

V.&V.  
*Italian Style*



COMPANY PROFILE

V.&V.

COMPANY PROFILE

COMPANY  
HISTORY  
MISSION  
MADE TO  
SERVE  
THE

V.&V.

COMPANY PROFILE

FACTORY  
PROFILE

MEASURE  
VICES  
BRANDS

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# HISTORY



## IF YOU WANT TO MAKE SOMETHING, MAKE IT WELL

It was the year 1973 when brothers Giampaolo and Alessandro Valoti began producing shirts with the firm intention of making the finest quality shirt on the market. The Seriana Valley, the area they came from, has a time-honoured textile tradition and there are many industrial manufacturing companies from which to obtain fine fabrics and highly qualified labour. It all began in a small workshop at home, with workers dedicated to producing limited quantities but of the highest quality. The Valoti brothers personally selected fabrics made from the best yarns and checked each one on delivery before authorising production, the same applied to the buttons and other details. The quality of their carefully crafted shirts and the workmanship of expert hands did not pass unnoticed. Requests increased and in a short time the workshop needed to expand to satisfy customers. In 1980 production reached 1000 shirts per day, which were sold and distributed to the best stores in the world. In 1984 the business was transferred to a proper factory and the number of carefully selected and trained employees and skilled professionals – the key to quality production – was increased. The Valoti brothers wished to remain faithful to their passion for quality and workmanship and decided to create their own brand for which they could even control distribution. SONRISA was born, the shirt brand that combines craft traditions and sartorial workmanship with production experience and stylistic awareness of fashion trends. The production – strictly Italian – is 350 garments a day, all skilfully made and much appreciated by a particularly discerning market.

The V & V Group, in the meantime, welcomed three new partners – Luigi, Monica and Luca Valoti – who have taken over from their respective fathers and steered the company in new directions, confident of the support of their wise parents who are still active within the company. Their market savvy has led to the development of new brands, highly specialised in shirts, offered at different price points. A “textbook” generational handover: faith in the young and capitalisation of experience.

# MISSION



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C O M P A N Y P R O F I L E

## VALUE WITH PASSION

A passion for exceptional manufacturing, focused on the quality of materials, details and style, makes it possible to offer contemporary pieces that are always innovative. Producing the finest shirts on the market to satisfy a desire for elegance, comfort and long-lasting wear. This strong set of values define the company's manufacturing and sales priorities, in terms of the care that goes into making the product and the level of service offered to both wholesale and retail customers. Solid business principles that guide every facet of V&V Group's work.

# MADE TO MEASURE



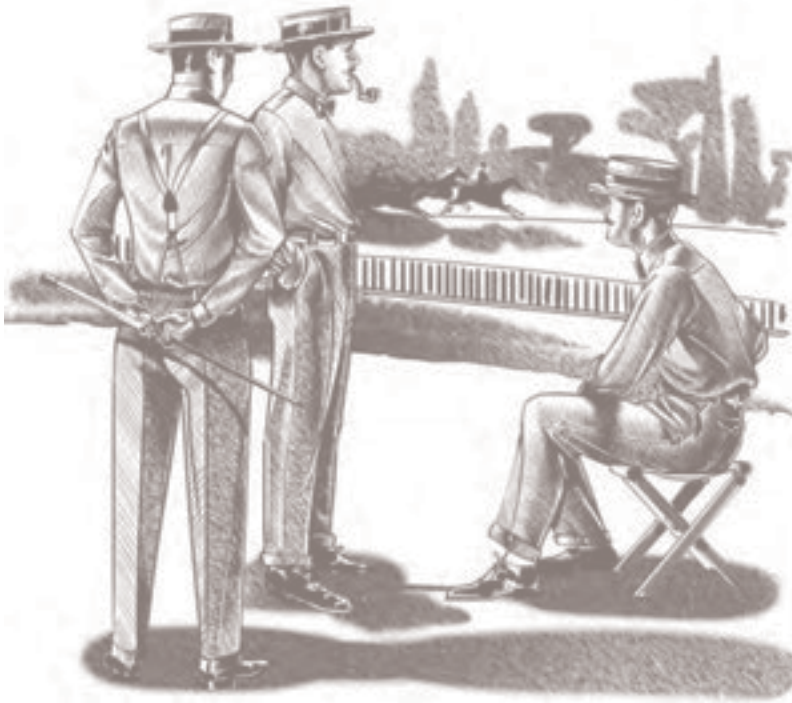


## BORN TO BE PERFECT AND EASY

The V. & V. Group is a leader in the world of Made to Measure. An exclusive service, designed to satisfy the most demanding customers with highly personalised garments. Launched in 1995, well ahead of all the competitors, Made to Measure has always been the cornerstone of the Group, reflecting its superior know-how and focus on the customer. This service, with its proven track record, has been improved by allowing customers to submit orders online, which are managed with the company's same attentive approach. The collection of fabrics available for Made to Measure shirts is updated every six months, offering customers a wide selection of classic and fashion fabrics – double twisted, long fibre cotton, linen and silk yarns – produced according to the dictates of the finest Italian textile tradition, fully satisfying the need for quality, image and maintenance. This service also includes impeccably cut pieces with rapid delivery, in just eight days throughout the Italian territory.

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# SERVICE



## THE VARIOUS LEVERS OF GLOBAL SUPPORT

An intense focus on the quality of the product is combined with impeccable service. Characterised by a professional approach, with the primary goal of building a strong partnership with the client to conquer the market.

