

N°21



N21 AND BRAVE KID

AN ALL ITALIAN PARTNERSHIP FOR THE DEVELOPMENT OF CHILDRENSWEAR

Milan, November 21st, 2018. N21, the fashion brand created and directed by Alessandro Dell'Acqua, and Brave Kid, the company of OTB with over 30 years of experience in childrenswear, announce the signature of a license agreement for the brand's childrenswear.

The 5-year partnership, with an option for renewal for 5 additional years, will start with the FW19 collection and cover the development, production, and exclusive worldwide distribution by Brave Kid of N21 children's clothing and accessories, for girls and boys from 4 to 14 years old.

For this new project, N21 foresees a "mini-me" declination of its ready-to-wear collections: the adult line's aesthetics will be transferred to the children's world, maintaining and reinforcing the DNA of the brand. The unexpected combination of materials and the balanced mix of male and female wardrobe, typical of N21, will be translated to the childrenswear, without overlooking comfort and wearability, a must-have for kids.

In the words of Alessandro Dell'Acqua, founder and creative director of N21: "I am glad to have chosen an experienced and reliable company such as Brave Kid, the ideal partner to undertake an international commercial growth in this category. Together, we will continue to create childrenswear collections with a style in line with the adult line".

"The combination of the innovative and independent creative vision of Alessandro Dell'Acqua, with Brave Kid's productive and distributive know-how, will give birth to something special. The Brave Kid team dedicated to N21 is already working on the launch of a new collection that will certainly satisfy our expectations", is the comment of Germano Ferraro, CEO of Brave Kid.

The license agreement foresees a focused plan of expansion in established markets and development in potential ones. Brave Kid will have the direct responsibility of the wholesale channel, as the FW19 collection will be on sale from next January in Brave Kid's Milan showroom, and through a dedicated network of agents and distributors. N21's childrenswear will be available also in the Tokyo, Milan, Hong-Kong, Beijing, and Seoul flagships and in the e-boutique of the brand.

With the addition of N21, Brave Kid enriches its licenses portfolio with brands that are different from each another, yet complementary in their philosophy and positioning.

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