



RINASCIMENTO[®]
MADE IN ITALY

be yourself with us

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The brand

The Rinascimento brand was born in the year 2000, it immediately distinguished itself by offering sophisticated and contemporary fashion products made for glamorous, independent women aware of their femininity, while always being up-to-date on the latest fashion trends.

The business proposal offers a style that is in constant evolution, verging on a concept of contemporary total-look, fierce and accessible, which claims with every detail a great passion for beautifully crafted pieces made explicitly for the female universe.



feminine





glamour





up-to-date



Made in Italy

From styling to design, to the physical manufacture of each clothing article, Rinascimento collections praise themselves in the **Made in Italy label**. The clientele is given access to the quintessential Italian quality and style that is universally recognized, without having to relinquish competitive prices.

The Rinascimento stores offer market-researched and versatile collections able to **renew themselves weekly** and satisfy even the most demanding clients. From fashion trends to store, the journey has never been so short.





Rinascimento's plus

In just a few years the brand has conquered both retailers and public becoming an ambassador of the Fast Fashion Made in Italy. The peculiarities that have made the brand distinguishable and appreciated in a evermore crowded market arena are:

- the **Italian manufacturing**, which means quality for the consumers;
- the **restocking rapidity** in stores;
- the ability to **react in real-time** to market demands;
- the capability to ride the "here and now" emerging **trends**;
- the **virtuous connection** between the internal styling offices of the company and the manufacturing;
- the **excellent value for money**;
- the **creativity** and **variety** of the products are able to satisfy and gratify even the most demanding customer.

RINASCIMENTO



Fashion is global

The fast success, proven by the continued expansion on the market, sees Rinascimento existing globally.

With 17 wholesale distributors worldwide, 7000 points of sale in department stores spread over 90 countries, 61 Rinascimento stores, 38 Rinascimento stores Fits You and an Official Online Boutique.



Rinascimento store

The retail concept is conceived to offer a unique customer experience, characterized by warm welcome and femininity: sophisticated furnishings, soft and subdued tones and an elegant display layout to create a pleasant and cosy feeling.















Shopping experience

Always close to the customer, Rinascimento elevates the shopping concept, transforming it into an opportunity for dialogue and mutual exchange with its customers.

Weekly changing **theme walls** are presented by the Rinascimento visual professionals on the basis of real insights on the purchasing preferences of customers and on the constant monitoring of internationally emerging fashion trends.

The same attention is given to **window dressing**, real **emotional stages** that guide the collection focus, mixing new arrivals and style tips.

A **customer-care department**, via phone and email, is open daily and supports customers including during the delicate **after-sales** phase.

In order to strengthen involvement and identification with the brand, in 2015 the **Rinascimento Card** was introduced. This is completely free of charge, and rewards registered shoppers with discounts and exclusive benefits.



RINASCIMENTO
MADE IN ITALY



Shopping bag

I tuoi articoli



Abito Lungo Plissé

€ 149,00

Quantità

Colore FUXIA

Taglia L

Codice

CFC0086829003B2385

Totale: € 149,00

[Rimuovi](#)

Articoli in shopping bag: 1

TOTALE ORDINE:

