

# Armadio

Italy worth knowing

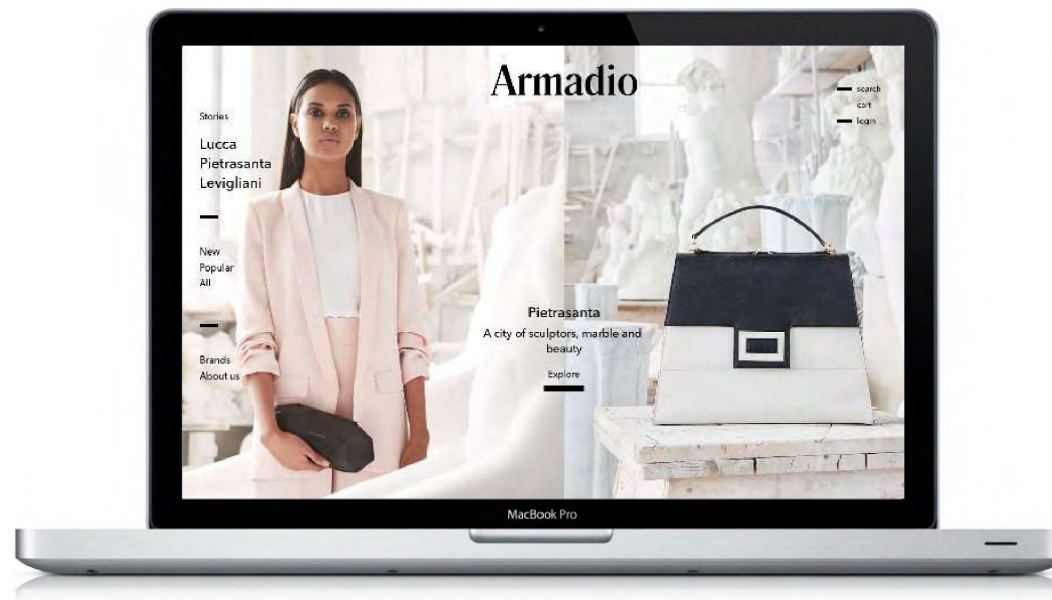
BACKED BY

**rancilio cube** 

 **Combinator**

**CircleUp**

# ARMADIO.COM



Armadio is a direct-to-consumer platform for Italian leather handbags.  
We connect worldwide customers with independent Italian brands  
and sell their products on-line at a fair price.

## THE PROBLEM

*90% of the worldwide luxury fashion accessories  
are handmade in Italy by local craftsmen.*

These products are only distributed by big fashion brands (such as Chanel, Gucci and Prada) dominating the luxury market and selling those products at 10 times the cost.  
The same Italian manufacturers that produce for big brands also have their own collections that could be sold 7 times less but are unable to distribute directly abroad.  
Customers are searching for high quality products at a fair price.

## TARGET CUSTOMER



*Amy, 25/45 - New York*

Urban / Suburban

Demands quality for reasonable prices

Sophisticated, ethical, curious

She belongs to a new generation of consumers who loves high quality products but are not willing to overpay for the luxury brands

She has a hard time in finding those products on the US market.

## ITALIAN BRANDS & ARTISANS



*Tommaso Cecchi de Rossi, 42 - Florence*

Leather Designer and craftman  
Founded his brand 4 years ago after several  
collaborations with top fashion houses

Luxury brands like Prada and Chanel work with  
Tommaso for his production quality and leather  
sourcing

