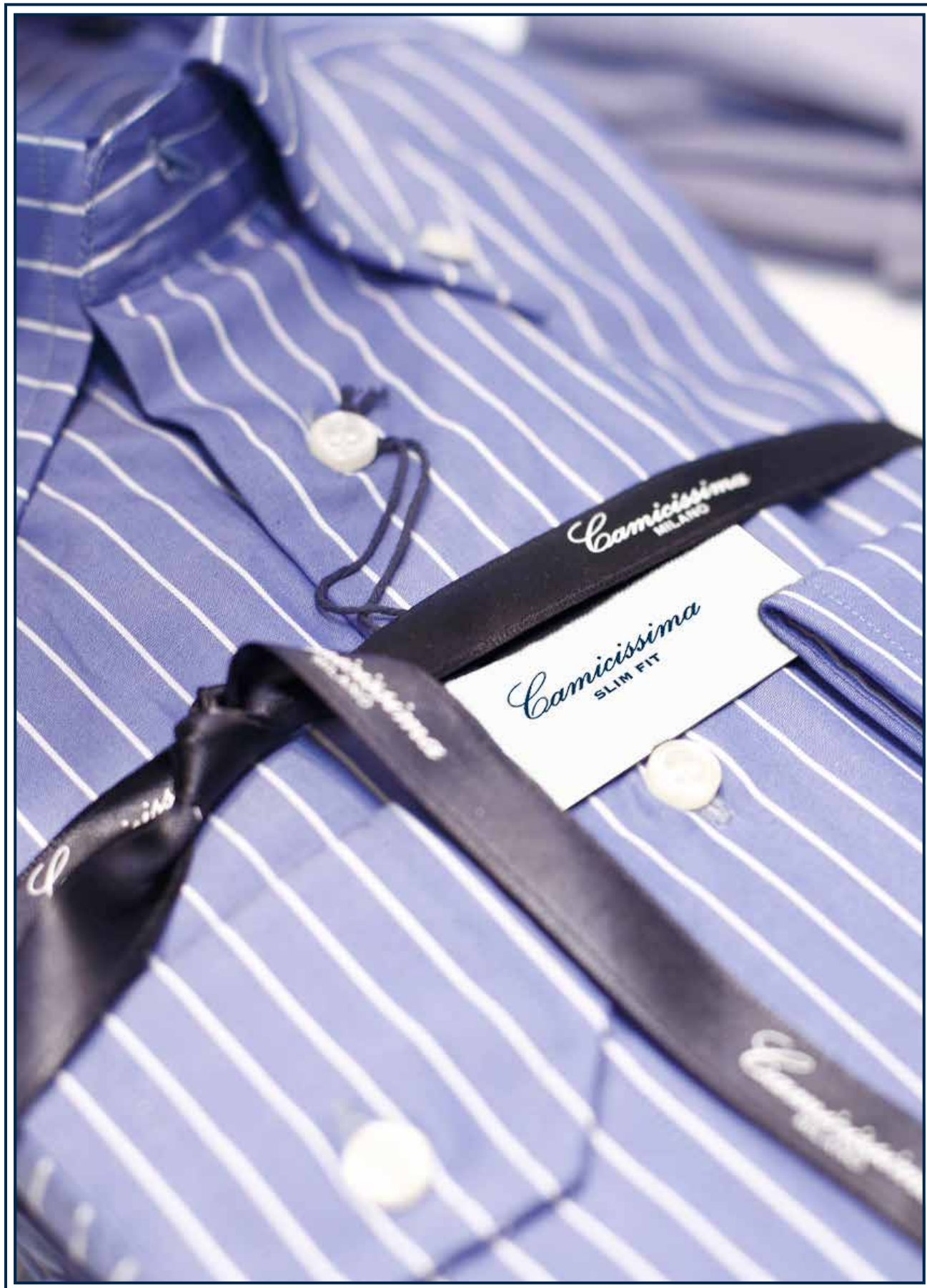


Camicissima

MILANO



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THE FENICIA PLANT



Fenicia began in 1931 as a manufacturer of high-quality, tailor-made shirts.



Fenicia's founder and owner, Giovanni Candido.

The Camicissima story is that of a man who started with nothing, and through perseverance, tenacity and dedication established a business truly of substance, becoming southern Italy's largest manufacturer of men's shirts. It is the story of Giovanni Candido, the creator of the Fenicia shirt, which, as the advertising slogan said, is "la camicia di fiducia" – the shirt you can trust. It stands as an example of how business acumen and a fair dose of good fortune can give an individual real fulfilment, and their firm, the benefits that naturally accrue.

In 1931, Giovanni Candido was a young man, full of hope and aspiration, but with nothing to show by way of financial resources. He would take fabrics to tailors around Palermo and collect the finished shirts, which he would then deliver to those original few customers. Within six years, he had scraped together enough money to think of opening his own tiny workshop in the city's Via Papireto.

This was the first step, albeit the first of many. That he now finally had ten people gainfully employed in his workshop was perhaps the greatest satisfaction of his working life – and for the first time in his life, he could consider himself successful. Naturally, there was still a great deal to do, and a long way to go, but in certain respects, the hardest part was done. Mr Candido's ambitions were not so great that he would ever have thought his tailoring workshop would expand the way it did – establishing a brand of shirts that would become more famous than him.