€ 149,00

PROCEDI CON LA PRENOTAZIONE

CONTINUA GLI ACQUISTI

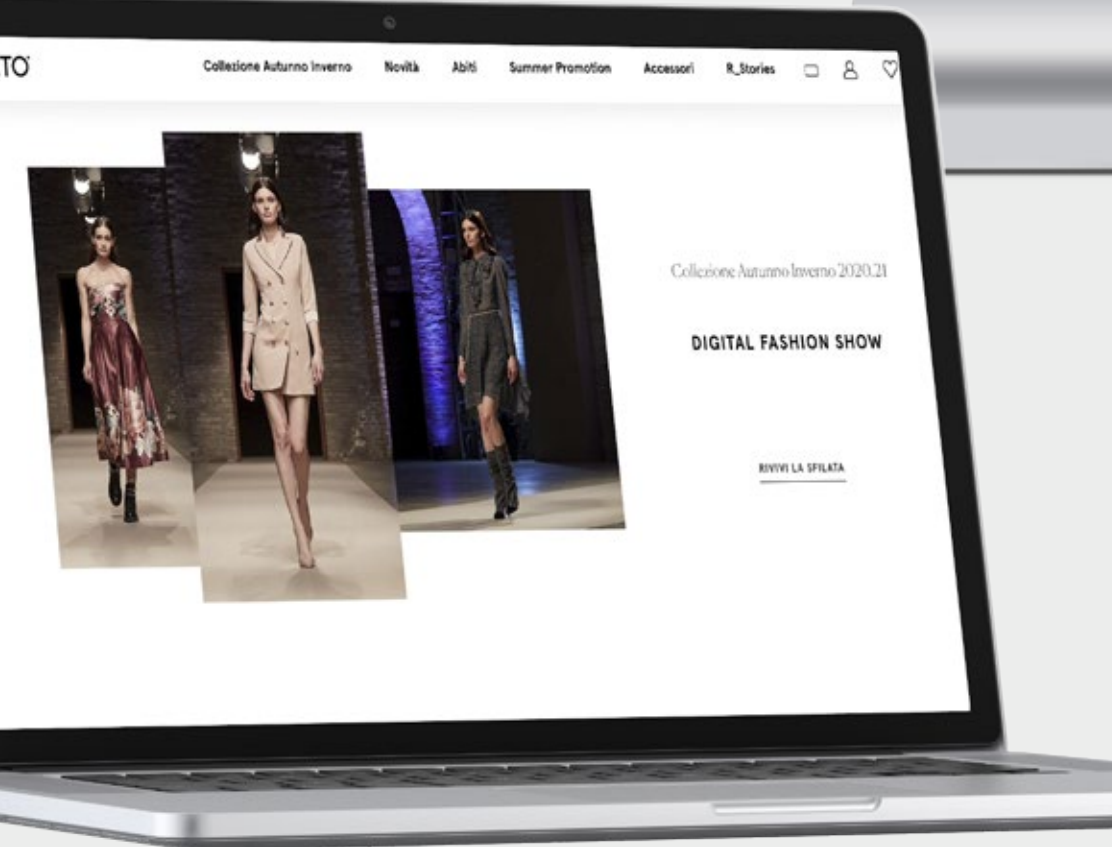
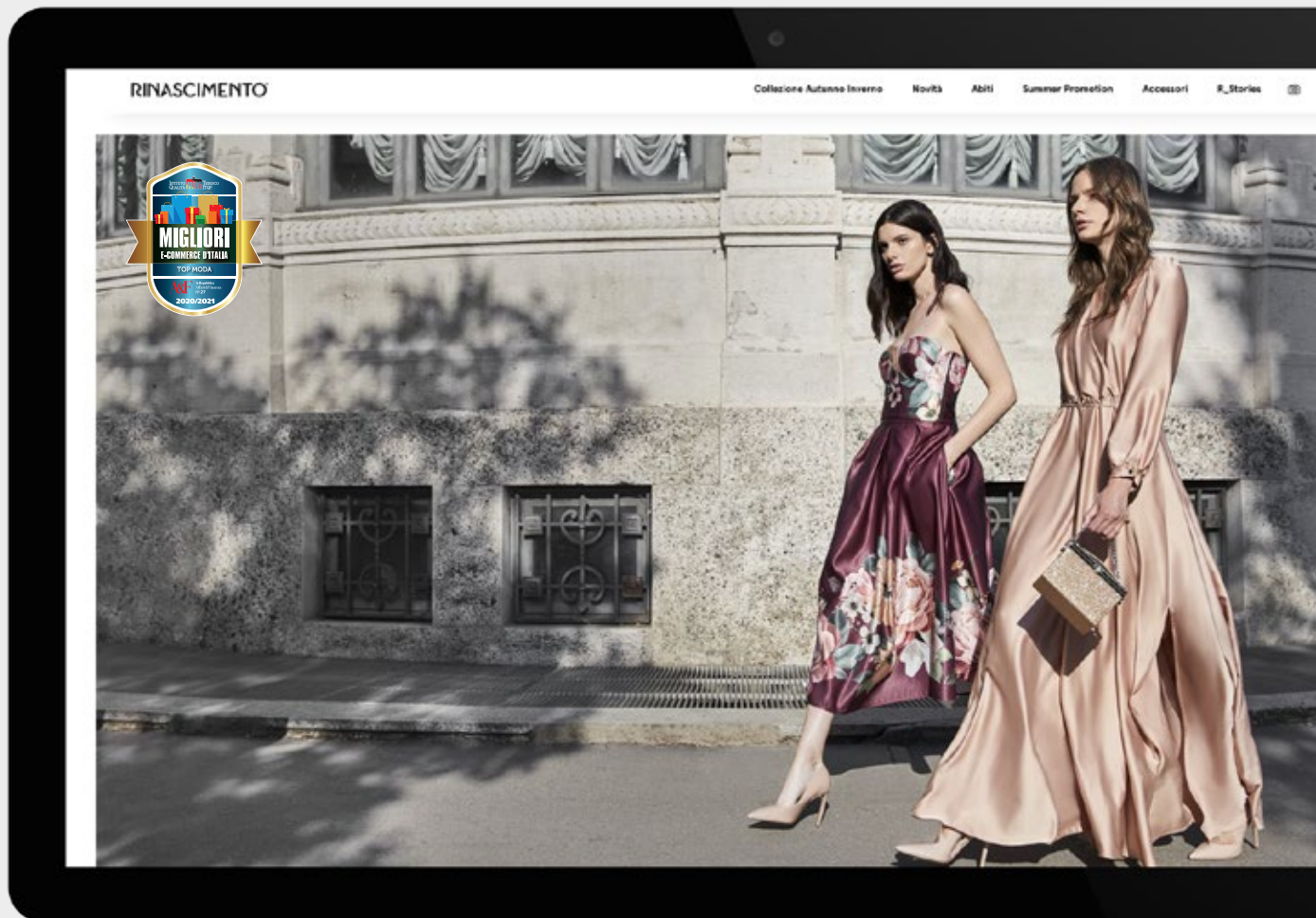
Omnichannel services