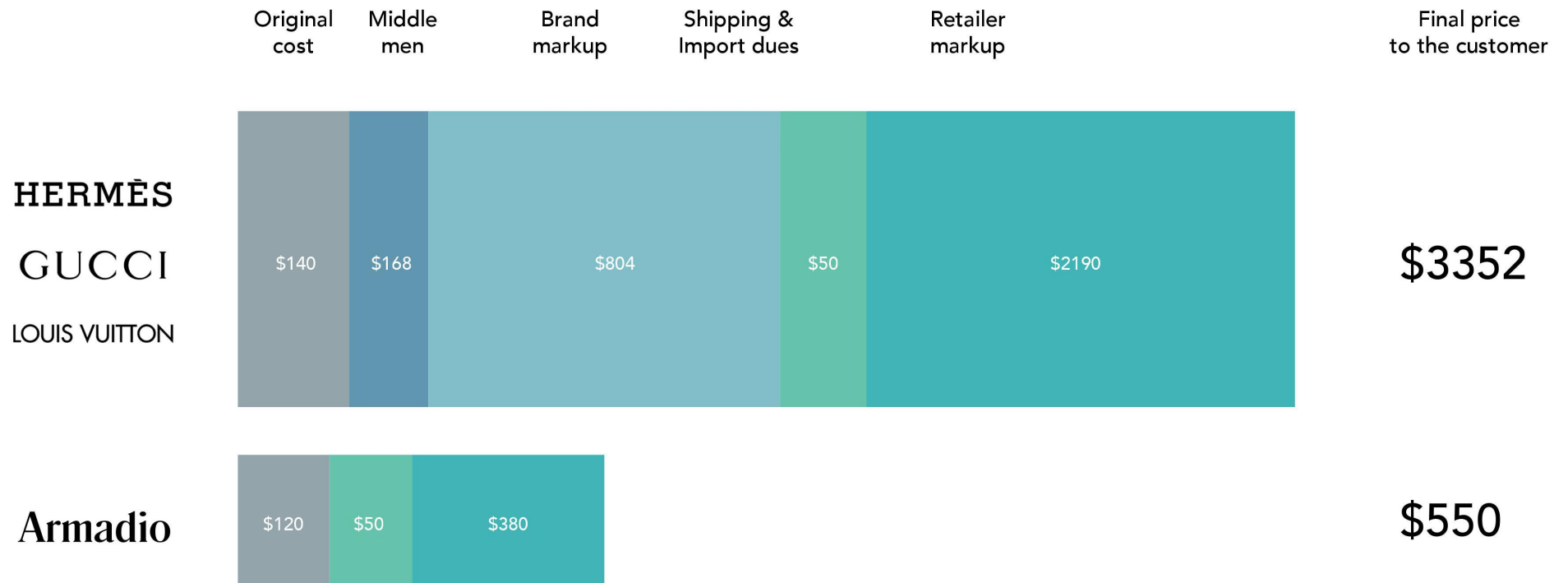
Tommaso has no distribution and wants to sell  
globally his brand online but lacks of capital and  
expertise.

## THE SOLUTION

*We created Armadio  
to bring the products of those Italian designers  
directly to the US consumers*

Unlike global Luxury brands, our Direct-to-Consumer model allows us to sell those products for a fraction of the price still retaining a 60% margin at a much higher quality standard.

# THE ARMADIO MODEL

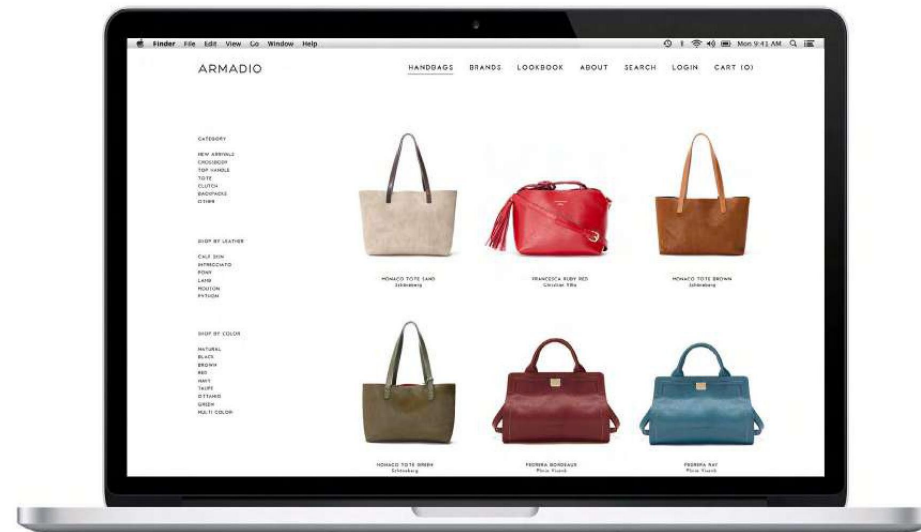




## THE SOLUTION



## PHASE 1 - PROVIDING TRACTION



Since we launched Armadio in April 2016 we focussed on growth generating revenue for over \$400k in the first 6 months with a 90% monthly growth rate.