The war meant practically all work stopped until 1947, but once restarted, it never stopped. Gradually, the Via Papireto premises became larger, and Candido's shirts began to appear in a few shops around town. Competition from northern Italy was not as fierce then as it is today, and the small Palermo firm was able to hold its own, given that the machines for mass production lacked the precision and efficiency that they have today, with production still partly by hand and partly by machine.

Despite the difficulties, the times favoured Giovanni Candido, because it was still possible then to enter the market without the backing of large sums of capital. Success did not however go to his head. On the contrary, he realised that his luck could not last, and he quickly set about bringing his equipment and his commercial organisation up to scratch, so that he could produce higher quality goods at lower cost.



The production line in the Fenicia facility.



The need to move to industrialised processes became pressing between 1950 and 1955. Such a move inevitably carried risks, as would any initiative of this kind – but not to have gone down that road would have meant yielding to the competition, and, ultimately, the company’s likely elimination from the marketplace. Giovanni Candido wanted to push forward. In 1957, he shut up his workshop in Via Papireto and moved to larger premises outside Palermo, along the coast. Candido was no longer a small businessman making anonymous shirts by hand. The company was turning into a major business, and that meant finding a name of substance.

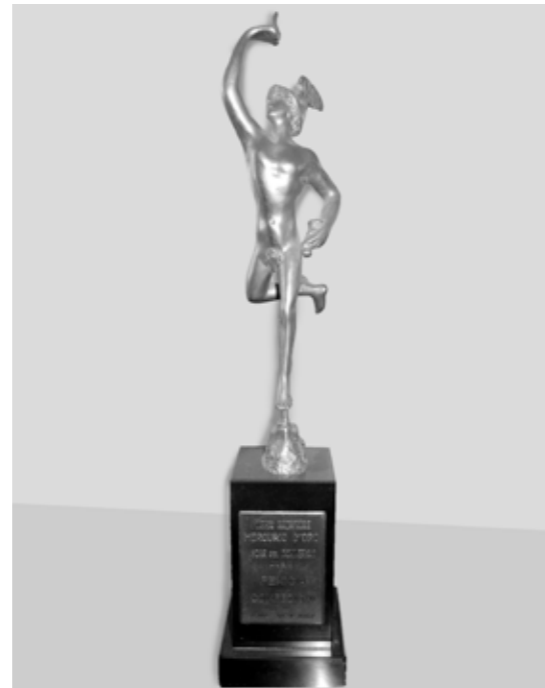
In Italy, men’s shirts had up to that point always carried northern Italian brands, as the north of Italy was closely identified with major manufacturing businesses, and there was widespread disdain of southern Italy manufacturing. Candido searched for a name and an image to go with that name, and in the end he turned to a historic trading nation, legendary for its contribution to the ancient world’s history and economy, one with ties to southern Italy and Sicily in particular – the Phoenicians. The boldest of sailors, the shrewdest of traders, excellent producers, they carried their goods to every corner of the Mediterranean, and into Africa. Hence the Fenicia shirt – a name that carries prestige, through its association with a tradition of civilisation and progress. The company changed its name too, and with the name came the brand’s famous slogan, “Fenicia, la camicia di fiducia” (Fenicia, the shirt you can trust). The symbol of the winged horse was also conceived at that time, and those wings have carried the brand to fame and fortune.

Over the years, the brand and the slogan have kept pace with the times. The symbol has remained the winged horse, but it has become more stylised; and the slogan has become, “camiceria d’immagine” (‘well-presented shirting’).

The company’s optimism and dynamism risked being held back by changing attitudes. Once, the occasional imperfection in shirt manufacture would have been tolerated, but that was no longer the case.

Giovanni Candido’s own children made a major and essential contribution to the company’s organisation. Gaspare in particular took charge of production and styling, overseeing an operating staff of 320 employees and working hard on ensuring production staff and middle management were always up to speed with the latest developments in the market, revising the collections all year round to satisfy customer demands, and continually refining the shirts’ fit and comfort.

PRIZES AND AWARDS



Golden Mercury prize, 1967.

In 1967, Fenicia Confezioni's owner, Cavaliere Giovanni Candido, received the national Golden Mercury prize, awarded to Italian companies with outstanding achievements in their productivity and economic innovation.

Fenicia Confezioni had begun in Palermo in 1931, the year in which Giovanni Candido – the business's owner then and now – laid the groundwork both commercially and in terms of production. Then, Fenicia was trading under a different name, and was quite a different entity – a small workshop with just ten skilled employees and a few items of equipment.

After the war, the business moved forward but did not implement the most modern techniques in use in shirtmaking. In 1955, Giovanni Candido decided to expand the business so that it could meet the mounting demand that the products' success was creating. In 1957, the company left the old workshop (which by then had as many as sixty employees), and transferred to its current location, which had been built to the latest standards and had room for the very best manufacturing equipment.

Today, Fenicia produces dozens of different models of high-quality shirts, and is regularly present in force at the major national and international textiles events.



The award ceremony. Cavaliere Giovanni Candido, owner of Fenicia Confezioni, receives the Golden Mercury from Italy's Trade and Industry Minister of the time, Giulio Andreotti.



The prize for Fedeltà al Lavoro (Loyalty at Work) in its fifth year. Awards received between 1967 and 1970.

CAPO TAORMINA: THE SICILY PRIZE FOR QUALITY, 1974

On 24 and 25 August 1974, the Sicily Prize for Quality for the year was awarded at the Hyatt Hotel in Taormina. Each year the prize went to the Sicilian business considered most inspiring that year.