Book in store

The Rinascimento store has no limits anymore! The client with a loyalty program can access a very wide product offer. Through a tablet present in store, she can book the desired products, collect them in the Rinascimento store that she prefers and, only after trying them on, decide whether to proceed with the purchase.

Click & Collect

The comfort of receiving your online purchase directly in your favourite Rinascimento store! It is a service that has already gained lots of success and that gives the store sales team the opportunity to enrich the client shopping online experience offering items that can complete the outfit and personalized style tips.



Omnichannel communication

From **fashion shows** to advertising campaigns in major Italian **fashion magazines**, collaboration with **fashion bloggers, weekly newsletters** to all registered customers to provide them with first-hand information on **events**, promotions, news, image **catalogues** and look-books available both in-store and on the website.

A widespread and multi-channel communication strategy, online and offline, to excite and attract consumers, extending customer experience beyond the walls of the store and promoting sales.

Involvement continues **online**, with the **very active community**.



myrinascimento



@myrinascimento



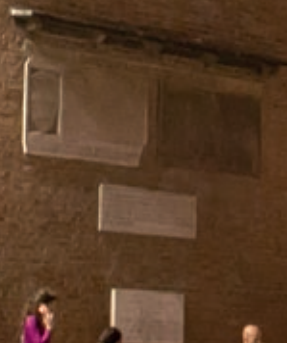
@rinascimento_official



RinascimentoChannel

RINASCIMENTO

Fashion Show



Advertising & events

The Communication & Marketing Department is always active with investments in advertising in Italian fashion media, to ensure brand exposure in major fashion magazines, on trendy fashion blogs and on specialized websites. Materials and professional consultancy are also available to local affiliates for advertising initiatives.





