

LIU·JO

COMPANY PROFILE

SPRING SUMMER 2020

MISSION



Our creative philosophy reflects a view of femininity that is not a mere aesthetic reworking, but a deeper, closer exploration of the strength, the personality and the unique and instinctive beauty of every woman.

We work passionately to produce contemporary, intriguing creations inspired by a glam style and a quintessentially Italian boldness that calls on women to mix and add their personal touch to our pieces, to freely and seductively express their personality and physicality. A clear, distinctive style supported by our research, where the selection of the best material is combined with a painstaking, careful attention to details to produce functional, high quality products that can be worn for any occasion.

The design and production of each item are ensured by a co-ordinated, dynamic and ambitious team looking at the future with determination, intuition and, above all, the wish to convey the natural taste for beautiful things.

Inspired by a pragmatic, matter-of-fact business vision, our project is deeply rooted in the expertise of Carpi and Italy: a legacy of experience and taste that, season after season, is updated by unusual pieces and accessories to charmingly, powerfully celebrate women's empowerment. These are our values, and they are irreplaceable: both the symbol and the purpose of our efforts.

MARCO MARCHI

HISTORY & MILESTONES



SINCE ITS FIRST STEPS IN ONE OF THE BEST “MADE IN ITALY” APPAREL CLUSTERS TO THE OPENING OF A 350 M² FLAGSHIP STORE IN ONE OF THE WORLD’S MOST IMPORTANT CITIES, YEAR AFTER YEAR LIU JO HAS WRITTEN THE CHAPTERS OF A STORY THAT CAME TO BECOME A FULL FLEDGED ENTREPRENEURIAL PHILOSOPHY THAT STEMMED FROM A PARTICULAR TAKE ON THE CONTEMPORARY WOMAN.

1995 THE BEGINNING.

Carpi, Italy’s top knitwear industrial cluster, is where Liu Jo was born of Marco and Vannis Marchi’s vision. The launch of the Liu Jo and Liu Jeans collections market the beginning of the brand’s growth in Italy, at first through the multi-brand channel and later in directly operated stores both in domestic and foreign markets.

2000-2006 THE ORIGINS OF MULTIBRANDING: FROM LIU JO ACCESSORIES TO THE FIRST FEW LICENCES.

Liu Jo’s style project evolves into a genuine total look, the natural

development of a brand designed to enhance femininity, in all its forms. These years see the birth of Liu Jo Accessories, the little girl, man and Ajay collections, and the first few licences: Liu Jo Baby, Liu Jo Luxury, Liu Jo Underwear and Beachwear, Liu Jo Casa.

2008 BOTTOM-UP’S TELEVISED REVOLUTION AND THE ADVENT OF LIU JO SHOES.

The iconic Bottom-up Collection by Liu Jo was launched with an innovative integrated communication campaign, in the year of the men’s jeans line debut. The collection rationalization process aimed at creating a full and comprehensive lifestyle brand went also through the creation of the Liu Jo Shoes line.



2009-2010

INTERNATIONAL
EXPANSION, LICENSING
CONTROL AND A FOCUS
ON ICONIC BAGS.

The consolidation of the Italian distribution network is continuing, together with our significant brand internationalisation strategy, strengthened by the incorporation of Liu Jo Asia Pacific and by the development of directly-managed branches in Benelux, Poland, Spain, Germany, Russia and the Czech Republic. The company's growth includes the centralisation of parallel activities through the acquisition of the Underwear and Beachwear licenses. The offer of an increasingly extensive and functional range of products has been confirmed with the TV debut of the Accessories line, with the first two exclusive campaigns entirely dedicated to the launch of the first It Bag.

2011-2013

KATE MOSS BECOMES LIU
JO'S MUSE AND OPENS THE
NEW FLAGSHIP STORE IN
MILAN.

Liu Jo selected Kate Moss as its

new style ambassador to reflect the increasing investments made in the brand's image and global expansion, further highlighted by the circulation of the Bottom-Up campaign in Europe. The British top model inaugurated the brand's new flagship store in Corso Vittorio Emanuele, enlarged and totally refurbished, while the first single brand accessories-only store opened its doors. 2013 has been the year of the launch of the multichannel website, integrated with a 24/7 e-commerce platform for the worldwide sales of Liu Jo products. The debut of the new Liu Jo Fragrances and Liu Jo Eyewear lines marked the start of new and prestigious partnerships with Perfume Holding and Marchon Eyewear.

2014-2015

DREE HEMINGWAY IS
LIU JO'S NEW MUSE. THE
NEW 'BOTTOM UP' TV
COMMERCIAL CELEBRATES
THE CONCEPT OF
UNIQUENESS.

