

# **MADE IN ITALY TRADING GROUP**

**It Service Consulting**

- 
- ▣ Who we are
  - What we do
  - ⋮ Our method
  - Our areas of expertise
  - Clients & partners

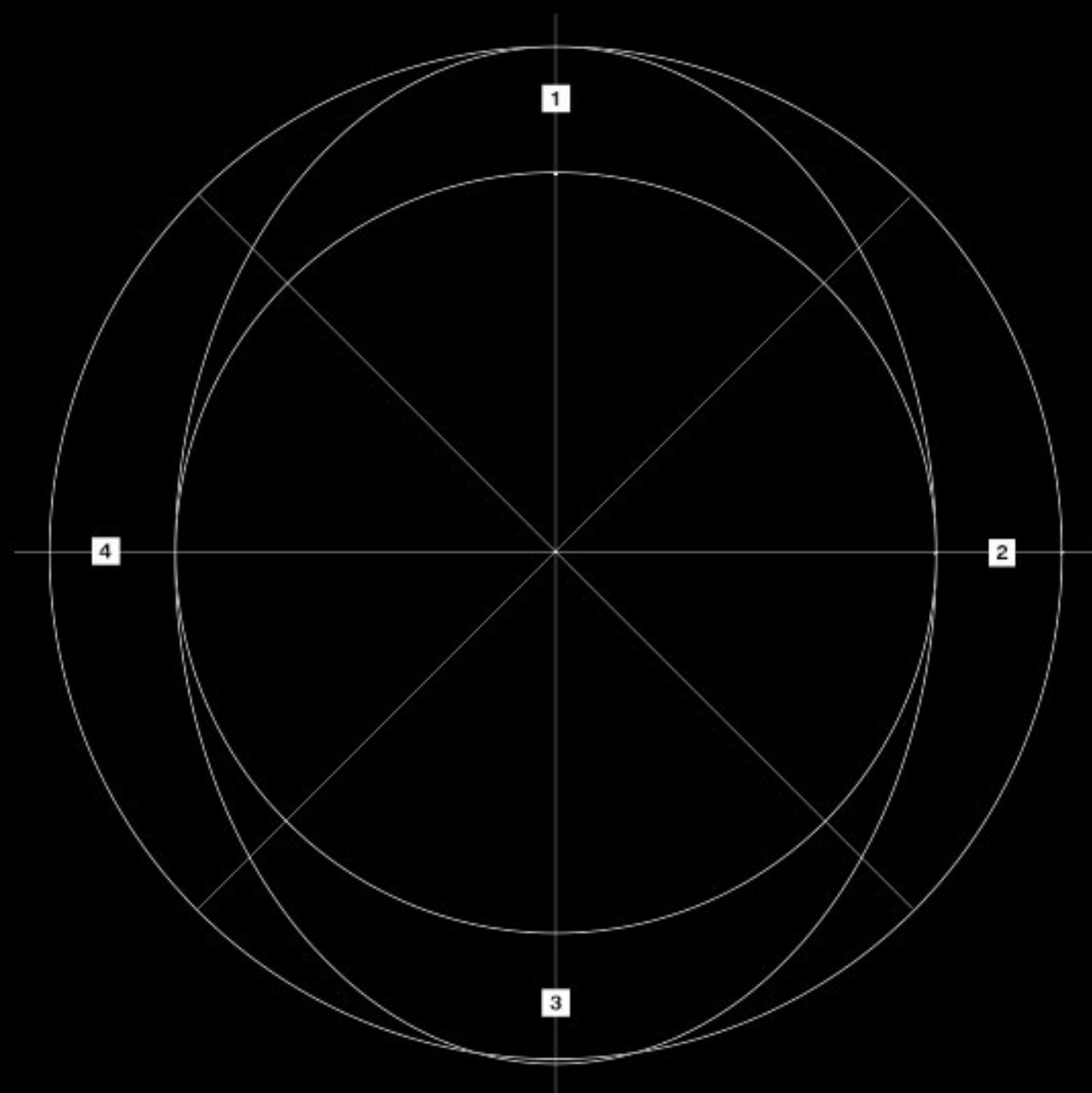
## ▣ Who we are

**Management and trading company in the industrial textile sector, whose purpose is to be a partner for companies looking for dynamic, affordable, sustainable and highly reliable clothing, accessories and footwear production as well as for manufacturers who want to increase their customer portfolio. ITA Service is not limited to simple intermediation but thanks to the extensive experience and preparation of its entire team, it takes care of the entire supply chain management thanks to in-depth knowledge in the major textile districts in Italy and in the world, as well as being, on the other hand, as a reference for the negotiation and commercial development of the customer.**

