

You started your own brand with bags. When have you launched the shoes collection? And from when have you reinforced the shoes collection?

The Autumn/Winter 2015/2016 marked the launch of my first footwear collection. I always aspired to be a shoe designer, probably even before becoming a bag designer; it's always been my dream since I was a child.

This debut reflects a natural evolution both in terms of style and business strategy, because it occurred in significant period of time for the growth and the international expansion of the brand. Inspired by the same style of the bags and projected on a coordinated selection of materials, colors and details, the footwear proposal combines the pivotal values of luxury and the Italian craftsmanship with an extremely seductive and feminine vision of the contemporary woman. Nowadays, our revenues are coming from both categories, 50% each, and we are really proud of having achieved this goal in few years.

What is your strength, or how do you differentiate your brand from others?

In my opinion, Paula Cademartori is a brand characterized by a really strong identity.

We are a niche brand with small volumes to manage. This fact allows us to be really focused on quality. I genuinely believe that Italian manufacturing expertise can make the difference for final customers, that now more than ever, want to purchase something durable and well manufactured.

Above all, I think that true luxury consists of detail, keen study of textures, color tones, hardware, and I always tried to combine all this aspects in a unique product. Moreover, besides offering the highest possible quality, my brand is characterized by a symbol truly recognizable and impossible to confuse: the metallic buckle that I personally designed in Brazil when I worked for a Jewelry company. It means a lot for me because it describes my origins and my history.

The setting of 2019SS Presentation in Milan Fashion Week was stunning! Where and how have you got your inspiration for the collection and presentation?

Thanks for the compliment! This season I actually wanted to have some serious fun. The set-up of the presentation hosted in an historical & magic apartment in Milan truly reflected the new collection spirit and my desire to let the fantasy break free. Everything starts from this quote: "She doesn't have religion. Her faith resides in the stars, flowers, ocean and herself."

The fairytales world comes out from the child that is in me, who wants to be driven by soul, freedom and creativity. Each room was inspired by a fairytale that I personally reinterpreted according to my vision and experiences. The idea was to make guests dream and let them understand they can live the fairytale they want, even if uncommon or out of order.

How has the brand changed after becoming the part of OTB? Please tell us its influences specifically both in creation and business.

I'm proud to say that I'm still totally free to express my personal vision in terms of creations and style. The entrance in the OTB Group gave more resources and a structural support to our company, helping us in increasing brand awareness and distribution worldwide.

What kind of person is Mr. Renzo Rosso?

For me, Renzo is not only a great entrepreneur, but also an inspiring figure. He created his own company by with his own forces, so I think his story can be a successful experience to follow and from which take inspiration. Furthermore, I deeply share his philosophy and values of bravery, determination, and business acumen, so I like to define our alliance as a marriage.

What is the latest revenue and growth rate?

As for our policy we are not used to release specific figures related to the brand, but I can tell you that the business is healthy.

What is the current share of bags (leather goods) and Shoes in terms of sales volume?

As for our policy we are not used to release specific figures related to the brand, but I can tell you that the business is healthy.

I'm proud to say that we are currently estimating a fifty-fifty of sales-volume among bags and shoes.

Please tell us the number of countries and stores where carrying the brand's products. Where is the biggest market for your brand?

We are present with more than 50 boutiques around the world, and last March we launched our official e-commerce, which ships worldwide to reach our customers wherever they are. Our biggest market continues to be is still the Italian one European in general, but we are focusing all our energies to break into the Asian countries in particular Japan, China and Korea. Our online-sales have shown a significant interest coming from Asia and USA, and we are working a lot to grow our presence in this countries in the next years.

How do you see Japan as a market and Japanese consumers?

Japan is the second largest luxury market in the world and I think it is still growing day by day. The younger generations are attracted by coveted brands across the world, as well as opened to accept new emerging brand, mixing them to express in the best way their own style. I appreciate Japanese consumers because they can understand a good, high-quality product, regarding materials and artistry; they look for reliable and long-lasting items and for this reason I'm sure they can appreciate our know-how and made in Italy" values.

I feel that the price range of products are getting wider over the seasons. How do you think about the price point?

We are trying to introduce entry-level lines to reach all categories of customers and to get new potential ones. As you have seen, we have recently launched a Capsule collection (online-exclusive) with a totally rewed price. The same happened for the sneakers, new shape for the brand, which have been introduced to the market with a competitive price in line with the same products of other competitors. According to our reports the brand Paula Cademartori is really appreciated even by Millennials and young generations, that probably cannot afford the brand but still dream it. We hope in this way we can leverage also on them offering a great product but at a lower price.

Sometimes you propose capsule collections in addition to regular seasonal collections. What is your opinion about the current change in the fashion industry that several brands are not following SS and AW schedule (like see now buy now, product drop, not showing during fashion week, etc...)?

We are living in an era where our consumers are even more engaged and pretentious versus brands they love. As brands, we always have to find new ways to fulfill them, trying to be appealing and creative, also maintaining ethical standards of quality. This year we mostly worked on producing interesting capsule for the e-commerce like the "True Colors" collection (Still available on the website), to always being in touch with our customers.

Moreover, we have ever worked on exciting brand's partnerships like the one with Kartell (design sector) or the recent one with Swarovski (jewelry sector). This is our way to explore new markets finding new solutions to anticipate consumer's needs, surprising them with new projects and activities.

Do you have any specific item category on which you would like to focus more?

We are working a lot to be recognized worldwide as bags brand as well as the shoes one. We would like to offer to our clients a wide range of products to satisfy their needs, that is the reason why we have always proposed different shapes. What's sure, it's that at the moment our crystals line represents our carryover (and best-sellers) and it will keep to be sold even in the future. Regarding bags, we've had a great success with the Petals line, characterized by our iconic geometric motives, realized with charming embossed prints and rose-gold hardware. The shapes we are pushing more are the Petite Arianna and the Daria models (big and small), bags that I truly believe can fit perfectly women daywear necessities.

Do you have a plan to open your own boutique? If yes, where and when?

It would be a dream and it is for sure a priority project to be developed during the next few years. I think my first retail boutique should be here in Italy, more specifically in Milan, the place where everything started.

How would you like to develop your brand further in the future? Please tell us your vision.

I really hope to outspread the brand in other products categories, but the core business will be the accessories. Now we are working on some amazing new entries (currently top secret) and in the future, I aspire to launch the beachwear category... stay tuned to discover more.