The brand announces that Dree Hemingway, the American model and actress, will be its muse in an outstanding communication campaign inspired by travelling and Italian Style. The company's entrepreneurial vision,



firmly focussed on 'modern lifestyle', is substantiated by the renewal of a licence agreement with Perfume Holding. Six years after the launch of the Bottom Up project, the brand reasserts its leadership in the Denim market with the new 'Nothing is like the original' campaign, inspired by the success and uniqueness of its iconic jeans.

2016-2017

ALLURE, FEMININITY AND EMPATHY FOR A MORE AND MORE CHARISMATIC AND SOPHISTICATED IMAGE. FROM THE #VICEVERSA AND #STRONGTOGETHER CAMPAIGNS TO THE EVOLUTION OF THE BOTTOM UP CONCEPT.

The multiple nuances of the feminine universe are at the heart of the #Viceversa and #StrongTogether campaigns, where the values of women's empathy and friendship enrich the brand's storytelling by involving fashion icons of international repute, such as Karlie Kloss, Jordan Dunn, Martha Hunt and Jasmine Took, friends in life and on the catwalks. Communication gets ever more far-ranging, emblematic and impactful, and even includes the

advertising campaign for the launch of the Christmas It Bag by Liu Jo and the new Bottom Up Amazing Fit campaign, a celebration of glamour and sexiness. In 2017, the #StrongTogether campaign celebrated the messages of empowerment and self-confidence with a new chapter, starring the two supermodels, Joan Smalls and Anna Mila Guyenz.

2018-2019

EMPOWERMENT AND SELF-EXPRESSION AS SYNONYMS OF STYLE AND FIRST SOURCE OF INSPIRATION. MERT&MARCUS SHOOT THE NEW #GLAMOURIZING CAMPAIGN WITH ANNA EWERS.

For Liu Jo, beauty radiates from a woman's temperament, independence, and freedom of expression, also and especially through her outfits. This attitude is central to the 2018 #ExpressYourStyle campaign, starring Antonina Petkovic, Candela Pelizza, and Julia Restoin Roitfeld. This extremely contemporary, encouraging and positive perspective has been epitomised by the



#Glamourizing advertising campaign as the symbol of a new era focused on deep self-expression, both emotionally and aesthetically. Known all over the world for their hyperrealist digital 'lens', Mert&Marcus have painted a sensual, charming and candid portrait of Anna Ewers, the top model, also featuring in the two 2019 #Glamourizing campaigns created with the same team, to produce a true and passionate snapshot of today's women.

This definitely sophisticated and conscious approach combined inspiration and aspiration in the strong Liu Jo identity and made its premium offer highly attractive.

embodies a powerful message of identity and mutual support that reflects the brand's knack for understanding the wishes and trends of the present while always looking ahead with style, emotion and innovation. Born the same year as the brand, Kendall perfectly epitomises the awareness and femininity of the Liu Jo woman, giving wide international scope to the multichannel campaign shot by Mert & Marcus. So, #BORNIN1995 becomes a statement of empowerment as well as the portrait of Liu Jo's double soul, which enhances the chic attitude of its diehard fans while weaving an increasingly deep bond with the free and genuine rock and roll vibe of the young women of today.

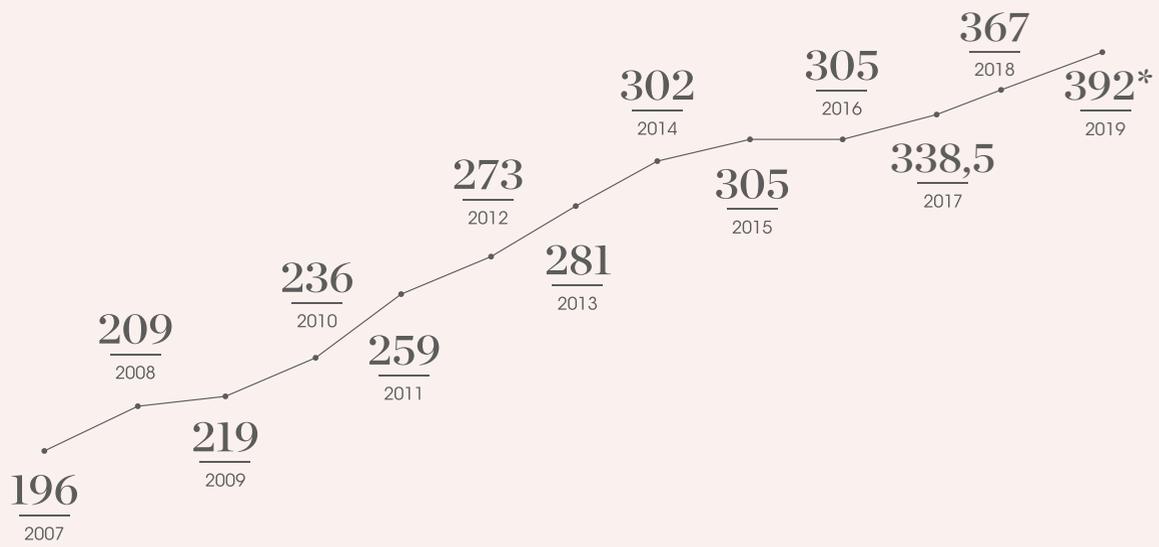
2020

#BORNIN1995. LIU JO CELEBRATES 25TH YEARS OF GLAMOUR AND FEMININITY WITH KENDALL JENNER.

