

ENJOY  
LIFE  
TOGETHER

TERRANOVA



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TERRANOVA'S  
IDENTITY

## The smile promised to every customer

Terranova is a sunny, cheerful brand that was founded in Rimini, Italy, a place distinguished by its joie de vivre and passion for beauty. We put the same passion into creating our collections. We love offering colourful, youthful and on-trend products that are affordable and made with an eye for detail.

Every day, we do our work with enthusiasm, while respecting the Terranova brand promise: giving the gift of a smile, a moment of happiness, positivity and confidence to the people we meet. One T-shirt at a time, to make the dream of Teddy come true.





THE NEW  
CONCEPT  
STORE





## The leading italian brand in the low-cost sector

7

Terranova is the only Italian fast-fashion brand across all of Italy and **504 shops** in **37 countries** globally.

Our franchising format, our ability to understand all markets and intercept consumers' tastes and the universal style of every collection have led to a significant development for the Terranova brand. Our international experience has fostered constant growth in our internal competences and an increasingly international vision of the managers who lead the company.

# TERRANOVA SHOPS IN THE WORLD



## Europe

Austria  
Azerbaijan  
Belorussia  
Bosnia  
Bulgaria

Cyprus  
Croatia  
Czech  
Republic  
Estonia  
France  
Georgia  
Greece  
Hungary  
Kosovo  
Latvia  
Macedonia  
Malta  
Moldavia  
Montenegro  
Poland  
Romania

Russia  
Serbia  
Slovakia  
Slovenia  
Spain  
Switzerland  
Ukraine



## Asia

Kazakhstan  
Khrgistan  
Malaysia  
Mongolia  
Philippines



## Africa

Morocco



## Middle east

Arabia  
Jordan



Italy 226

\*Data as of 31.12.2019



## A real bond



Terranova means Rimini, the heart of the Adriatic Coast and a symbol of summer, feeling carefree and joie de vivre. Our roots have always distinguished the brand and clearly and precisely define our corporate identity. By collaborating with the British retail-design agency, Checkland Kindleysides, it immediately emerged that the unique quality of the Terranova brand could fully express itself through the iconic features of our home town, which is enduringly connected to the sea, to wood aged by salt, and to the colours and smiles of the people who live there.



# NEW CONCEPT STORE



## Welcome stage

Through the "CIAO" written on the Welcome stage, we want to declare where we come from and emphasise our hospitable nature.



## Interiors stage

Boxes created to highlight the collections and strengthen brand identity.



## Clienteling APP\*

If the product the customer is looking for is not in store, our staff will check its availability in the closest stores and order it online. Shipping is free to home or store.



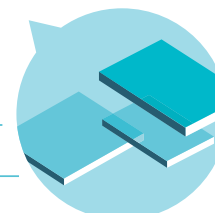
## Changing waiting area

More comfortable and spacious, designed to make the time customers are waiting to get into a changing room all the more pleasant.



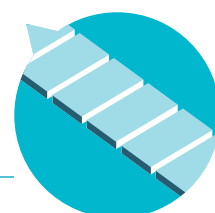
## Digital changing room\*

To get help from our staff right in the changing room. Added value to the store experience.



## Skybox

They are reminiscent of the blue sky of the Adriatic Coast and draw the customers' attention to what is found beneath them.



## Guided tour

The "tours" have been carefully designed and highlighted by the different colours on the floor, to drive customers to visit the entire store.

\*Service only available in certain stores.