Editorials





OBJECTS FOR EVERY AGENDA

L'UOMO

NO. 008

PINKO

Double-breasted jacket
€ 390

MANUEL RITZ

Double-breasted jacket
€ 295

MARELLA

Double-breasted jacket
€ 190

LIU JO

Double-breasted jacket
€ 190

FRANKIE MORELLO MILANO

Double-breasted jacket
€ 190

RINASCIMENTO

Double-breasted jacket
€ 190

TAILORED FOR IMPACT

In the years of the last century, the idea of a woman wearing a tailored jacket was as inconceivable as that of her having the right to vote. Coco Chanel adopted the trend contrary to the use in herland as a female women's dress. Marine Chanel made women in evening wear. Shortly, the jacket began to enter the wardrobe of women, but most often worn above a skirt. These 20-

century tailored jackets are presented in this collection, unadorned to any choice of texture or color below. They are cut in fabrics selected to create a feminine silhouette - pure, girly, and fresh - and represent the completion of the incorporation of traditionally female garments into a category of clothing originally arranged to exclusively male. They signal difference, purity and progress.

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In questa pagina: **jump suit** in viscosa, Rinascimento (140 euro); **Orecchini** in vermeil, Ivi Jewels (510 euro); **bracciali** tondo componibili in argento 925 con galvanica in oro rosa e zinco, Rosato-Ida (25 euro); **cintura** in cotone, vintage.

Nella pagina accanto: **blazer** in paillettes, Kays (189 euro); **costume** intero in microfibra con i pini*, Elanre Chose (190 euro); **gonna** a tubino in cotone con cristalli, Michael Kors Collection (1.550 euro); **Cerchiette** in velluto con perle, Blumarine (148 euro); **orecchini** (190 euro) e **collana** (280 euro) con perle e cristalli, Zino Angeli; **anelli** in Golden Rose con zirconio e pietre dure, Bronzature (130 euro); **decollante** singabag in seta, NewGarden (135 euro).



Benedetta Arcaini
19 anni, studentessa
liceo linguistico

**TALLER PANTALONE,
RINASCIMENTO**
(109 € 99 €)
SWEATERS **NEEDS**
180 €45, PELLERAGNA
ACCORTI
ADRI SALOFITTE
POURCEUR
(125 € 45), TOP DI SETA
E COTONE, **ANNARICA**
(174 € 45), POLAIO
DI SETA E CALZE
DISQUARED
AMBI DI PELLE
CON CARTRAMATO
DI COTONE
NO MATIE
(229 €)



USA GLI ACCESSORI
PER DARE PIÙ FORZA
AL LOOK. CON
UN ABITO A STAMPE,
SCEGLI SCARPE
E BORSE IN BIANCO
E NERO OPPURE
A Tinte VIVACISSIME.
ANCHE DIVERSE
TRA LORO

Supadika van
stempel kempinla
van maniche q
ten quartie Citra
[Kinasema,
199 euro, rg. 15-16]
Oreochry Soliel.
Beras putih
Crisis
Scorpe Bawo Chao



BIANCO

RINASCIMENTO



Location

“sale-or-return” formula

All you need is:

- A location situated in the city centre or a shopping mall of primary importance with a surface area between 150 and 300 square metres;
- premises to be used as warehouse covering between 40 and 60 square metres;
- one entrance and at least two shopping windows;
- an estimated consumer catchment area of not less than 80,000 inhabitants.

Location

"fits you" formula

All you need is:

- A location situated in the city centre or a shopping mall of primary importance with a surface area of 80 square metres;
- an estimated consumer catchment area of not less than 30,000 inhabitants.





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www.rinascimento.com

Tel +39 051 8658811 abaffoni@teddy.it

TEDDY
GROUP

via Coriano 58 - Gros Rimini / blocco 97

47924 Rimini (RN) Italia

info franchising: retail.teddy.it