In the year of its 25th anniversary, which feels as an outstanding time to remember the brand's long journey of intuition, challenges and success in Italy and in the rest of the world, Liu Jo takes a further step into glamour and modernity by disclosing its #BORNIN1995 campaign with Kendall Jenner. The US top model and influencer

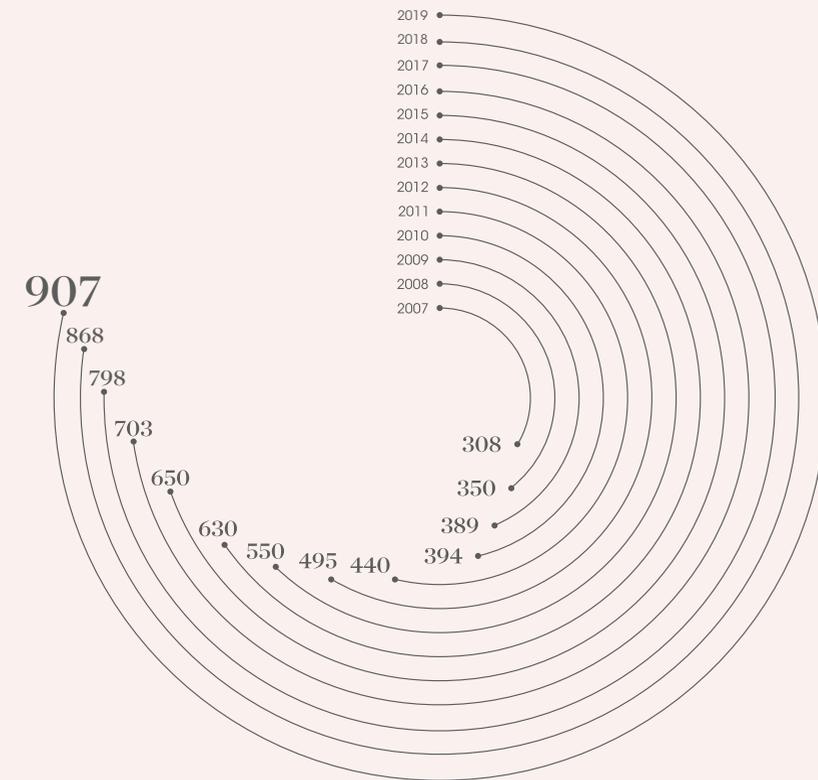
ECONOMICAL AND FINANCIAL DATA

TURNOVER



*2019 annual closing estimation
all amounts are expressed in € 000,000

EMPLOYEES



the data include the DOS staff

BETTER TOGETHER



ETHICS AND AESTHETICS ARE TWO KEY VALUES THAT INSPIRE LIU JO'S STYLE AND VISION, BOLSTERING A CONSTANT MARRIAGE BETWEEN THE ELEGANCE OF THE PRODUCT AND THE ELEGANCE OF IDEAS. CARE FOR PEOPLE AND FOR THE ENVIRONMENT IS A GENUINE IDEOLOGICAL MANIFESTO THAT NOW PUTS RESPECT FOR THE PLANET AND SOCIAL ACCOUNTABILITY AT THE CENTRE OF THE COMPANY'S CODE OF CONDUCT, INCREASINGLY FOCUSED ON SUSTAINABILITY, THE VALUE OF HUMAN RESOURCES, AND THE DEVELOPMENT OF THE LOCAL COMMUNITY.

Loyal to the "Better Together" manifesto, in the last few seasons Liu Jo, with its suppliers, has started to take a number of measures and investments to build a sustainable workplace. This has recently led it to get one of the main international Social Accountability Certifications, the SA8000 standard, its inspiring principle being ethics and respect for people's working conditions.

Compliance with international standards is part of a broader perspective that sees fashion as a way to create beauty as well as a key tool to trigger change, ideas and initiatives that can really embody and respond to the needs of the world we live in.

While the rush to progress has now gone so far as to push companies and manufacturers to make new, deeper reflections on the ecological emergency, the time left to take action and change the current state of affairs leaves no room for hesitation.



In this, the human factor is essential, because all of us have a duty to change tack, act responsibly and go the way of sustainability – especially the fashion houses – that have the means and resources to help reduce consumption and minimise their environmental impact.