### MADE TO MEASURE

*offering highly personalised garments with consistent quality  
with rapid turnaround times*

### PRIVATE LABEL COLLECTION

*expert tailoring and impeccable style  
to create ad hoc collections that reflect the customer's taste.*

### WAREHOUSE STOCK

*a substantial stock of ready-made garments make inventory replenishment easier,  
with rapid delivery to the sales point.*

### STOCK ON LINE

*designed to allow customers to submit replenishment orders, 24 hours a day.*

### CUSTOMER TRAINING

*training in the company or sales point to improve the customer's  
knowledge about the product.*

The V.&V. Group continuously invests in marketing tools designed to provide exposure to its brands in the market and to convey its image to the final consumer:

### ADVERTISING

*national and international advertising campaigns regularly appear  
in major news, men's and financial publications. The press office promotes  
new collections, participation in trade shows and provides information  
about the Group's business activities.*

### RETAIL SALES MATERIALS

*practical tools - window signs, brochures, illustrated books, accessories  
for shop windows - to increase visibility of the brand and the product.*

### TRADE SHOWS

*considered strategic for visibility and networking, the group participates  
in the two annual editions of "Pitti Uomo" in Florence  
and several international exhibitions including Premium in Berlin.*

# SHOWROOM



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## THE PRODUCT AND STYLE ON DISPLAY

Both in Italy and abroad, high-end boutiques and chain stores are the select sales points for the Group's various brands. Its continuous focus on sophisticated settings, where the garment is properly showcased and customers are offered attentive assistance. The choice of a shirt manufactured by V. & V. is the reflection of someone who cares about their image. Purchasing, style, production, sales and distribution: the V. & V. Team successfully satisfies the needs of the finest boutiques in the world.

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SONRISA

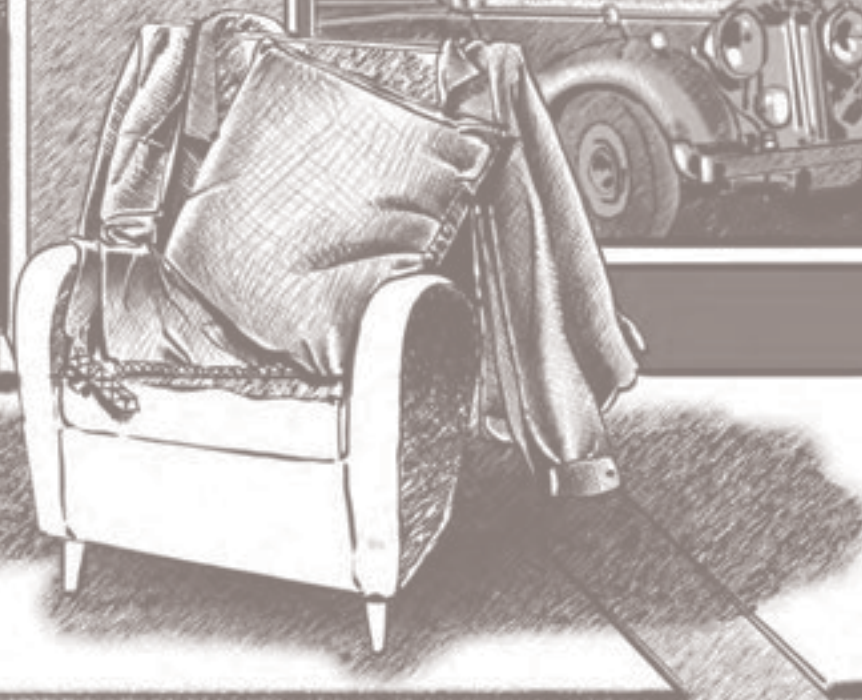
*The only one ever wanted*



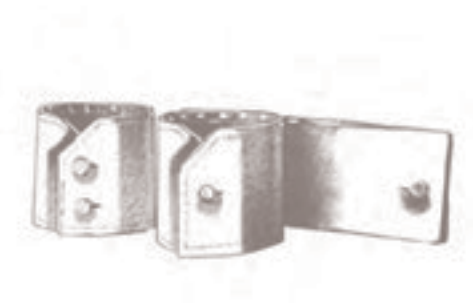




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## THE BRANDS

Over time, the Group's sensitivity to the market prompted it to develop various brands, highly specialised in the production of shirts at different price points. The different labels express both the Group's ability to embrace time-honoured manufacturing traditions and to create and develop new brands. The garments from the various lines are produced in manufacturing facilities owned by the Group – in Bergamo (Italy), Timisoara (Romania) and Cairo (Egypt) – also allowing the company to interpret the commercial needs of different types of retailers.





SONRISA

TAILOR-MADE EXCELLENCE

The Group's leading brand was born in 1993. Shirts that blend traditional craftsmanship and fine tailoring, manufacturing experience and a keen eye for fashion trends. Offering products made exclusively in Italy.



# GHIRARDELLI®

## THE TRADITION OF CENTRAL ITALY

The historic brand from the Marche region offering the finest tailored shirts, on the market since the beginning of last century and acquired by the V.&V. Group in 2008.



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IN ITALY SINCE THE 1900'S

This brand was founded in Italy in the late thirties and acquired by the V & V Group in 1999. Rich in history and elegance, with a flair for fashion and a love for what's new.



# GHR

## A VERSATILE APPROACH TO DRESSING

Founded in 1911 and put on the back burner for quite a few years, the brand that takes a flexible approach to satisfying the widest array of needs is back.



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THE AMERICAN BRAND

Dedicated to trousers and jeans, the unique history of this brand was inspired by travelers who first used the railroad in the U.S. in the 1800's, offering comfort and a stylish attention to detail.



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