chalk up successes and outstanding achievements step-by-step, with clear horizons and founding mission.
- **Case histories with differential value**
able to distinguish itself from the conformism of the man-made universe and obtain continuous positive feedback from buyers, the press and experts, primarily through a mix of intrinsic factors as integral parts of the exquisitely Italian modus operandi.
- **Manufacturing accuracy**
- **Inspiring and tempting variety of models for different fw // ss season releases**
- **Scrupulous care of materials and finishes applied**
- **Dynamic, globetrotting, versatile and cosmopolitan casual-chic essence**
- **Malleable identity, never dependent on industry diktats**
- **High quality connotation**
- **Progressive affordable luxury placement**
- **Medium/high level product perception**
- **Proven appeal & innovative attitude**
- **Proven appeal & innovative attitude**
- **Deep insights, research, studies and market analysis to expand more broadly in the next 10 years**

company culture

Stubbornness, commitment and incessant study of the trends and evolutions of the fashion system. This is the recipe of V.O.F. Service Italia Srl, which aims to enhance the **easy-to-wear and soft-elegant man** in all his shades, from early morning to late evening, with the highest demands for interchangeability and stylistic overlapping. Special attention is paid to the quality and control of the garments.





brand portfolio

In order to extend its distribution network, V.O.F. Service Italia Srl expanded its brand portfolio in the period 2012/2018:

Brand - Small Business Unit

	2012	2013	2018	2019
PIZETAONE	1				
SEI3SEI		1			
MCLASSICS				1	
JECKERSON WOMAN					1

competitive strategy

corporate

At the corporate level, the strategy pursued by V.O.F. Service Italia Srl, **consisted of a growth path based on the acquisition of brand extensions.**

On account of the extraordinary expansion of Italian fashion-related sectors, V.O.F. Service Italia Srl's strategies have been oriented towards **up-grades and increasingly incremental highlights.** Firstly, the product strategy has increased the fashion/stylistic content of the proposed models, necessitating a **significant increase in planning and design efforts.** This will involve, even more significantly, the employment of new professional figures in the company, starting with the Stylist and Modeller to arrive to new professional figures dedicated to the creation of **products in accordance with the evolution of demand and emerging stylistic trends.** Concerning the communication and image aspects, V.O.F. Service Italia Srl gives further depth to the total look of the brands.

With MCLASSIC and PIZETAONE, V.O.F. will extend

its reasoned penetration into multiple markets, in order to qualify its offer more clearly by differentiating the more fashionable models from the casual ones.

According to its pursued stylistic content, the Group has activated several advertising campaigns for the brands. All online & off activities will be **open-minded and implemented at a continuous pace, focusing on a vision dictated by planning, monitoring, periodic analysis and the unambiguous pursuit of product consistency.**

The communication disseminated through website and social channels shall gradually lead **towards an indelible, enviable and consistent positioning** among the leading companies operating in Italy and - little by little - in European countries, focusing **on logo, company strength points, chromatically impactful appeal** of the overall picture and stimulating in terms of targeting

Even more decisive will be the increase of the digital reputation through **cross-media operations with high coverage**, both in terms of scene and audience transversality.

At the same time, **the distribution strategy will undergo an evolution over the next three years** aimed at favouring direct distribution through D.O.S located in the geographical areas of greatest interest. Both domestic and foreign markets (focus on Greece, Portugal, Spain, France, Sweden) will be considered and carefully screened. We are proud to point out that the wholesale channel (independent multi-brand shops and department stores) recorded very consistent growth rates in the previous three-year period 2017/2019.

There is a separate chapter for 2020, as due to the coronavirus pandemic and the resulting nationwide lockdown, unfortunately, there was a stop to growth in production value. However, as a result of this national and global crisis, V.O.F. **will revise the production chain by shortening some of the currently outsourced manufacturing processes.** Thanks to the purchase, due to substantial investments, of new machinery (cutting room automation and various processing machines), it will be possible to bring some processes back in-house, further compressing production costs and guaranteeing greater profitability even in the presence of reduced revenues.

V.O.F. Service Italia Srl **employs a number of specialised craftsmen in order to guarantee the necessary flexibility of the production process**, efficient cost structure control and a high degree of specialisation.

The selection of workshops is carefully monitored by its production staff and aims at evaluating the specific skills of each workshop, **the technical capabilities of the craftsmen and the efficiency of the business structure.** This selection process tends to guarantee the company that the outsourced production can reach the required quality standards.



competitive strategy

singole BSU

The current structure of V.O.F. Service Italia Srl reflects the presence of **several distinct SBUs that correspond to the brands marketed**. Although there are substantial overlaps in terms of technologies and production facilities used between the products of the different SBUs, V.O.F. Service Italia Srl **separates the management of the business areas in order to improve the focus on specific target segments**.

The SBUs are focused on the production of different fashion and trend clothing lines. The products are immediately configured by positioning and pricing as medium-high products.





renovation & main business opportunities

The fashion apparel sector, which by its very nature possesses obvious rates of volatility, has led V.O.F. Service Italia Srl to consider the importance of innovation in production processes and the great opportunity of using new eco-friendly fabrics.

future

Business management will be supported with **energy, speed, responsiveness and a powerful commitment** to strong and clear future intentions.

- **Effectively and incisively consolidate the Italian market and quickly penetrate abroad, anticipating European trends and breaking into major markets;**
- **Moving forward with precision, study and elasticity to revitalise brand recognition and make inspired choices;**
- **Spreading the horizons to develop a medium/high level selective distribution;**
- **Enter into excellent co-branding agreements and participate in international fashion trade fairs;**
- **Investing an increasing percentage in research, training, innovation and refining quality & design**
- **Still believing, year after year, in the Group's efforts and motivation.**







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