A flair for change, a dynamic spirit and the wish to get better are therefore the main lenses through which Liu Jo looks to the future, while acting in the present. From the will to make all the supply chain more sustainable to the enforcement of equally mature criteria in design, planning and sales, the culture of welfare is effectively and firmly promoted and shared, to engage any stakeholder.

Therefore, sustainability is a veritable strategic approach that involves all of the brand's stakeholders, from the staff to the suppliers to the end users, for whom Liu Jo develops an increasingly sensitive and responsible purchasing experience.

This is proven by the Liu Jo Better Denim project, a precious example of responsible innovation based on the processing of biological cotton fabrics. The strengths are, then, the innovative manufacturing processes that use less water, chemicals and power, where products are designed to be sustainable in every single detail – not just the fabrics, but also the many parts they are made of (from the rear labels to the buttons, from the seams to the tags).

A first step in which the iconic jeans, created to shape and enhance a woman's curves, reveal their green side, in a new awareness of the final consumers and the world we live in.

COLLECTION



THE BRAND LIU JO SPLITS ITS DEEPLY GLAMOROUS AND CONTEMPORARY DNA INTO THREE LINES, INSPIRED BY DIFFERENT MOODS AND DIFFERENT SCENARIOS: THE BLACK LABEL, WHICH REINVENTS THE DAILY DRESS CODE AND MAKES IT IRRESISTIBLE 24 HOURS A DAY; THE WHITE LABEL, WHICH SPICES UP CASUALWEAR WITH UNUSUAL STYLE DETAILS; THE GOLD LABEL, FOR A FEMININITY THAT LITERALLY GLOWS, IN AN ELEGANT, ULTRA-CHIC VERSION. THE MISSION IS STILL THE SAME: ENHANCING THE UNIQUE CHARM OF EVERY WOMAN, FULL OF INFINITE NUANCES, THROUGH INEXHAUSTIBLE AND CHALLENGING OPTIONS TO EXPRESS ONESELF THROUGH STYLE.

GOLD LABEL



SEXY, SOPHISTICATED, CHARISMATIC: IN ITS GOLD LABEL RANGE, LIU JO POURS OUT ALL THE ELEGANCE OF THE BRAND WITH AN ULTRACHIC TWIST TO LET FEMININITY SHINE IN THE MOST IMPORTANT OCCASIONS.

From the brand that is an icon of glamour to be lived every day, here comes a range designed to enhance every woman's unique style for those really special occasions. Sophisticated and precious, Gold Label by Liu Jo is made to be worn by a strong, selfconfident, sexy woman who dares to stand out, who knows how to measure out the right dose of elegance and boldness to feel simply exceptional. Versatility, superior style, precious materials are the keywords of a range that loves to amaze with characterful combinations and plenty of rare style inspirations, borrowed from the imagery of the great classics of seduction, to create ever-new, perfectly contemporary outfits. Impalpable, precious materials, such as chiffon, silk organza, Chantilly lace and barely-there tulle, add natural elegance and sophistication to a collection designed to light up and enhance the femininity of the Liu Jo woman, in all the most exclusive occasions.

WHITE LABEL



THE LIU JO TOUCH ON CASUALWEAR BECOMES THE INSPIRATION FOR A GLAM COLLECTION THE BRAND DEDICATES TO WOMEN WHO LOVE TO EXPERIMENT WITH NEW, CONTEMPORARY STYLE SOLUTIONS TO DRESS EVERYDAY LIFE IN EXCEPTIONAL SELF-CONFIDENCE.

In the White Label collection, the urban world discovers brand-new possibilities, embracing other challenging suggestions by matching items, fabrics or details that expand the horizon of potential total looks, though as well-matched, well thought out, extremely versatile and trendy as usual. The White Label woman follows her free, feminine spirit as she teams denim with see-through panels, soft fabrics and slouchy cuts, or explores different, intriguing mismatches of materials in super-feminine, seductive combinations. A collection that embodies the countless expressions of femininity, enhancing the unique magnetism of every woman with the offerings of a brand that has always been synonym with a strong personal statement.

BLACK LABEL



LIU JO'S BLACK LABEL IS THE COLLECTION WHERE YOU CAN FIND ALL THE ELEMENTS THAT MOST DEEPLY EMBODY THE LIU JO STYLE PROJECT, UNFAILINGLY VENTURING INTO AN INTRIGUING EXPLORATION OF THE INFINITE WORLDS THAT MAKE UP THE FEMALE UNIVERSE.

The Liu Jo Black Label collection speaks of the magic of today's woman, where surprisingly different dimensions live harmoniously together as one truly fascinating thing. Formal daywear reveals unexpected practicality and versatility for day and night, enhanced by delicate details, glamorous inserts, super-trendy colour palettes, matching the essentials of women's everyday life with unusual suggestions: from the seduction of lingerie to the toughest expressions of casual chic. So, a tradition that has quality tailoring, careful finishes and care for details in its DNA evolves into a creative philosophy that successfully experiments with materials, their performance, textures and colours, embracing new trends without ever becoming unsubstantial, driven by an all-female curiosity that never turns into frivolity. So, this is how a perfectly contemporary combination of past and future is born. This is how fashion and Liu Jo become one.