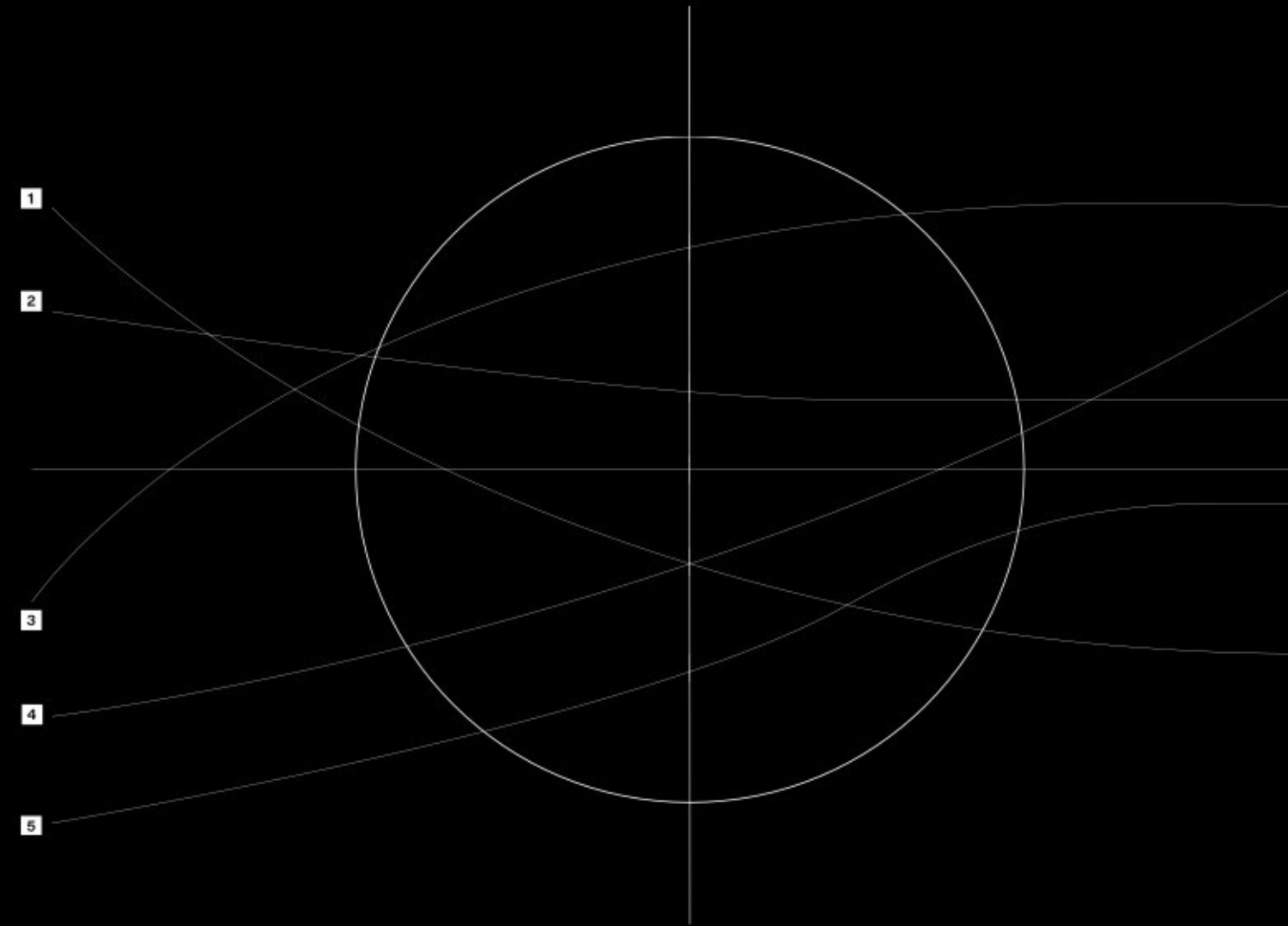
**In addition, thanks to the association with professionals in the sector, the It Service Consulting company section was created, which deals with Licensing, Commercial Distribution, Legal and Corporate Consulting, Brand development.**

# ● What we do

Our team is composed of highly specialized resources, covering each aspect of project development. Whatever goal the client sets, we are ready to support them in reaching it, putting our resources, skills and experience in place. From business strategy, to design and production, to marketing and PR, to go to market and retail we can be a selected partner for fashion project development.