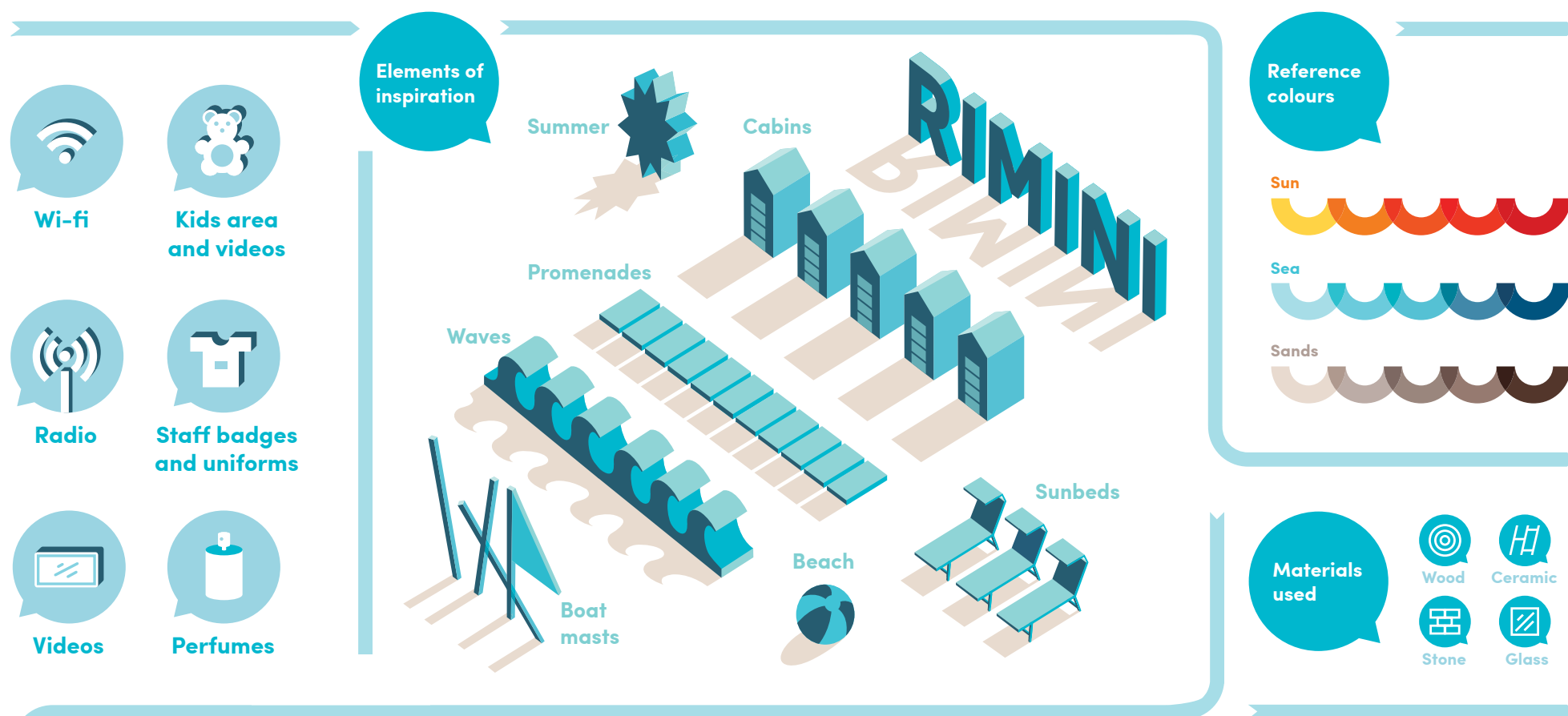


## A new way of conceiving the store

attract → inspire  
connect ← discover

Grab attention with its unexpected and emotional design. Inspire with visual merchandising, technology and images.

Connect people with the Terranova network for sharing and building customer loyalty. Discover the store using the intuitive guided tour.



easy → together  
one-to-one ←

These are the three principles that distinguish the new concept store, which nod to the welcoming, positive, youthful and casual spirit that is typical of the Adriatic Coast and a fundamental part of Terranova's identity.



**Value proposition**

- Happyness 25%
- Friendship 25%
- Passion 25%
- Positivity 25%



# X

## Terranova kids+baby

To reach a wider customer base through more complete stores, we've created a kids' line for children aged 3 to 14 called Terranova Kids and a line for babies called Terranova Baby.