ACCESSORIES



IN LIU JO'S CONCEPT OF FEMININITY, ACCESSORIES ARE A WAY FOR CONTEMPORARY WOMEN TO EXPRESS THEIR CREATIVITY AND IMAGINATION. THE BUZZWORDS ARE PLAYING, CUSTOMISING AND SPEEDING UP ONE'S STYLE.

Every year, the Liu Jo Accessories collection comes up with several themes and inspirations, each one with a full range of small and big accessories: bags, bijoux and belts, gloves, scarves and capes that explore different worlds as they speak of the unfailingly trendy and curious Liu Jo woman. The choice of materials and shapes, the wide range of colour palettes and graphic themes make her fulfil her creative whims and round up her Liu Jo looks, in total freedom. So, the idea of a bag changes to suit the occasion and the inspiration of the time, either mini or maxi, functional for the day or girlie for the night, shamelessly flaunting all-over logos, or a more basic one, emphasising a more mysterious femininity, or again reflecting the thousands of metropolitan souls of the city. The sparkle of gold finds a sexy glam dimension that is far from pomposity, while the combinations of engineered materials create ever new tactile and visual textures that update the modern or precious details that are Liu Jo's signature style.

BLUE DENIM



WITH THE BLUE DENIM COLLECTION, LIU JO REREADS
THE 'CULT' DENIM TRENDS WITH A TOUCH OF GLAM,
FOR TIMELESS STYLE.

Seduction and comfort, the ability to reinvent a classic piece and put it to good use as a femininity enhancer turn denim into the epitome of Liu Jo's values, an emblem of the Brand since its beginnings in 2008. A project that knows how to evolve over time through style and technical expertise that freshen up the designs, materials and fits to add a personal touch to the latest trends and hug the body, while denim retains its status as a versatile and irreplaceable must-have. Season after season, Liu Jo looks through the iconic denim trends – from super-fitting chic cuts to updated boyfriend styles – making them relevant and fashionable again through its unmistakably glamorous style to be loyal to its usual mission: to enhance the natural femininity of every woman.

SHOES



NO EXPLORATION OF FEMALE IMAGINATION CAN LEAVE OUT SHOES, THE EPITOME OF ALL CULT ACCESSORIES: A SEDUCTIVE TOOL AND A PRECIOUS COMFORTABLE ASSET, A PLAYFUL, FUN ITEM OR AN EXPRESSION OF CLASSIC ELEGANCE.

Liu Jo Shoes is the vast footwear collection that captures the trendiest and most fashionable silhouettes of the time, reinventing reassuring, unfailingly seductive feminine shapes. Every style in the Shoes collection is perfectly finished and unique in its details, and it has been designed for utmost versatility, to be matched with just any look from the Liu Jo collections. A wide array of textiles and colours provides ever new, trendy creations, alternating classic, minimal elegance with sexier, tougher outfits, while the designs capture the most contemporary seasonal themes and patterns and enhance them by pairing them with unexpected flashes of light, multifaceted colour harmonies, ultra-chic gemstone details, hardware and new textural combinations.

Liu Jo Shoes is the perfect completion for all of Liu Jo's apparel and accessories collections, whether it is a tough total look or an intriguing mismatch. Liu Jo Shoes is a distinctive, glamorous collection for all those women who go for unexpected, fancy feminine styles, which successfully combines sophisticated cuts with precious details, in distinctively contemporary outfits that have the timeless versatility of a classic.

SPORT



WITH LIU JO SPORTS, LEISUREWEAR IS COLOURED UP
IN CHARM WITH ITEMS DESIGNED TO TURN
LEISURE INTO AN OPPORTUNITY TO EXPRESS
AN UNMISTAKABLY FEMININE STYLE.

Dynamic, fascinating, self-confident and sure about their style: these are the women for whom Liu Jo has designed a collection of sporty chic items where they can find that perfect combination of magnetism and beauty that the brand never stops celebrating, now even as the official sponsor of the women volleyball team. The Sports collection is ideally inspired by the moments that come before or after exercising, but it has been designed to be perfectly versatile in every single item, so it is the perfect solution to wear any time you break from the daily rush with a touch of glamour that is the brand's signature style. Liu Jo Sports is focussed on comfortable, easy chic, versatile items that spread one's longing for fitness on an array of inspirations, contaminating active-wear with the seasonal maxi trends through girly details and sophisticated decorations. The collection is a treasure trove of matched or matchable tracksuits, T-shirts, either plain or printed with ironic subjects and letterings, embellished with rhinestones and studs, worn with soft stretchy pants. The colour palettes range from nude shades to bright, eye-catching melanges where a passion for fitness can be told by colour codes.