- 1 Brand
- 2 Product
- 3 Retail
- 4 Communication



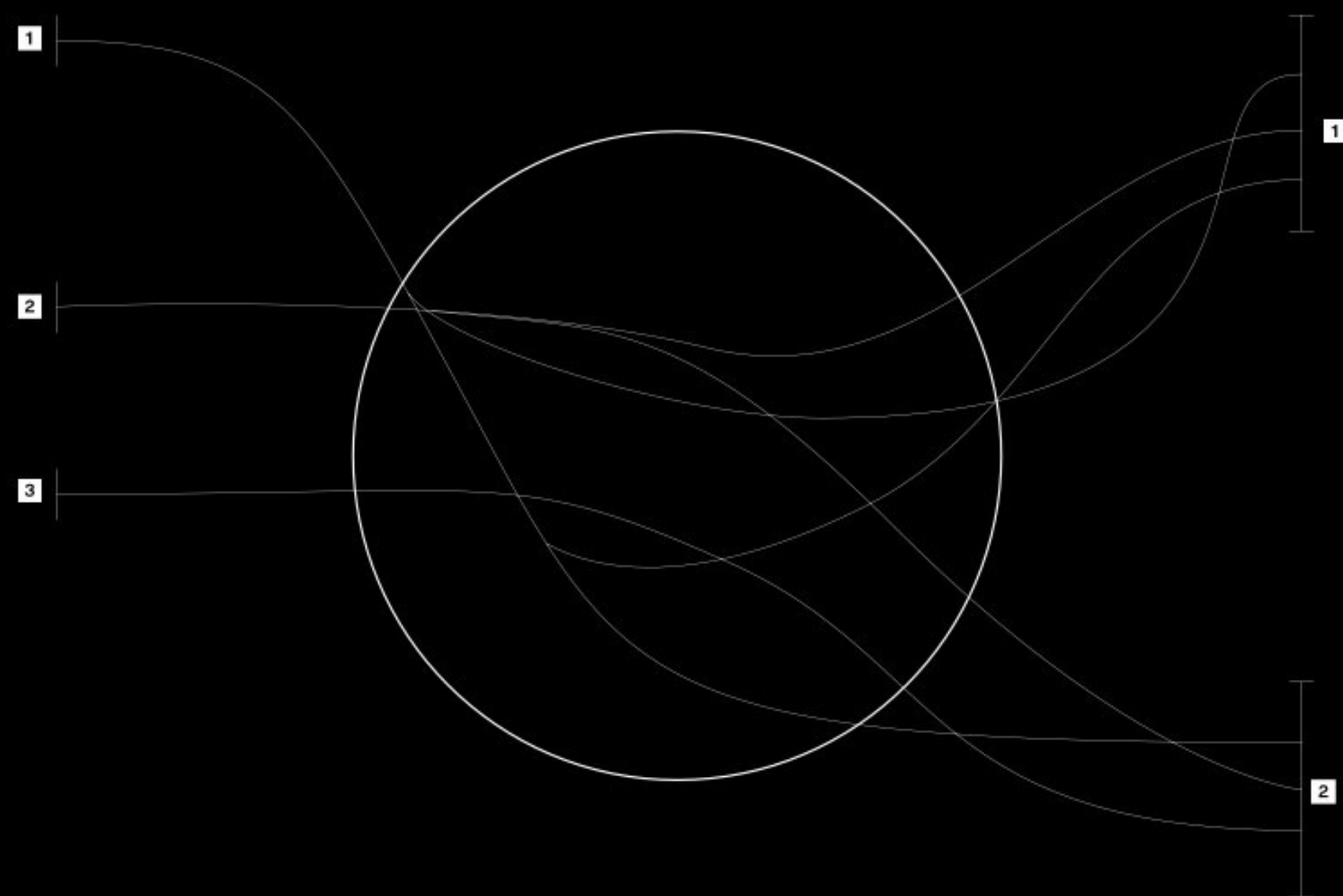
## Our method

We are a plug-in company: our method consists in becoming an extension of the clients internal team, capable to bring in new expertise and energy to fuel their projects. We can become a ready-to-plug-in special project division, for companies that want to explore new paths. We can support projects and ventures with a tried and tested process that is also time-saving and budget-smart compared to building a dedicated division, having an annual cost impact up to five times inferior.