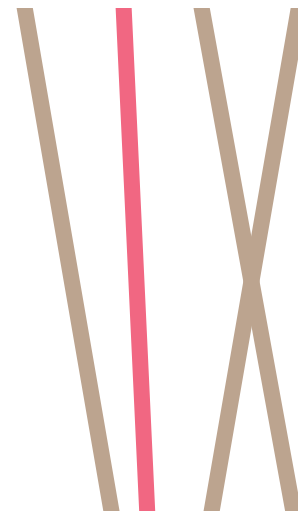


COLOR  
YOUR  
LIFE

TERRANOVA



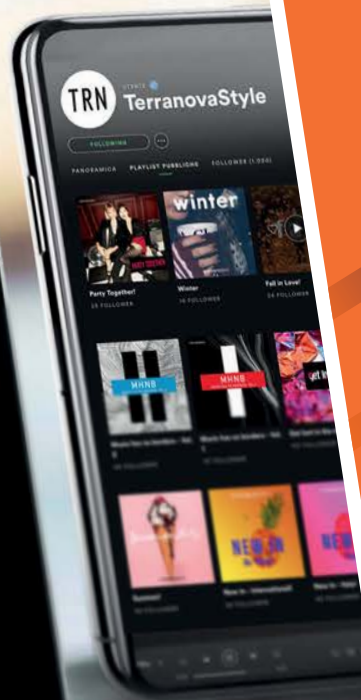
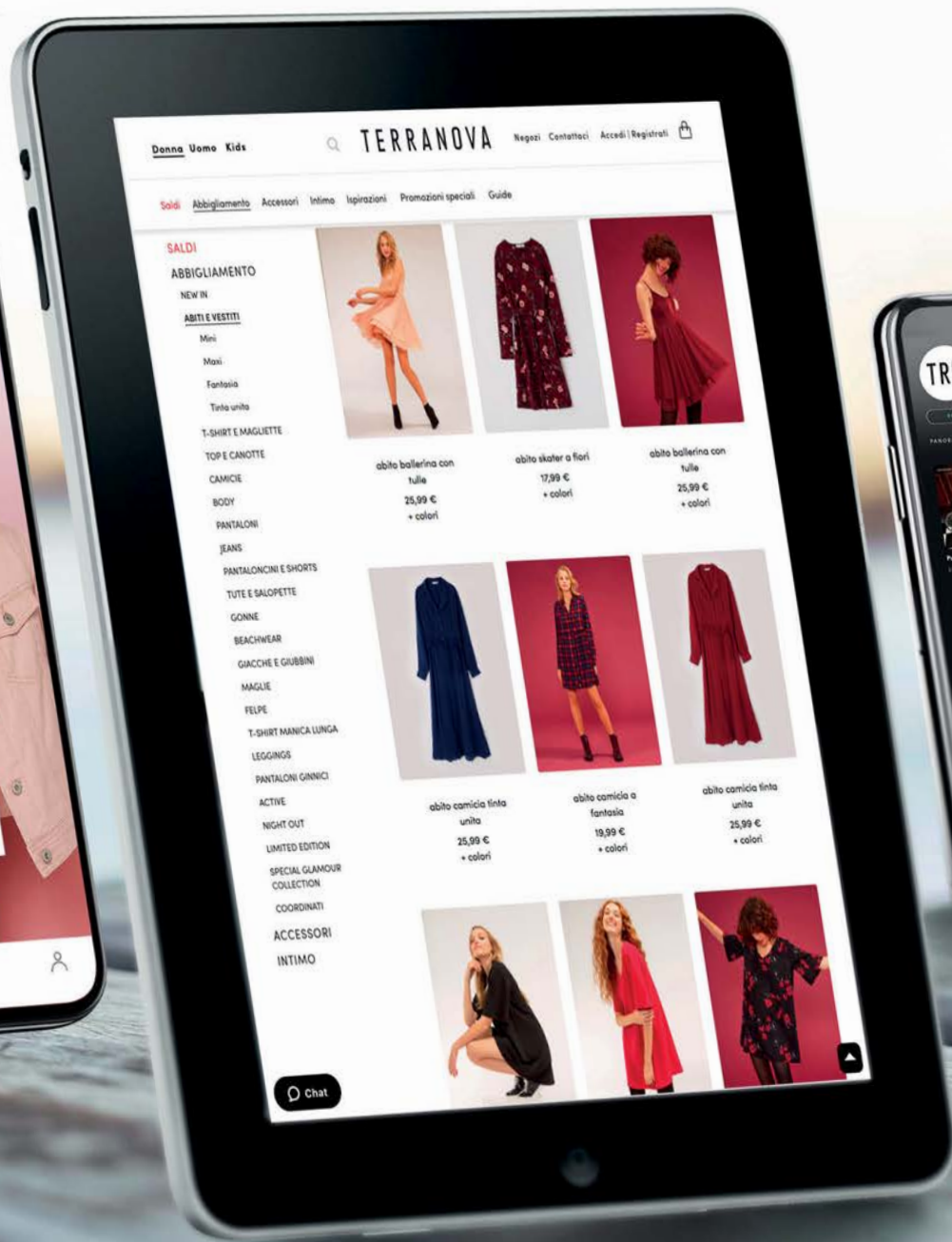
BAMBINO



**Terranova**  
**underwear**

The underwear line is a project that ties into the Terranova Women's line, designed for young, dynamic women who live their lives in complete freedom.





THE FUTURE  
IS OMNI-  
CHANNEL



## An omnichannel experience

**1**

### Live Chat\*

Live chat is available 8 hours a day with short response times, created to help customers throughout the entire purchasing process.

**2**

### New Terranova APP\*

Designed with the aim of making the customer experience easier, the new app contains a space for e-commerce shopping, a store locator, the Fidelity Card and social media area, the option of paying with Apple Pay & Android Pay and an account area with order history.

**3**

### New website

Terranovastyle.com has been updated with the introduction of significant innovations: from “shop the look” to quick check-out, the new arrivals section and the “for you” section. What’s more, we have added the option of checking the availability in store of an item from the site.

Using geolocalisation, customers can see if their chosen product is available in the size and colour selected within a 60 km radius.

\*  
Service only available  
in certain markets.

## Fidelity card WE Terranova



In 2013, Terranova launched a marketing project in Italy and other countries that won the loyalty of millions of people - the WE TERRANOVA\* fidelity card.

The WE Terranova card is based on a simple, yet successful system. For every euro spent (online or in store), customers accumulate points that can be redeemed as vouchers or other rewards. Advantages for the customers, but advantages for the company too. In fact, we have been able to gather crucial information to take our business forward and better understand our consumers, thereby increasing the average spend year on year. WE Terranova card: advantages for everyone! Available in store and via the Terranova app.

★ Service only available in certain markets.





NUOVI ARRIVI

MERCE NON SODDISFATTA & SCONTI



## Terranova store



### Location requirements

Historic town centres, shopping centres, retail parks with heavy footfall or vehicle traffic.

### Optimal sales floor and stock room

Sales floor:

**550 - 750 m<sup>2</sup>**

Stock room:

**120 - 200 m<sup>2</sup>**

(preferably inside  
the store)



1

2

3

4

• SCARICA •  
*la nostra*  
APP → T  
PORTACI  
SEMPRE CON TE  
Google Play App Store  
#TERRANOVASTYLE



NUOVI ARRIVI



PANTALONI  
LUNGO  
1PT €25,99  
2PT €39,99





TERRANOVA

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