BEACHWEAR



THE VIBRANCY OF SUMMER, THE SUNNY SENSUALITY THAT COURTS THE BODY AND REVEALS IT IN A CARELESS GAME ARE THE INSPIRATIONS FOR THE LIU JO BEACHWEAR COLLECTION, A CELEBRATION OF THE FEMALE BODY IN THE SEASON THAT ENHANCES IT MOST.

Elegant yet fun and fancy swimsuits enhance any silhouette, making the most of a woman's curves through their sophisticated details and precious finishes. Beachwear clothes and accessories round up the selection of a collection that is full of inspirations and takes the Liu Jo woman all through her long summer days, when time stretches out and the boundaries between elegant and casual are more blurred and open up to new, intriguing combinations and unexpected mismatches.

JUNIOR & BABY



LIU JO'S LITTLE WOMEN LIVE IN A COLOURFUL, CHEERFUL WORLD WHERE THEY CAN PLAY WITH DIFFERENT STYLES, BETWEEN THE MOST INFORMAL CASUALWEAR, ACCENTS OF COMFY ELEGANCE AND THE FUN NOTES OF CONTEMPORARY BON TON.

Little fashion stars grow with Liu Jo. Liu Jo's ranges for the under-16s have been designed to cater to the needs of an age group in which wishes grow and change quickly: in addition to the Liu Jo Junior collection for 8 to 16 year olds, there's Liu Jo Baby, for very young ones, aged from 6 months to 6 years. "Escape 14" makes its debut in Spring/Summer 2017 as a mini collection of limited-edition sweatshirts, tops, pants and T-shirts for teenagers aged 10 to 16, who love fashion and are in tune with the latest trends. Collections that know how to be special in any occasion, without ever taking themselves too seriously, but light-heartedly and ironically matching styles where girlie rhinestones and glitters, romantic dresses, patterns and colours that recall the warm season stand out in an explosion of energy.

**LIU JO
GIRL**



WITH LIU JO GIRL, THE LIU JO LOOK GOES 'TOTAL' FOR LITTLE LADIES TOO, WITH A COLLECTION OF SHOES AND SANDALS DESIGNED IN PARTNERSHIP WITH ELISABET, A WORLD LEADER IN FOOTWEAR.

Little ones but big on character, fans of their idols' looks and already independent in the choice of their own outfits, Liu Jo treats today's little girls to Liu Jo Girl, a collection of little shoes that marry the excellent craftsmanship with the Brand's unfailingly modern and trendy style. Liu Jo Girl has actually been imagined for them: little misses who want to feel perfectly free to move, dance and run but must also be constantly inspired and amused by patterns and styles, laces and straps, super-flat pumps and tough sneakers to feel at the centre of the fashion game, just like their mums.

LUXURY



LIU JO'S SOPHISTICATION MEETS THE WORLD OF
JEWELLERY: LIU JO LUXURY, A RANGE FOR
TIME-DEFINING STYLE, IS BORN.

With Liu Jo Luxury, the brand's glamour turns to jewellery, writ large in the harmony of the lines, the accuracy of the details, the selection of the metals, stones and designs that perfectly light up any outfit. The Time Collection – for Women and Men – rethinks the watch by turning the loyal timepiece into a genuine fashion statement: an accessory that can be matched with one's daily outfits to stay tuned with the latest trends. Those who have an eye for detail will be pleased by the inspirational and elegant Glam Collection, full of small and attractive pieces, designed to be style stars or to be mixed and matched, as the finishing touch for any apparel range by Liu Jo. Veritable “gems” to be worn or gifted as tokens of precious feelings.

LICENSES



LIU JO SHOWS ONCE AGAIN ITS DNA AS A BRAND LIFESTYLE IN A STRATEGY OF EXCELLENT PARTNERSHIPS THAT PROJECT ITS ICONIC STYLE ON TO NEW, DIMENSIONS WITH THE SPECIALIST EXPERTISE OF PRESTIGIOUS NATIONAL AND INTERNATIONAL PARTNERS. SO, LIU JO'S UNMISTAKABLE GLAMOUR COMES INTO ITS OWN IN PRECIOUS EYEWEAR, COLLECTIONS THAT ARE THE NATURAL COMPLETION OF ELEGANT TOTAL LOOKS, WHILE FRAGRANCES WITH EXCLUSIVE BOUQUETS ENHANCE THAT VERY FEMININITY THAT INSPIRES ALL THE FASHION COLLECTIONS OF THE BRAND. AND AGAIN, THE BRAND'S CONTEMPORARY, INTRIGUING ATTITUDE EXPANDS AND EMBRACES MEN'S CLOTHING AND GIRLS' SHOE TOO OR TALKS WITH INTERIOR DESIGN TRENDS TO MAKE HOMES SHINE WITH STYLE TOO.