- 1 Design
- 2 Production
- 3 Marketing

- 4 Distribution
- 5 Retail

# I Research and strategy



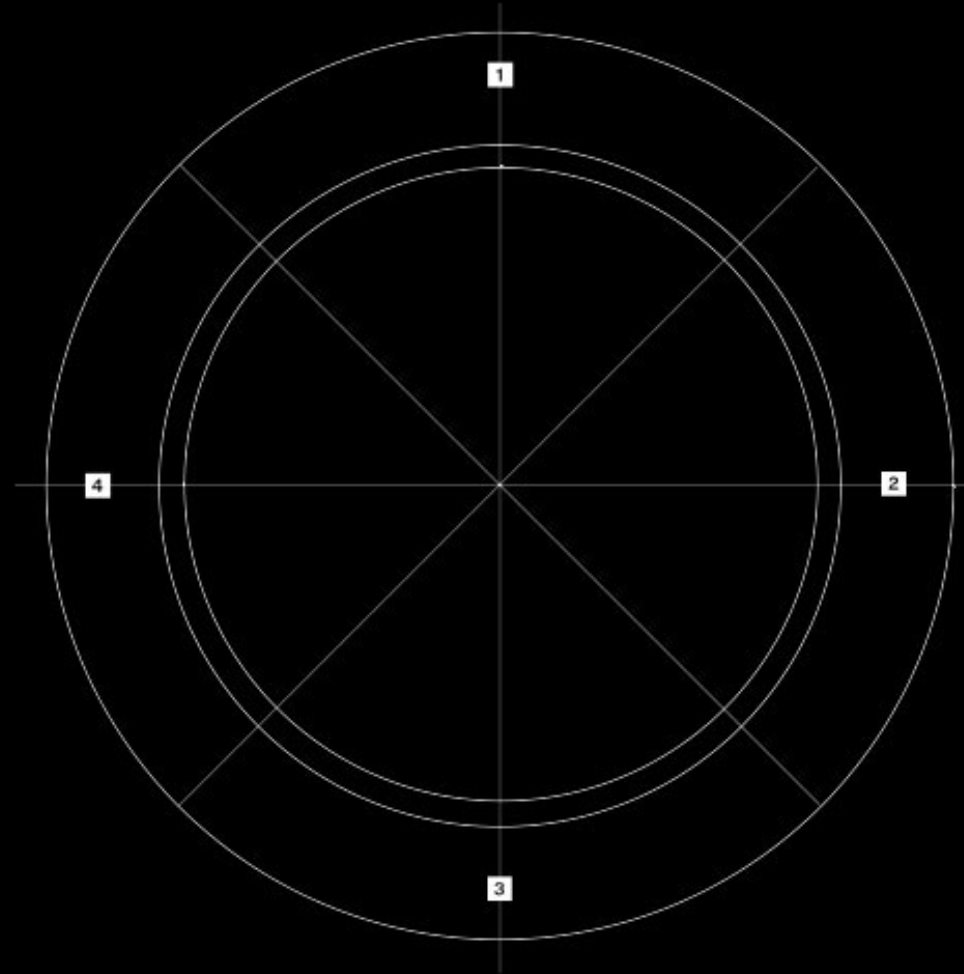
Thanks to ethical data collection and analysis techniques, we're able to gather precise informations about the evolution of fashion trends and consumers' tastes, that allow us to develop highly targeted products, compelling brand experiences and culturally relevant campaigns. This approach paves a fail-safe way to brand and product innovation for ambitious companies.