The award ceremony took place at the hotel's conference hall, in the presence of many major figures from the arts, entertainment, and the media. The ceremony was chaired by Nello Vincelli, then junior transport minister.

Fenicia won the prize for the excellence of its manufacturing on the island, with 320 employees and around 1,300 retail venues throughout Italy.

Today, the company's production is focused upon shirts, and represents the best the market has to offer.



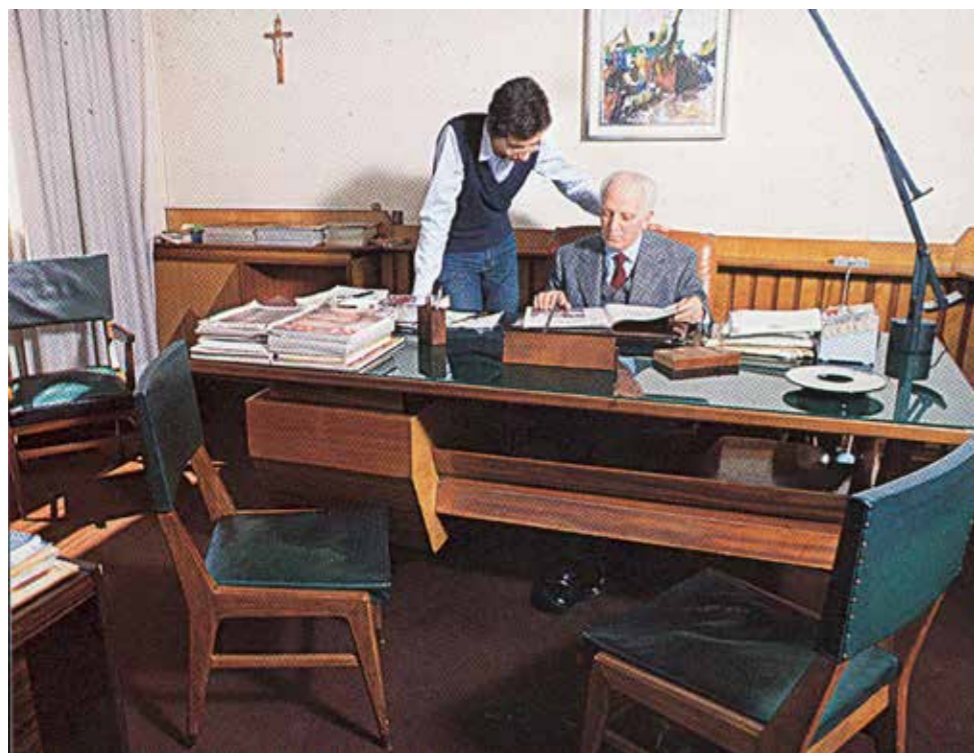
Prize for Quality, 1974.



Award ceremony.



In 1983, Fenicia became a supplier to Christian Dior.



Two generations at work: The founder Giovanni Candido and his grandson.



Office staff at work in the 1980s.

The company's business processes underwent considerable further modernisation in the 1980s. The introduction of computers meant new operating practices, and production gradually became increasingly mechanised.



MARKETING AND ADVERTISING CAMPAIGNS

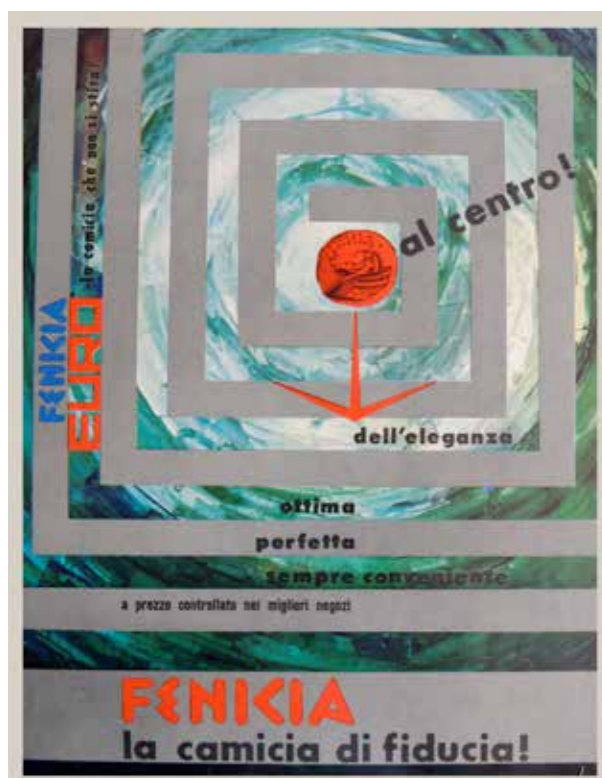
Fenicia has always been very mindful of the importance of marketing, but from the 1950s onwards it used marketing and advertising in a big way, with ads appearing in major publications both specialist and non-specialist, such as Grazia, Linea Italiana, Harper's Bazaar, Uomo Vogue, è Moda and Panorama.



1961_ "Grazia"



1962_ "Linea Italiana"



1962_ "Harper's Bazar"



1966_ "Uomo Vogue"



1966_ "Linea Italiana"



1968_ "Uomo Vogue"



1970_ "Grazia"



1971_ Alain Reynaud for Fenicia on "Harper's Bazaar"



1971_ "Harper's Bazar"



1973_ "Uomo Vogue"



1974_ "Uomo Vogue"



1974_ "Uomo Vogue"



1973_ "è Moda"



1974_ "Linea Italiana"



1980_ G-Candido

Fenicia has been advertising in Italy's most important publications since 1980. In 2009, it launched its new brand, CAMICISSIMA, with the following campaign.



