



CHIARA FERRAGNI

AEFFE

CHIARA FERRAGNI CHOOSES THE AEFPE GROUP AND SIGNS A LICENSING AGREEMENT FOR THE UNDERWEAR AND BEACHWEAR COLLECTIONS

San Giovanni In Marignano, 25th November 2020 - Chiara Ferragni has signed a multi-year licensing agreement with Velmar, a company of AEFPE Group, specialised in the production and global distribution of underwear and beachwear collections.

The agreement aims to expand globally the brand founded by Chiara Ferragni in the underwear and beachwear fashion segment, leveraging the structure and experience of Velmar.

The first collection, as result of the new collaboration, shall be dedicated to Fall/Winter 2021/22.

The underwear and beachwear collections will be available both online and offline, in selected shops and in the best international department stores, also with personalized corners, alongside Chiara Ferragni's boutiques including the online one.

Chiara Ferragni, CEO and Creative Director of the brand, stated: "I'm very proud of this agreement with Velmar, an Aeffe's group company. Mr Massimo and Mrs Alberta Ferretti have been my first supporters at the very beginning of my career almost 10 year ago. Today for me, it is a beautiful achievement being able to let our business grown up together".

Massimo Ferretti, Executive Chairman of Aeffe SpA, commented: "We have known Chiara for several years and appreciate her personal qualities and talent, both on a creative and entrepreneurial level. We are therefore excited to collaborate with her on a project, which we believe will generate profitable synergies with AEFPE's production and distribution platform and with Velmar specifically". Luca Gori, General Manager of Velmar S.p.A, added: "Joining the President's satisfaction, we are ready to work alongside the designers of the Chiara Ferragni brand to interpret and translate its distinctive identity with the aim of developing highly appealing and quality underwear and beachwear collections".

AEFFE S.p.A., a company listed on the STAR segment of Borsa Italiana, operates in the luxury sector, with a presence in the prêt-à-porter, footwear and leather goods division under renowned brand names such as Alberta Ferretti, Philosophy di Lorenzo Serafini, Moschino and Pollini.

VELMAR

Founded in 1983, Velmar S.p.A. was acquired by the AEFPE Group in 2001. Specialised in the management of licences, both in ready-to-wear and swimwear and underwear, Velmar S.p.A has collaborated with several internationally recognised Italian luxury brands.

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Chiara Ferragni brand was born in 2013 from an idea of Chiara Ferragni. The brand soon established itself on the international scene and in 2018 Chiara Ferragni became its CEO. The collections are presented with complete total looks made absolutely recognizable by the iconic eye.



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