INPUT

OUTPUT

- 1 Data collection from the biggest social networks
- 2 Data collection from the biggest online retailers
- 3 Data collection from selected consumers

- 1 Data powered brand strategy
- 2 Targeted product



# ↳ Product Development

When we design a collection, our first concern is giving garments the right visual charge, the first step to an impactful, engaging communication. In a world where trends are born and defined on social media, standing out with a 360° product curation that valorizes every aspect from visual branding, to labeling and packaging is the way to go.

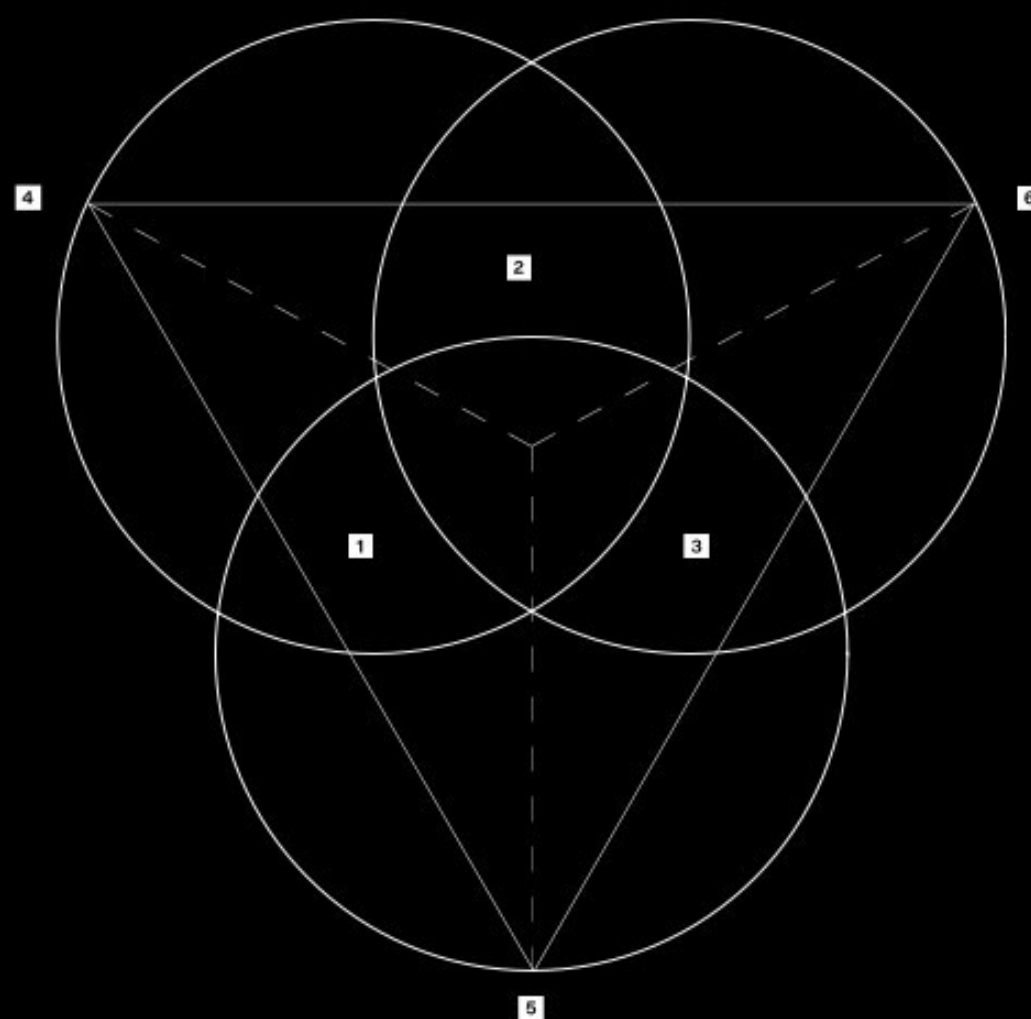
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▣ Well-designed  
Labeling

▣ Visible  
Branding

▣ Contemporary  
Fabrics & patterns

▣ Stand-out  
Prints



# Retail & distribution

Rethinking Retail: in a world dominated by e-commerce, it's more important than ever to develop high-quality, engaging retail experiences. We do all of this through a tested network of high-end stores, distributors and showrooms, to whom we provide strategic and operative support both during and after each sales campaign.

- 1 Showrooms
- 2 Brand
- 3 Distributors

- 4 Pop-Ups
- 5 Stores
- 6 Web Stores



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