IL MONDO **Panorama** **la Repubblica** **L'espresso**
il Giornale **CORRIERE DELLA SERA**
 Il Sole **24 ORE** **Il Messaggero** **Economy** **La Gazzetta dello Sport**

THE EVOLUTION OF THE FENICIA LOGO

Fenicia's logo and the way it has changed over the years are another fundamental aspect of its marketing.



1931/1960



1960/1971



1972/1977



1931



1978



1979/1989



1990 to present

MANUFACTURING

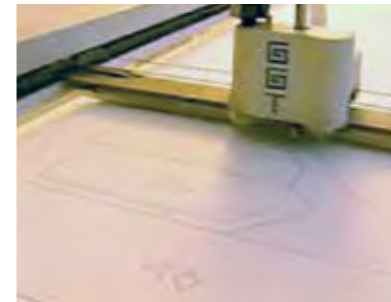


F FENICIA

Scenes from the manufacturing process in the 1970s.



Scenes from the manufacturing process in the second half of the 1980s.



Since 1985, Fenicia has been using AutoCAD and a hanger system, which brought greater precision in the cutting and sewing lines, and enabled production to increase by 20-35 per cent.

Fenicia has used these systems to allow the company to respond to its clients' needs with the greatest flexibility, while keeping its pricing competitive.



Fenicia was offering its first non-iron shirt by as early as 1962. The company has never stopped seeking out new materials and new products, and it has continued to hold its position at the vanguard of such technologies, with its latest non-iron product coming out as recently as 2012.



1962_ The first shirt NO STIRO of Fenicia



1963/64_ Campaign NO STIRO



1967



1967



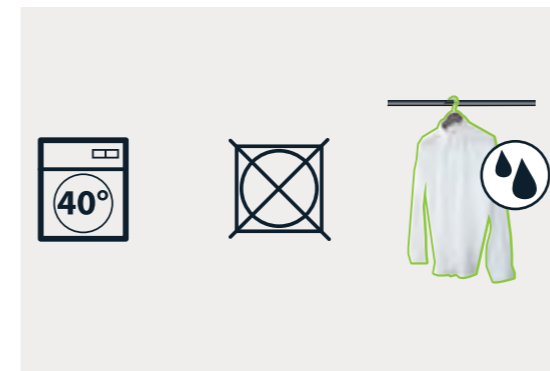
100% COTTON



CREASE-FREE



STAIN-RESISTANT



EASY CARE



SOME PRESS CUTTINGS



CAMPIONE EMERGENTE

INTERVISTA A FABIO E SERGIO CANDIDO, TITOLARI DI CAMICISSIMA

Noi sì, siamo nati con la Camicissima!

Il successo del marchio, che nasce in un'epoca di recessione e di crisi, è un fenomeno che si ripete in tutto il mondo. Come da noi? Perché, in un'epoca di crisi, si tende a cercare il comfort e la qualità. Camicissima è un marchio che ha saputo intercettare queste esigenze e offrire prodotti di alta qualità a un prezzo accessibile. Il successo di Camicissima è il risultato di una strategia di marketing e di distribuzione che ha permesso al marchio di crescere in modo esponenziale. Il gruppo Fenicia, che ha lanciato il marchio nel 2007, ha investito 22,5 milioni di euro e ha aperto 27 punti vendita in Italia. Il successo di Camicissima è il risultato di una strategia di marketing e di distribuzione che ha permesso al marchio di crescere in modo esponenziale. Il gruppo Fenicia, che ha lanciato il marchio nel 2007, ha investito 22,5 milioni di euro e ha aperto 27 punti vendita in Italia.

Quello che offriamo è il miglior prezzo con la migliore qualità

Sviluppo del fatturato e redditività

	2009	2010	2011	2012
Fatturato	12,1	17,5	19,0	14,1
Utile	1,1	1,5	1,5	1,1
Utile %	9,1	8,6	7,9	7,8

Camicissima entra a far parte di AnsoLowcost

Il gruppo Fenicia ha deciso di integrare il marchio Camicissima nel proprio network di marchi a basso prezzo. AnsoLowcost è un marchio che ha saputo intercettare le esigenze di una clientela che cerca il miglior prezzo con la migliore qualità. Camicissima è un marchio che ha saputo intercettare queste esigenze e offrire prodotti di alta qualità a un prezzo accessibile.

