

M A R N I

STAFF
INTERNATIONAL

MARNI MEN'S COLLECTIONS LICENSED TO STAFF INTERNATIONAL

Milan, April 21, 2015 – Marni and Staff International announce today the signature of a license agreement for the men's collections of Marni. The deal, which will enter into effect in Spring/Summer 2016, covers the exclusive worldwide rights for the development, production and distribution of all Marni men's product categories: ready-to-wear, shoes, bags, small leather goods and accessories.

This partnership is an integral part of the development plan for Marni men's collections, just as the decision to attend "Pitti Immagine Uomo" as guest designer last January. At the soon-opening mono-brand boutiques of Milan and San Francisco, an increasingly larger space will be dedicated to the men's line – currently already present in the Marni stores of Milan, London, Paris, New York, Tokyo, Shanghai and Hong Kong, as well as in a selection of prestigious retailers worldwide.

Thus Gianni Castiglioni, CEO of Marni Group: "We strongly believe in the potential of our men's collections which have been very successful over the last seasons. In view of its growing development, we have decided to rely on a dynamic, contemporary partner - also part of OTB - in order to achieve our ambitious goals".

Ubaldo Minelli, CEO of Staff International, confirms: "Merging Consuelo Castiglioni's sophisticated, creative vision with Staff International's know-how will result in a unique product. For Staff, this new collaboration represents a prestigious project and an important new addition to the company's current portfolio of brands".

MARNI: Marni was founded in 1994 and in 2012, it consolidated its expansion by joining the group OTB. Its core business is Women's ready-to-wear, bags and shoes. An important focus has recently been put on the brand's Men's ready-to-wear and accessories, in addition to the jewelry, eyewear and fragrance collections. Marni addresses an international audience of curious and sophisticated individuals who prefer a unique vision and refined, artistic styles, to traditional fashion. An unconventional, slightly-subversive viewpoint; a personal, figurative language; an unpredictable, graphic and rigorous idiom created by Consuelo Castiglioni.

STAFF INTERNATIONAL: Staff International is the company of OTB specialized in the product development, production and distribution of some of the most iconic designer brands in the fashion industry. It currently houses 6 licenses in its portfolio: Maison Margiela (and its contemporary line MM6), Viktor&Rolf, Vivienne Westwood Red Label and Men, Dsquared2, Marc Jacobs Men and Just Cavalli. With offices in Italy, France, the United States, Japan, Asia Pacific, and thanks to key commercial partnerships worldwide, Staff International manages the distribution of its licensed brands online, wholesale, and through retail.