

THE COMPANY

Founded in 1978 in Sala Baganza near Parma, where it is still based today, **Coccinelle** is one of the leading 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 – is subject to strict quality controls and careful selection of suppliers.

In February 2006, the company became part of Antichi Pellettieri, the Leather Goods division of the Mariella Burani Fashion Group, a leading name in accessories on the international accessible luxury market. Subsequently, with Fondo 3i arriving on the scene, Coccinelle became part of the new APBags division.

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

55% of **Coccinelle's** products are sold on the Italian market, 36% elsewhere in Europe, 4% in Asia and a further 4% in the rest of the world.

80% 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 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.