

TRUSSARDI

TRUSSARDI
JUNIOR



TRUSSARDI AND BRAVE KID SIGN WORLDWIDE LICENSING AGREEMENT FOR THE TRUSSARDI JUNIOR CHILDRENSWEAR LINE

Milan, November 15, 2016. Trussardi Group is investing greater energy in its childrenswear line and has signed a new licensing agreement with Brave Kid (owned by the group OTB) for the production and worldwide distribution of the Trussardi Junior line. The Fall/Winter 2017 collection will be the first developed in collaboration with Brave Kid.

Trussardi elegance reinterpreted for kids will be inspired by the adult collections and feature details characterized by the iconic greyhound, floral prints, and all-over logos that turn into cheerful, colorful graphic motifs. The Trussardi Junior collection is designed for boys and girls between the ages of 4 and 14, and includes apparel and a series of coordinated accessories.

Tomaso Trussardi, CEO of Trussardi Group, announced: *“We are very pleased with this new agreement because Brave Kid is the ideal partner to best translate the Trussardi values in the kidswear line, which is very important for us because it is a natural extension of our lifestyle.”*

Germano Ferraro, CEO of Brave Kid, said: *“It is an honor for us to add Trussardi Junior to our portfolio of brands. Thanks to its characteristics, this brand perfectly fits with Brave Kid and allows us to further strengthen our leading position in the childrenswear segment worldwide.”*



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TRUSSARDI GROUP

Trussardi, first established in Bergamo in 1911, is recognized worldwide as a lifestyle brand known for its excellence, elegance and continuous experimentation in the worlds of fashion, food and design. With solid roots in the Italian artisan tradition, the Group is present in the fashion sector with its Trussardi and Trussardi Jeans clothing and accessories collections. Always evolving, the brand has expanded, adding the Trussardi Junior, Trussardi Eyewear, Trussardi Parfums, Trussardi Orologi, Trussardi Casa, Trussardi Jeans Underwear, Trussardi Nightwear and Beachwear, Trussardi Home Linen and Trussardi Wall Décor collections. It is one of the first fashion brands to actively work in the food industry with its Café Trussardi and Il Ristorante Trussardi Alla Scala. Trussardi products are sold in Italy, Europe, Asia and the Middle East through a select network of directly-owned boutiques, fine multi-brand stores, and online through its trussardi.com website.

BRAVE KID

Brave Kid is the company of OTB specialized in the production and distribution of children's apparel and accessories. It is a unique company that, thanks to dedicated teams, interprets the identity of each brand in its portfolio into a strong kids collection. With over thirty years of experience that started with Diesel and was subsequently developed through licenses with John Galiano Kids, the junior line of Dsquared2 and with Marni Bambina. Brave Kid is a key international player in the childrenswear segment with unique expertise in distribution, thanks to its presence in over 50 countries and more than 1,000 stores around the globe.