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Marni Signs License With Brave Kid

By Alessandra Turra

MILAN — Marni has signed a licensing agreement with Brave Kid for the production and worldwide distribution of its children’s line.

PRINT

With an offering dedicated to girls aged between two and 12, the first collection produced by Brave Kid, which is controlled by Renzo Rosso’s OTB, will include both ready-to-wear and accessories, such as bags, backpacks and hats.

The lineup is to debut at Florence’s Pitti Bimbo international children’s trade show, running from Jan. 22 to 24. Spazio 6 previously manufactured the line, which was first launched in 2011.

The agreement represents a further step in the collaboration between Marni and Rosso, who took a majority stake in the Milanese fashion brand in December 2012 through OTB, which is also Diesel’s parent company.

Marni chief executive officer Gianni Castiglioni said the collaboration with Brave Kid “will allow us to strengthen and expand our image and distribution strategies while keeping the brand identity coherent.”

Brave Kid also produces and distributes the children’s collections of Diesel, John Galiano and Dsquared2.

Brave Kid ceo Germano Ferraro called Marni “a brand with a unique identity and great potential in the kids’ wear sector.”

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