**LIU JO
UOMO**



LIU JO'S STYLE PROJECT EXPANDS INTO MENSWEAR WITH LIU JO'S MENSWEAR COLLECTION, AN ALL-ITALIAN PARTNERSHIP WITH CO.CA.MA, ADDING A TRENDY TOUCH TO CONTEMPORARY URBAN DYNAMISM FOR A MODERN, CONFIDENT LOOK TO BE LIVED WITHOUT RESTRICTIONS AND IN PERFECT COMFORT, FROM SUNRISE TO SUNSET.

Contemporary and charming, comfortable fits and versatility are the keywords in the collection that Liu Jo has designed for a cosmopolitan busy man who knows how to revisit the new fashion trends with self-confidence and move dynamically from business events to social engagements with an unfailingly distinctive and naturally attractive style. Liu Jo's menswear collection catapults the Brand's creative style into the male world with pieces that combine different moods and attitudes, where the fast pace of an urban lifestyle multiplies into a challenging 'mixing and matching' game. Here are, then, casual sporty pieces teamed with the freshness of urban, street style and classic, formal must-haves for a range of total looks that strongly comes to the fore in Liu Jo's exclusive designer stores licensed out to the experience of a strategic partner, Co.Ca.Ma. Design expertise is supported by the brand's manufacturing operations, combining carefully-selected natural fibres with a painstaking care for details, which is synonym with Italian quality all over the world.

**LIU JO
EYEWEAR**



LIU JO EYEWEAR, IN PARTNERSHIP WITH MARCHON EYEWEAR, EMBODIES AND NURTURES THE AMBITION OF A TREND THAT'S UNFAILINGLY PRONE TO EXPLORING THE BOUNDLESS WORLDS THAT MAKE UP THE UNIVERSE OF A WOMAN'S STYLE.

Created in partnership with Marchon Eyewear, the collection carries in its genes the glamour and elegance of the Liu Jo brand and all the experience of an international eyewear leader. Super-chic in its multifaceted inspirations, the eyewear collection enhances the seductive power of a woman's eyes: one more weapon in the wardrobe of a woman who's aware of her own appeal and who's free to express it by playing with frames that are elegant yet full of glamorous details she can style to suit her personality. Floral prints, mini studs, gold and silver printed patterns, shiny logos and metallic details make every pair of glasses as unique and distinctive as the woman who wears it. In 2017, the brand made its debut in the girls' eyewear market with a fun and trendy collection, entirely designed for Liu Jo's little women; just two years later, it is adding Liu Jo UOMO, its first collection of eyeglasses and sunglasses for men, looking at men's eyewear through the lens of Liu Jo's unmistakable elegance and self-confidence.

**LIU JO
FRAGRANCES**



THE EXPLORATION OF LIU JO'S FEMALE UNIVERSE CONQUERS THE WORLD OF FRAGRANCES. WITH PERFUME HOLDING, A LEADING PARTNER AND A SHINING STAR IN THE INTERNATIONAL FRAGRANCE MARKET, THE BRAND ENHANCES ALL THE PRECIOUS NUANCES OF FEMININE CHARM.

Liu Jo's fragrances carry the brand's DNA and give it that allure that only perfume can give. Where Liu Jo's style and Perfume Holding's expertise meet, fragrances are born that bring to life a multitude of atmospheres, moods and the thousand nuances of seductive spells, never failing to get the place of honour in a woman's olfactory dimension. This is what happened with Liu Jo Eau de Parfum, the Eau de Toilette Scent of Liu Jo, and the Liu Jo Gold Eau de Parfum, rich and elegant combinations of notes that paved the way to the brand's journey with the appeal of a must-have, followed by equally iconic fragrances for a femininity that's just blossomed: the Eau de Parfum Liu Jo Lovely U and Liu Jo Lovely Me. Fragrances fit for a queen, that in 2019 will be joined by the Eau del Parfum Liu Jo Milano: a triumph of citrusy notes, flowery nuances and lovely temptations, enclosed in a precious bottle that stands out in total glittery style.

LIU JO
HOME TEXTILE COLLECTION



TRENDY DESIGNS, ELEGANT STYLE AND RARE MATERIALS:
WITH THE LIU JO HOME COLLECTION - IN PARTNERSHIP
WITH TEXTILE STUDIO ERIA - AND THE SLEEPWEAR
COLLECTION, LIU JO REAFFIRMS ITS CALL AS A LIFESTYLE
BRAND, WRAPPING EVEN THE HOME AND LOUNGEWEAR
IN ITS CHARMS.

