COCCINELLE

THE COMPANY

Founded in 1978 by Giacomo Mazzieri in Sala Baganza near Parma, where it is still based today, Coccinelle is one of the most renown Italian brands for "accessible luxury" accessories and bags.

With exclusively Italian-based design and style offices, Coccinelle has a strong bond with the fashion production chain in the Parma district, which has been established over more than 30 years of business involving local suppliers.
The products are developed in Parma: the style, the choice of materials and the entire creative process take place in Italy, while the production – 80% of which is carried out in China and Eastern Europe by suppliers with whom the company has established a trust-based business relationship over the years – is subject to strict quality controls.

In February 2006, the company has became part of Antichi Pellettieri. Since 2008, with the creation of the new Leather Goods division, named Mosaicon, whose majority shareholder is Fondo 3i, Cocinnelle has been controlled by Mosaicon.

The Managing Director and Chairman of Coccinelle is Angelo Mazzieri, who holds 49% of the company capital.

THE BRAND

Attention to detail, quality, simplicity and constant observation of current trends: these are the distinctive features of Coccinelle products, which have always embodied sophisticated style and Italian design.
Every Coccinelle product is conceived in line with genuine Italian craftsmanship traditions, combining cutting-edge stylistic choices with the use of select fine materials.
Continual investments in research and technology ensure that the collections have an innovative look, featuring an elegant, modern style.

The great focus on design and fashion trends, the quality of the leather and the other materials used, the importance of the details, the singular finishings and the high management and control standards all come together in Coccinelle's expertly crafted products, with their perfect combination of practicality and style.

COCCINELLE: THE NUMBERS

63% of Coccinelle's products are sold on the Italian market, 29% elsewhere in Europe, 7% in Asia and 1% in the rest of the world.
73% of the turnover comes from bags: the brand's core business. Shoes, small leather goods and fashion accessories complete the broad, varied range of practical products that can be found in the single-branded shops.

THE COLLECTIONS

Coccinelle produces 4 collections a year. Alongside the core business of bags, there are shoes, small leather goods, belts, timepieces, glasses, jewellery and fashion accessories such as gloves, scarves and hats. The aim is to provide customers with a Coccinelle "total look".

In 2008 the *Work* line of business products was launched. It is a collection of bags for professional women who want to take Coccinelle's typical elegance, fashionable style and dynamism into the workplace too.