

live
the
beauty

CALLIOPE

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CALLIOPE



Our mission

“

CALLIOPE's wish is to have you experience a **NEW ITALIAN**, modern **TASTE**, contaminated by international trends, which will charm our customers in every moment of their life with a contemporary, fresh and energetic style.”

”



Our values

Authentic

Contemporary

Sober

Versatile

Elegant

Charming



Concept Store

The store recalls a creative studio, a unique arrangement where the essential, contemporary, bright, international design is lightened up by a very Italian taste, conveyed by attention to details and choice of materials.

The big opening at the entry takes customers into the store and creates space. It introduces them to this world of style.

Inside the store, precise paths distinguish different modules and lines to support customers in meeting their needs.

The store aims at a wide target, offering women's, men's and kids' total looks with a vast range of fashion options.



ICON -
DENIM



-50%

SUL SECONDO
JEANS
MENO CARO
DAL 7 AL 27 FEBBRAIO

Shopping Experience

When customers step into a Calliope store, they immediately perceive a modern space and a creative atmosphere, where they can easily make their own look with style thanks to several easy different styles.

Attention to detail, perfume, music, harmonious visual impact, effective pictures to relate to, they all make customers' purchase experience memorable and unique inside each Calliope store.



Women

Women line offers female customers a varied and complete collection to meet their needs in all situations of life. Products come in with updated style, great detail and several outfits.

Calliope woman is indeed always looking for beauty and authenticity. She enjoys every situation of her life (whether it is work or a party with her friends, her spare time or special occasions) with curiosity and being open to new current fashion trends, all experienced through a very Italian style.



Our new lines

FORMAL**DAILY****CASUAL****SPECIAL
OCCASION****SPORTY****LET'S
PARTY**



Men



Calliope collection for menswear offers versatile total looks to meet the needs of men living their daily life with an elegant and refined "attitude". Men wearing Calliope show attention to detail and the quality of materials as the key factors in their purchase experience.





Kids

Thanks to Calliope Kids, customers are offered a complete shopping experience.

Dedicated to young boys and girls, aged from 4 to 14, this collection is essential, the utmost attention is paid to every detail and it features that “little extra” which makes it recognizable and distinguishable on the market.

An Italian, modern, fresh and funny style. This collection meets children's different situations of life, always offering a total look and a good price-quality relationship to parents.



kids

BAMBINA
3-14+

BAMBINO
3-14+

Underwear

In order to meet all our customers' needs fully, Underwear collection has joined the offer of Calliope brand. Underwear collection perfectly matches the style of Womenswear collection and it offers our female customers a complete and satisfying shopping experience.

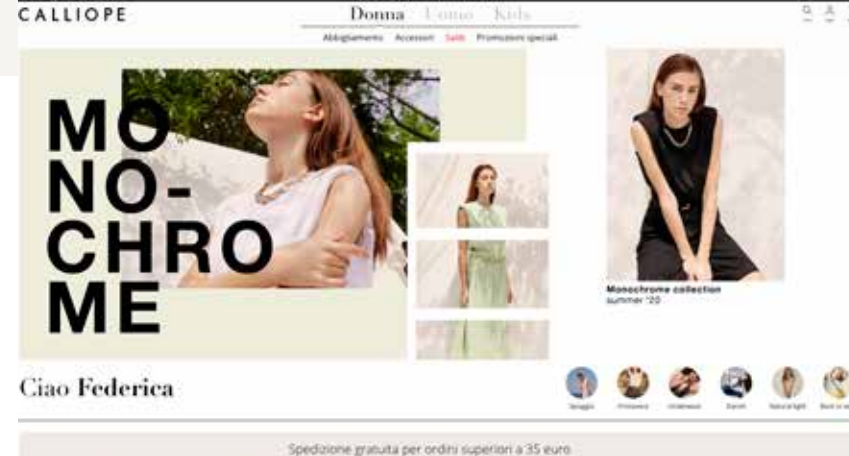


Website & Social

Clicking on **www.calliope.style**, more than 1 million visitors per year can always be updated on current collections inside the stores and new arrivals.

The constant dynamic presence of Calliope on social media informs about the latest trends in fashion and lifestyle and it creates a direct interaction with customers.

Managing the website and social contents internally has increased the value of the brand, which is already succeeding thanks to the price-quality relationship of its products.



Extra 10% di sconto in negozio!

Posta una foto con #everydayme



Scopri la collezione



Home > Vestiti fiori balze

Spedizione Gratuita

CALLIOPE



Vestito fiori balze
SAB004687001SA40

Vestito da donna a fiori con balze. Modello con scollo a V, maniche corte a campana.

Colore

Var giallo forte limone

Taglia

Scegli un'opzione...

Qnt.




1

Guida alle taglie

19,99 €

Aggiungi al Carrello

Salva nei preferiti



Descrizione del prodotto

Descrizione
Vestito da donna a fiori con balze. Modello con scollo a V, maniche corte a campana.


Composizione
100% Cotone

Lavaggio


Home > Camicia in lino tinta unita

Spedizione Gratuita

CALLIOPE



Camicia in lino tinta unita
SAB0044108001S335

Camicia in lino tinta unita da uomo. Camicia a maniche corte modello bowling. Colore Verde.

Colore

Verde militare chiaro

Taglia

Scegli un'opzione...

Qnt.



1

Guida alle taglie

25,99 €

Aggiungi al Carrello

Salva nei preferiti



Descrizione del prodotto

Descrizione
Camicia in lino tinta unita da uomo. Camicia a maniche corte modello bowling. Colore Verde.

Composizione
88% Cotone 12% Ramie

Lavaggio


SHOP
ONLINE
H24

Customer services

GLAM CARD

A world of style and benefits for all Calliope customers. The Glam Card came out in 2015, in all Italian stores, as a marketing tool to allow the brand build a relationship with its customers.

The Glam Card is easy and simple to use: every 30€ purchase, you get 5€ on your card to spend (in stores or online) within 60 days.

Thanks to the Glam Card, we have come to know our customers better and gather fundamental information to constantly improve our business. It is available in stores and through Calliope app.

**This service is available only in some markets*



APP

It has been designed to make the purchase experience fast and simple, to find quickly what you are looking for: e-commerce catalogue, Glam Card area and your personal account to go straight to the checkout and monitor your previous orders.

PERSONAL SHOPPER

Customers can book an appointment for an individual session with one of our salespeople to get assistance and advice on style.

The appointment will consist of a video call on WhatsApp Business or Meet. This service will allow for face-to-face interaction so that customers get the necessary support from their Personal Shopper to make their purchase easy.

NEW WEBSITE

The new website has been designed according to an even more omnichannel perspective and it features a new updated store locator, easier to use.

In addition, customers can now use their Glam Card online and they can create it through social login.

Calliope franchising

LOCATION REQUIREMENTS:

City Centres
Shopping Centres
Shopping Arcades with a lot of pedestrians
or vehicles passing by

BEST SALES AND WAREHOUSE AREA:

Sales area: 500 - 600 sqm
Warehouse area: 100 - 150 sqm
(preferably inside the store)



Calliope global



Number of stores: 123

Number of countries: 22

Last update 31/12/2019

Saudi Arabia
Azerbaijan
Belarus
Bosnia
Bulgaria
Cyprus
Croatia
Czech Republic
France
Greece
Italy
Jordan
Kirghizistan
Macedonia
Malaysia
Malta
Mongolia
Philippines
Russia
Serbia
Slovakia
Ukraine

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for information on franchising:

retail.teddy.it