Enhancing the home through shapes, colours and combinations that explore all the latest textile designs and top-of-the-range materials: the Home collection will bring the brand's elegance into your own four walls, in those spaces that best soak in and reflect your most genuine and intimate style statements. For your home sweet home, Liu Jo has come up with modern, glamorous ideas, all sharing the same unmistakably elegant materials and trendy designs, all strictly crafted in Italy. A sophisticated allure that is echoed by the new Sleepwear Collection for lounging around or sleeping in, adding a charming, cosily chic touch to the classic women's pyjamas.

LIU JO
LIVING COLLECTION



A VERSATILE FASHION APPROACH AND THE UNMISTAKABLE MANUFACTURING EXPERTISE OF ATL GROUP STEAL THE SCENE IN THE INTERIOR DECORATION WORLD: THE LIU JO LIVING COLLECTION CARRIES THE BRAND'S DNA, EXPRESSING A CONCEPT OF MINIMAL LUXURY, IN THE MOST ELEGANT AREAS AROUND THE HOUSE, COMBINING A NEW DESIGN CODE WITH HARMONY AND NEW IDEAS.

Liu Jo Living Collection translates the brand's idea of style into interior decoration, with a wide range of attractive, exclusive designs in tune with the key values of the brand's top-of-the-range products: carefully selected materials, a culture of detail, constant research and innovative design. The result is a collection of contemporary, sophisticated products that combines minimal silhouettes with bold volumes, Nordic inspirations with pop colour palettes, a mix of materials and new living codes, though still functional and accurately detailed. Helped by a vast colour palette, all materials and textiles can be chosen and used to suit the mood, so as to reflect one's personal taste even at home and live in cosy chic style.

RETAIL EVOLUTION



Concept: Christopher Ward Studio

GLAMOUR AND SOPHISTICATED ARE THE LEITMOTIVS THAT THE LIU JO'S RETAIL CONCEPT IS BUILT UPON, TRANSLATING THE BRAND'S QUINTESSENTIALLY ITALIAN STYLE INTO FORMS AND SPACES, TURNING THE SHOPPING EXPERIENCE INTO AN OPPORTUNITY TO EXPLORE AN OUTSTANDINGLY MULTIFACETED, INTRIGUING WORLD.

The DNA in Liu Jo's retail philosophy has been clear right from the first single-brand store opened in Forte dei Marmi in 1998: the first concept was built on reflective, mirror-like surfaces that would become a common thread in the design evolution of Liu Jo's interiors, an evolution that in 2005 jumped up to a new retail concept inspired by black. The iconic colour of the fashion system turns into the backdrop and the star of space. The seductive reflections of the decorated mirrors create an intriguing interplay, which designer pieces add further suggestions to. Also that year, Liu Jo opened its flagship store in Corso Vittorio Emanuele, in Milan – with its 220 square metres, three floors and four windows looking out on to the Italian fashion capital – a space that instantly turned into the beacon of Liu Jo's imagination, where shoppers could find out all the collections in an exclusive, challenging shopping experience. 2008 saw the debut of the White Concept, the idea that updated Liu Jo's retail image in Italy and all over the world, paving the way to a new way of living the Liu Jo experience.



The new mood is clear even in the colour choices, with black being replaced by white and bright, through the addition of silver surfaces, mirrors, glass and chrome that welcome Liu Jo's feminine soul into a setting that emphasises its essence and purity.

An approach that is reaffirmed by the 2012 version of the store, which, for the occasion, is extended to 350 square metres and goes on with an aesthetics that is a perfect combination of minimalism and elegance, first as an inspiration for a new lifestyle which is as modern in its contents as it is in its forms. Contemporary and high-tech, sophisticated and interactive, the Liu Jo flagship store is a space in which customers are welcomed into a friendly yet never intrusive journey, into a blurred and bright reality. A sophisticatedly natural design comes into its own in the "home feeling" area, designed to soothe and exude an elegant, relaxed wellbeing that should be shared. However, reflections on retail as a strategic point of contact between the Brand and the consumer are not over yet and lead on to a further concept for Liu Jo jeans, which gives prominence to the more 'street glam' soul of the Brand, as well as to new concepts for the Liu Jo Accessories, Shoes and Junior collections.



TODAY LIU JO IS PRESENT IN 48 COUNTRIES AND 3 CONTINENTS – EUROPE, AFRICA AND ASIA – THROUGH A DISTRIBUTION NETWORK INCLUDING OVER 509 MONO-BRAND POINTS OF SALES AND 5480 MULTI-BRAND POINTS OF SALES WORLD-WIDE.

In Italy, figures about Liu Jo tell a consolidated, successful story: 230 stores, including mono-brand boutiques and corners, and over 2725 multi-brand points of sales and independent specialty stores. The expansion of the brand abroad poses new challenges for Liu Jo, that can already count on 279 mono-brand points of sales and corners and approximately 2830 independent multi-brand points of sales in Europe, Middle East and Asia.

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