## PHASE 2 - RETOOLING

# Armadio

From January to October '17 we focussed on content strategy  
and brand positioning

The Goal for this phase was

Creating a destination website able to attract and retain organic traffic  
and establish Armadio as a brand in the Fashion Industry

## PHASE 2 - REBRANDING

New CMS / E-commerce platform

New Website and UX/UI interface

New Logistic Fulfillment Service

New Packaging and Customer Experience

Introduction of Stories

New Content Production (Photo and Video)

Creation of proprietary Magazine (IWK)

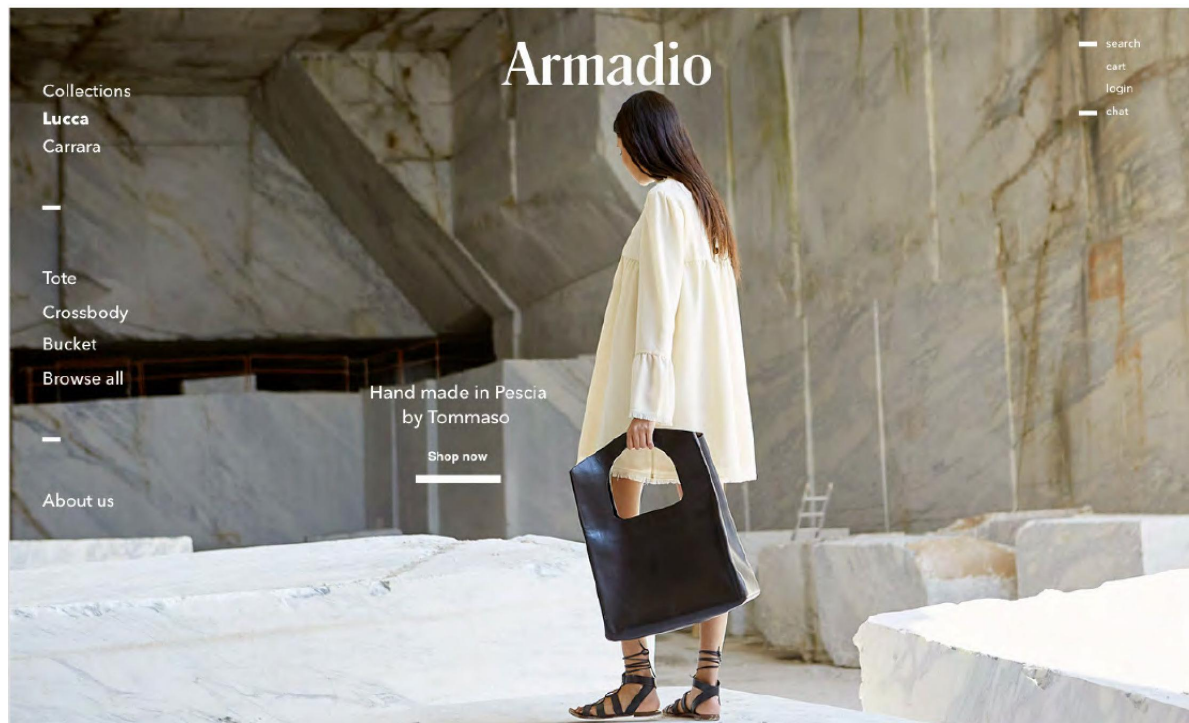
Expanded current collection with 150+ Sku's

Introduction of 6 New Brands to our catalog

Expanded NYC Team



## PHASE 2 - REBRANDING



## WHAT'S NEXT ON ARMADIO

*We plan to introduce new product categories.*

### *Perfumes*



The Perfume and Personal Essence industry has some of the strongest customer retention in the luxury business. The Italian "Maestri Profumieri" create seasonal essences that do not find space in large scale retailers.

### *Cashmere*



Although Italy is known for its leather and century old tanneries, Cashmere is an iconic textile that Italian mills have been manufacturing for decades. This luxurious wool is often mass produced with low quality standards. Customers are looking for great Cashmere at a fair price.

## EXECUTIVE TEAM



*Matteo Mattia Gemignani*

Chief Executive Officer

Serial Entrepreneur, 7 years as CEO. Former corporate lawyer with 10 years experience in business strategy and management.

**Panasonic**



*Loris Pignoletti*

Art Director

15 years experience in Identity and Creative Direction. Founder of Handstone & Partners, Raixe, Union.