Pambianco week_03/11/08



Pambianconews_06/06/12



Pambianconews_13/02/12



Pambianconews_06/12/11



Pambianconews_15/09/11

THE ORIGINS OF THE CAMICISSIMA STORES

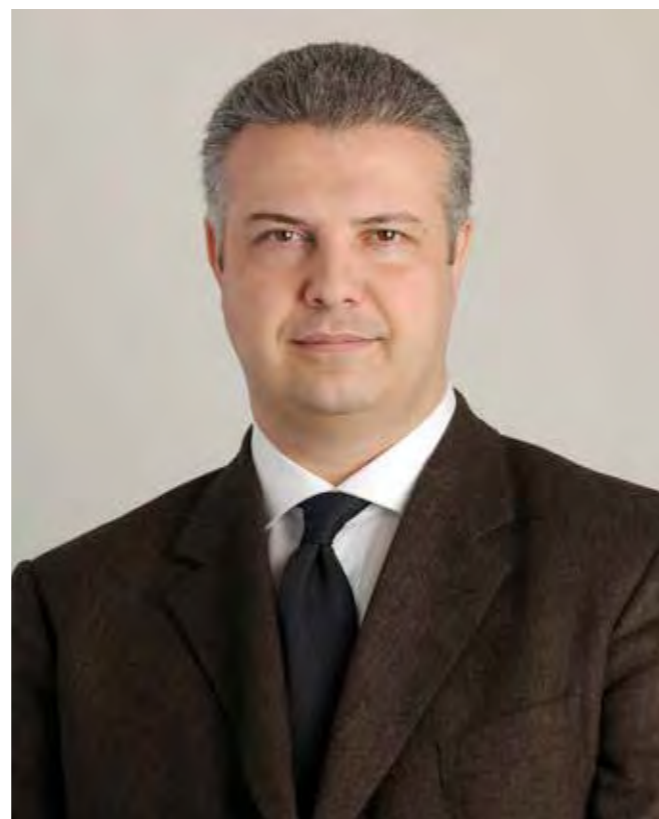


Milano - Via Dante

The first store to be branded CAMICISSIMA opened in 2004, with a special approach to sales that immediately met with great success. This was the beginning of an expansionary phase that would see stores open across Italy.



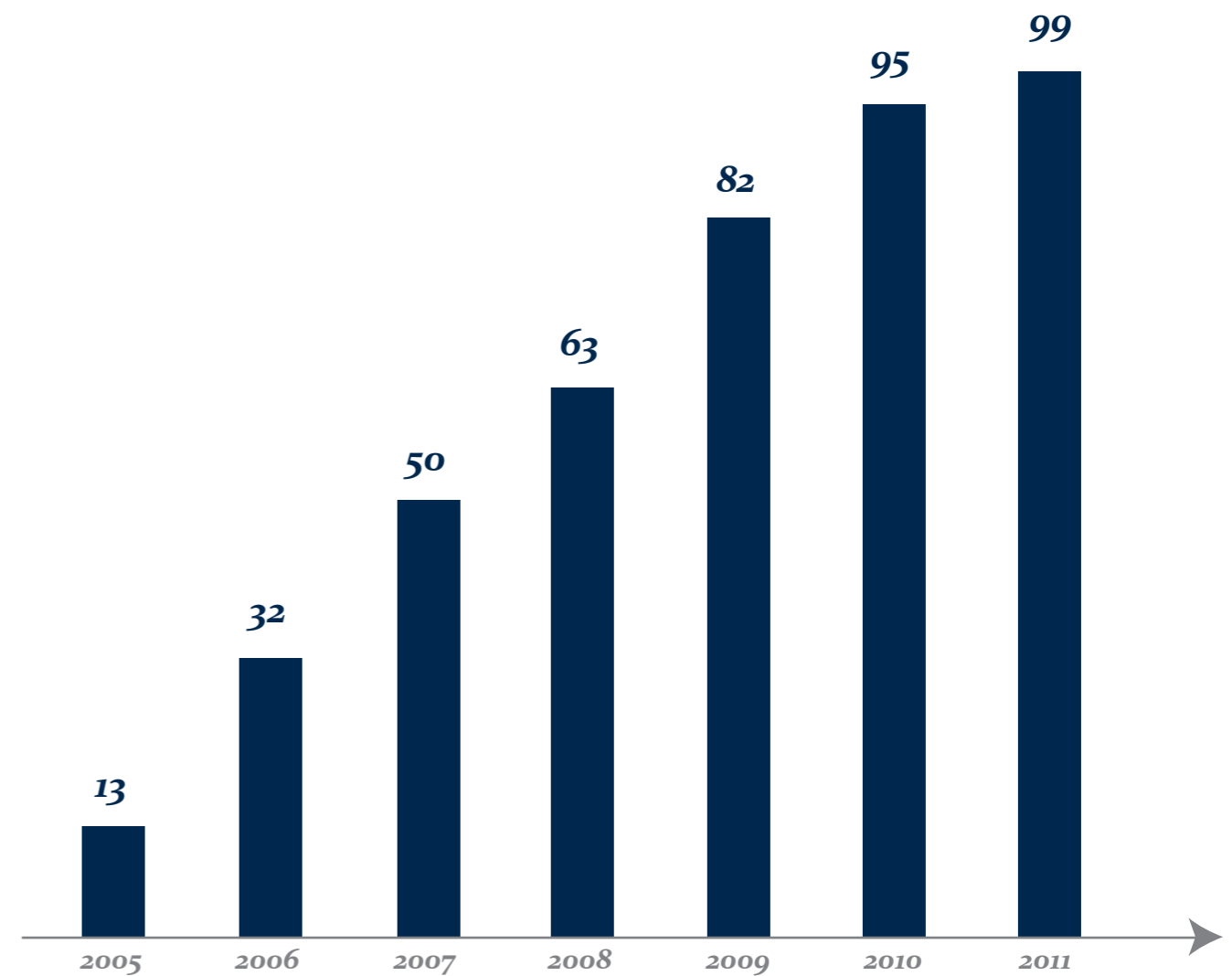
President, Fabio Candido.



CEO, Sergio Candido.

