

M A R N I

MARNI STRENGTHENS ITS DEVELOPMENT STRATEGY FOR KIDSWEAR AND SIGNS A WORLDWIDE LICENSING AGREEMENT WITH BRAVE KID

Milan, January 9th 2014. As part of the broader global development strategy of the Marni brand, an agreement has just been signed with Brave Kid for the production and worldwide distribution of the Marni line for children.

A simple and poetic world, just for girls, inspired by adult codes: prints and fabrics rethought and reinterpreted for kidswear, along with complete collections which offer, in addition to clothing, a full range of accessories including bags, backpacks and hats.

Gianni Castiglioni, CEO of the Marni Group: *"We are very happy about the collaboration with Brave Kid, which will allow us to strengthen and expand our image and distribution strategies while keeping the brand identity coherent."*

"It's an honor for us to add Marni to our brand portfolio. It's a brand with a unique identity and great potential in the kidswear sector", says Germano Ferraro, CEO of Brave Kid.

The first kidswear collection by Marni developed in collaboration with Brave Kid will debut in Fall/Winter 2015 and will be presented at the upcoming Pitti Bimbo.

MARNI

Marni is a one-of-a-kind fashion house. Founded as a family business in 1994, it consolidated its expansion in 2012 by joining the OTB Group. The core business is focused on women's clothing, leather goods and footwear. This has recently been extended to include clothing and accessories for men, in addition to the jewelry, eyewear and fragrance lines. Marni targets an international audience of curious and sophisticated customers who prefer uniqueness and artful sophistication to transient fashion trends, proposing a subtly subversive, outside-the-box perspective; a personal visual language created by Consuelo Castiglioni that is unpredictable, graphic and rigorous.

BRAVE KID

Brave Kid is the company of the OTB Group specialized in the production and distribution of clothing and accessories for children. A state-of-the-art company able to give interpretation of the identity of every brand in its portfolio, thanks to dedicated teams. Thirty years of experience started with Diesel Kid, and John Galliano Kids and Dsquared² junior line afterwards. Today, thanks to Marni license, Brave Kid is a worldwide key player in the children division, strong of a unique know-how also in the distribution, being present, with all its brands, in 40 countries and 1200 points of sale.