  
**LACOSTE**

Calvin Klein



*Jamie Driver*

Chief Marketing Officer

Founded Morpheus Media and sold it to Publicis with 100+ employees - 17 years experience with top clients such as net-a-porter, Mr-porter, LVMH group, Armani, Bottega Veneta, Calvin Klein, Rebecca Minkoff, Prada

**LVMH**  
MOËT HENNESSY • LOUIS VUITTON

**YOOX**



*Tanya Aschehoug*

Social Media Content Manager

Expert in social media, influencers and creative for brands such as NordstromRack, Spring, Feels, The Style Line

**NORDSTROM rack**



## ADVISORY BOARD



*Enrico Mambelli*

Fashion Industry Expert & Business Development

25+ years experience as CEO of Diadora, CEO of Ferré, MD of Cerruti, American express, Drexcode

**AMERICAN  
EXPRESS**

**DIADORA**



*Michela Piva*

Fashion Industry Expert & US Customer Expert

25+ years experience as CEO of Ferré, US CEO of Moncler, spending 13 years in the US market.

**MONCLER®**

**GIANFRANCO  
FERRE**



*Maud Pasturaud*

Growth senior expert. Mobile e-commerce and growth hacking expert

10 years experience with top fashion e-commerce companies such as Gilt, Spring, Secret, Voyage Privee.

**GILT  
SPRING**



*Luca Rancilio*

Financial advisor and Industrial operation expert

Directed family owned Global Espresso Machine Company. Exited the business to found Rancilio Cube Family Office. Current investor in Lyft, Armadio and many more.

**rancilio cube**  
**lyft**



*Sebastiano Moschini*

Fashion Industry Expert

SVP at Loro Piana, New York. Over 15 years of experience working in the Textile and Apparel Industry.

**Loro Piana**



THANK YOU

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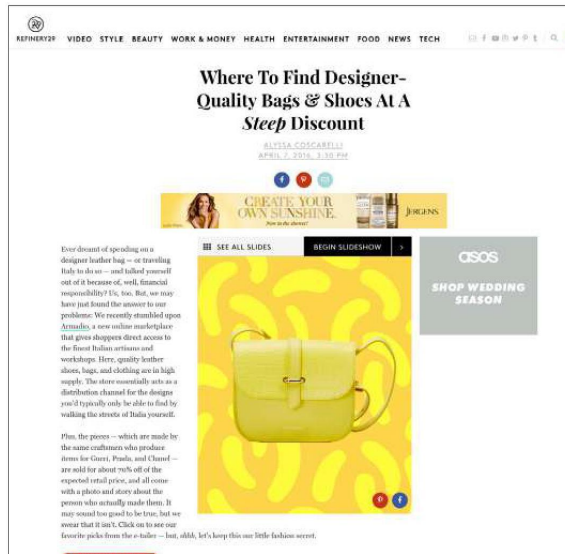
# PRESS



## *Pambianco - Italy*

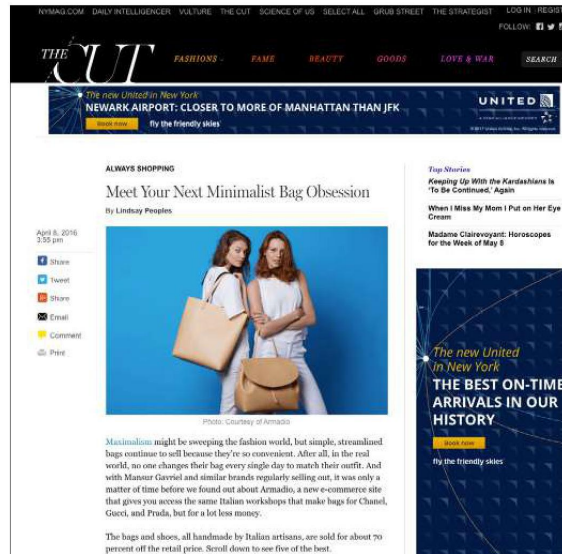
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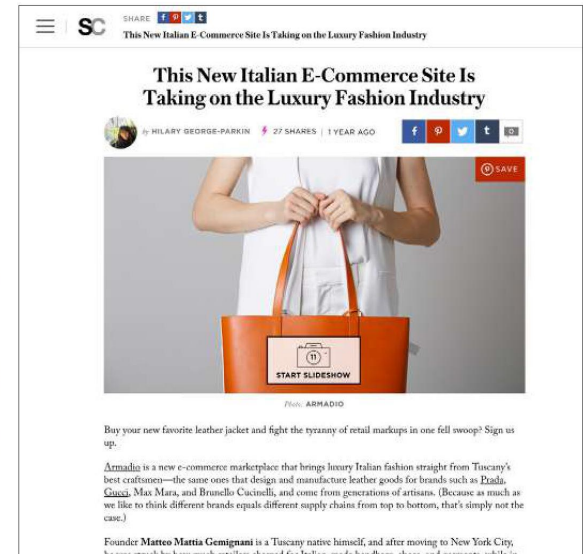
[Refinery 29](#)