Expanding numbers of Camicissima stores across Italy

■ Number of stores

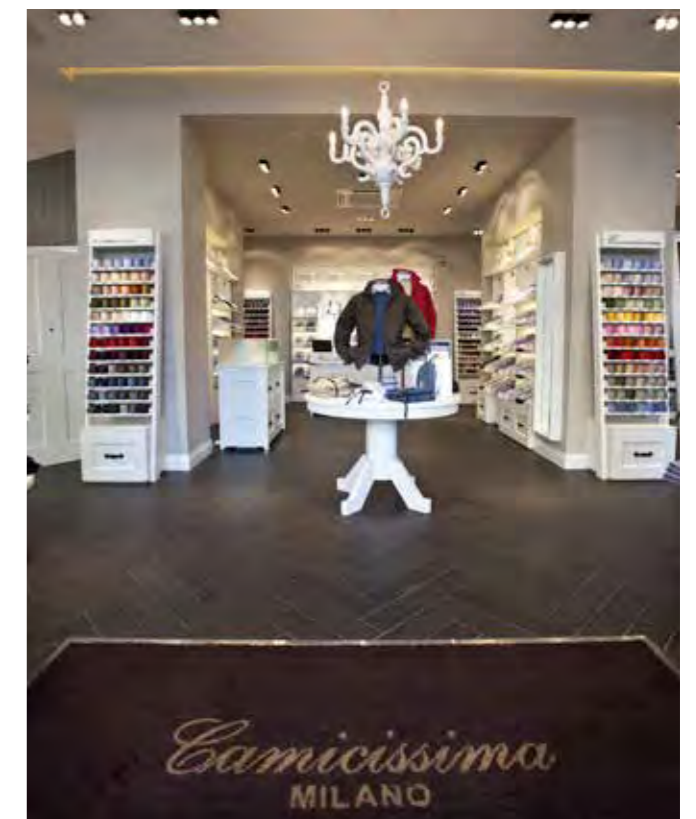




In 2012, Camicissima refreshed its look, opening a flagship store in Piazza Cavour in Milan. The store covers 250 square metres (approximately 2,700 sq ft), with full-length windows that lets passers-by see straight into the store. The flagship store reflects the brand's new retail concept, which is intended to give the impression of a large and homely wardrobe.



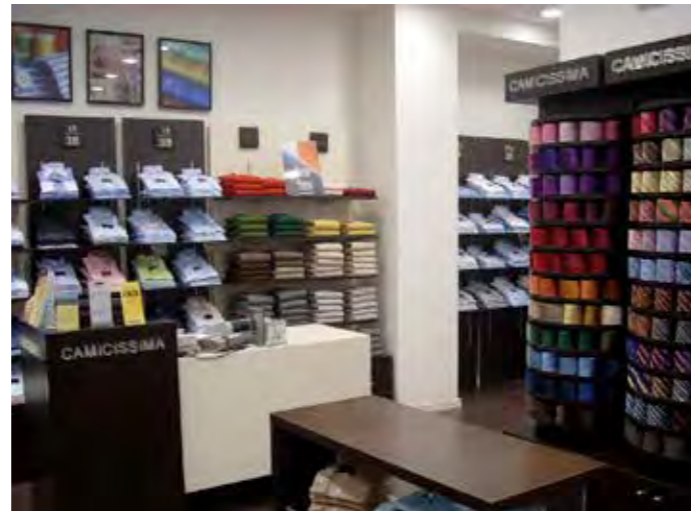
The aim is to make customers feel at ease in surroundings that are bright and unadorned, while still smart and tasteful. The large glass entrance, with its white wooden doors and full-length blinds, seeks to underline the concept of home, with the shop windows looking into that home.



THE SHOPS CAMICISSIMA



Milano, Via Vitruvio.



Milano, Via San Raffaele.



Aeroporto Milano Linate.



Aeroporto Venezia Marco Polo.



Roma, Via Frattina.



Palermo, Via Stabile.



New York, Broadway - USA.



Beirut - LIBANO.



Pompei, C.C. "La Cartiera".



Torino, Via Garibaldi.



Madrid - SPAGNA.



Prazhsky - RUSSIA.