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[The New York Mag](#)

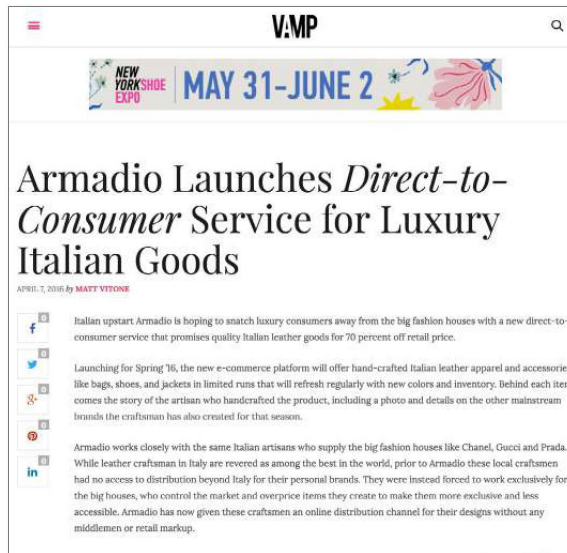
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[Style Caster](#)

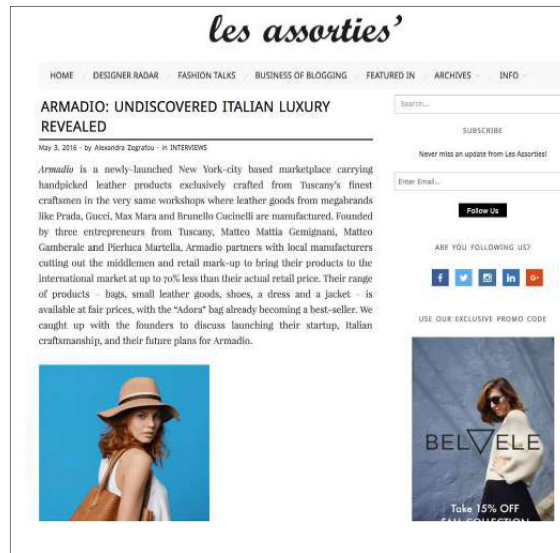
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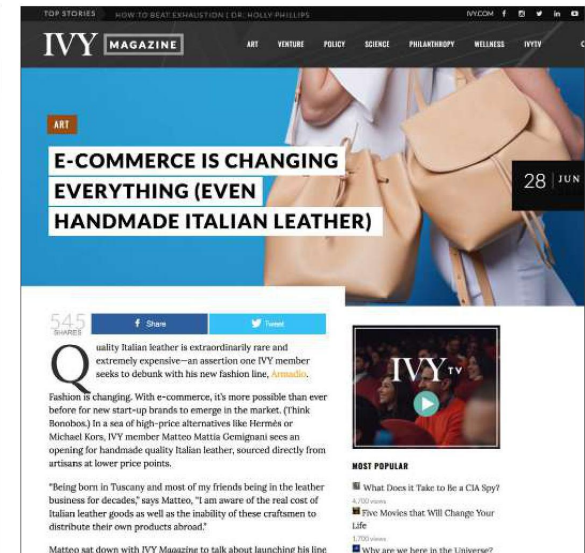
[Vamp](#)

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[Les Assorties](#)

[\(Link to article\)](#)



[IVY Magazine](#)

[\(Link to article\)](#)

## INFLUENCERS



*One Small Blonde*

75k Followers



*The District Darlings*

32.3k Followers



*Manhattan & Mimosas*

50k Followers



*Sapphire Diaries*

68k Followers



*Lush to Blush*

90k Followers



*Linzy & Co.*

110k Followers



*Love & Loathing*

47k Followers



*Tonya Smith*

126k Followers