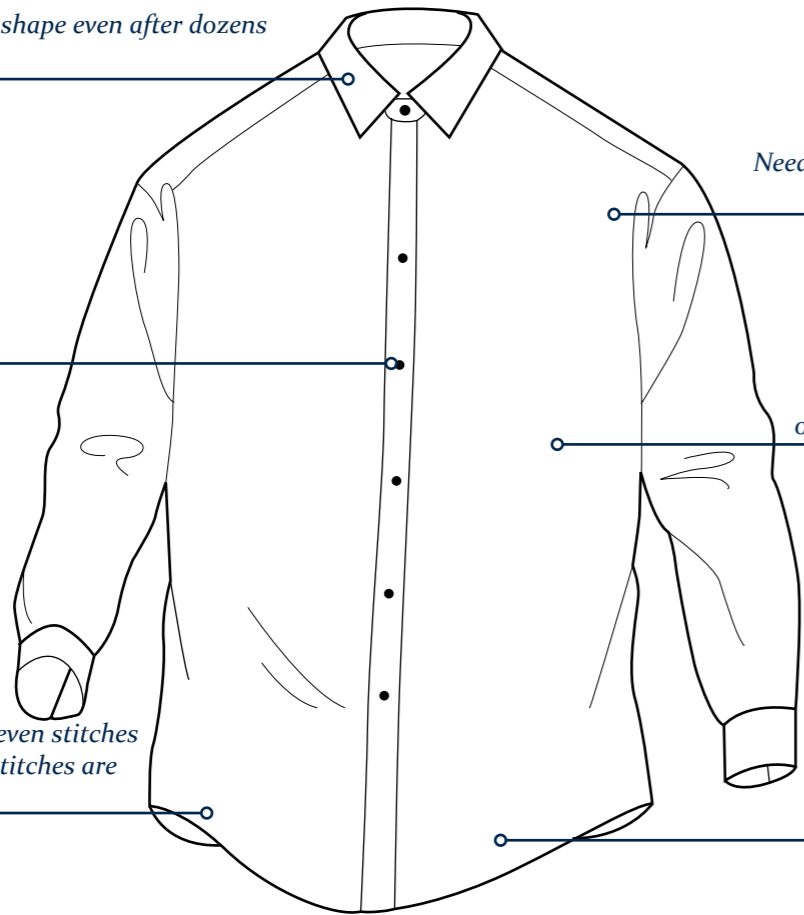
SHIRTS

QUALITY

The quality of our shirts is assured by the craftsmanship that goes into their production, by strict quality controls, and by our attention to detail – factors that together have made Camicissima a leader in its field over more than 80 years.

Collars that keep their shape even after dozens of washes

Buttons with 2.5 mm of mother of pearl

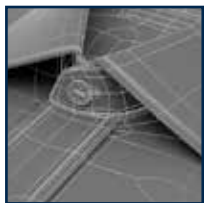


Needle-stitched and folded back armholes

100 % cotton fabrics of the very highest quality



The whole shirt sewn with seven stitches per centimetre, so that the stitches are barely visible



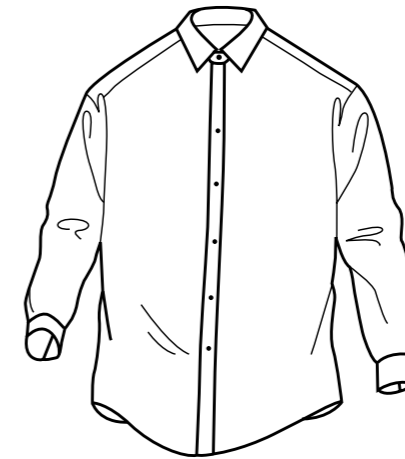
Excellent fit, which ensures great comfort

SHIRTS

MODELS



label



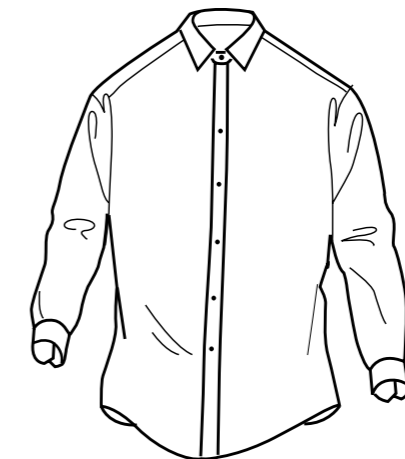
Regular



hangtag



label



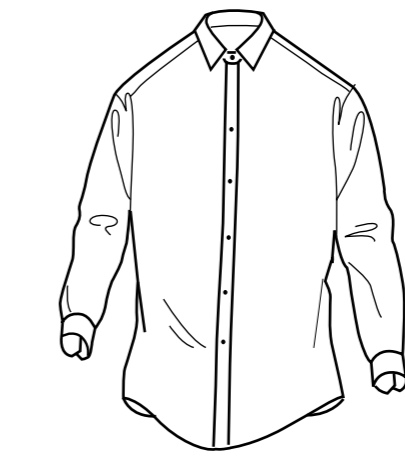
Slim Fit



hangtag



label



Extra Slim Fit



hangtag

SHIRTS

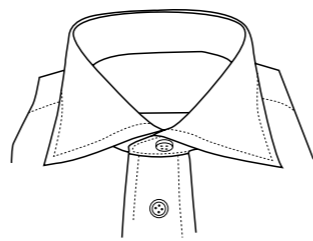
COLLARS



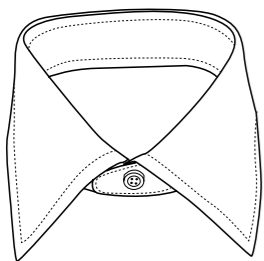
Italian



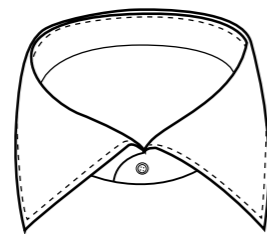
Button down



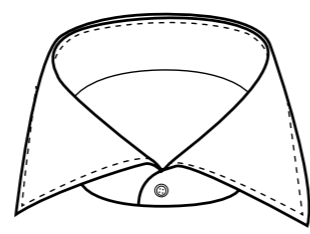
French



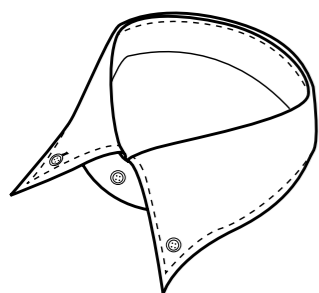
Italian collar
26 U



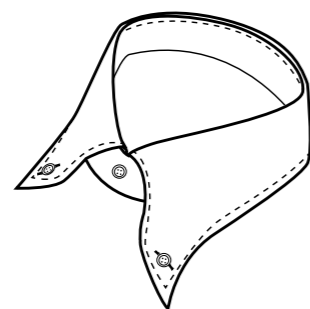
French semi-neck
average - 28 U



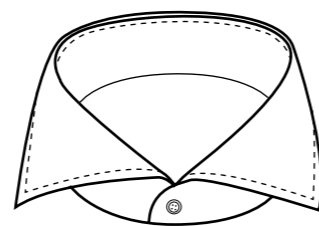
French semi-neck
low - 30 U



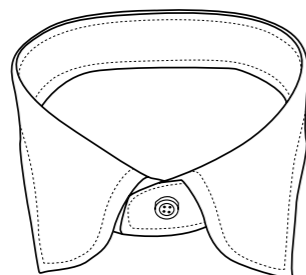
Button down collar
low - 35 B



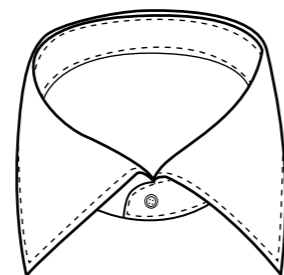
Button down collar
average - 37 B



Neck French
low - 51 U



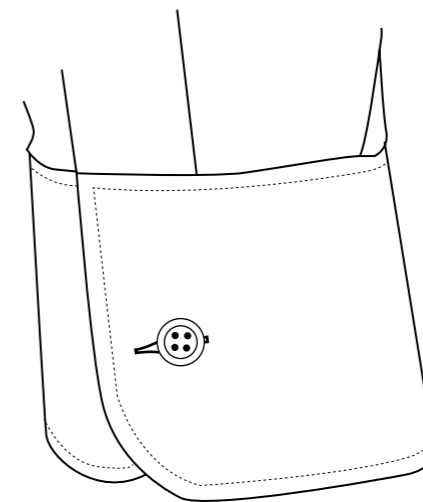
Collar with snaps
62 H



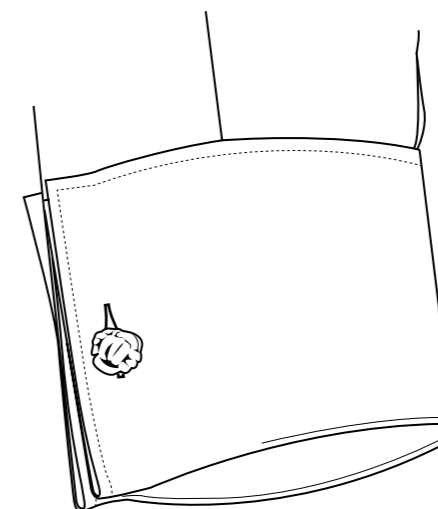
French semi-neck
high moved away

SHIRTS

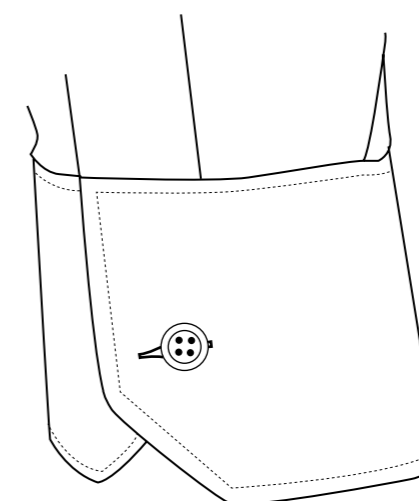
CUFFS



Rounded



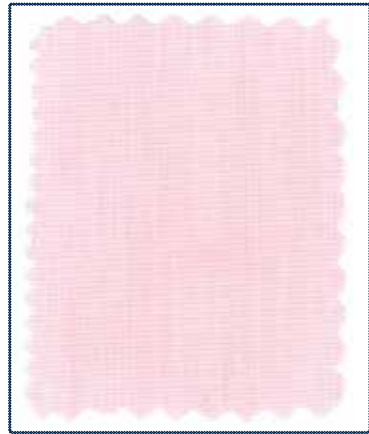
Double cuff



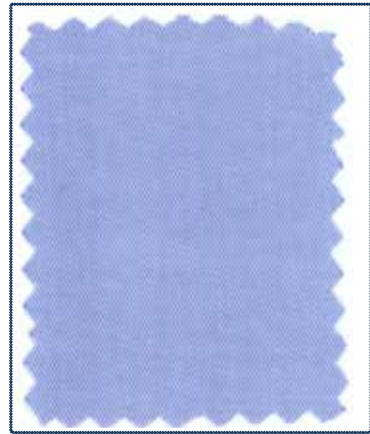
Bevelled

SHIRTS

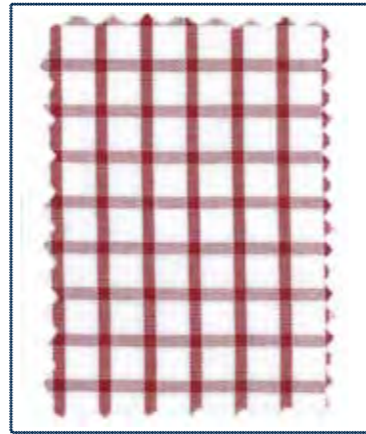
FABRICS



Fil - a - Fil



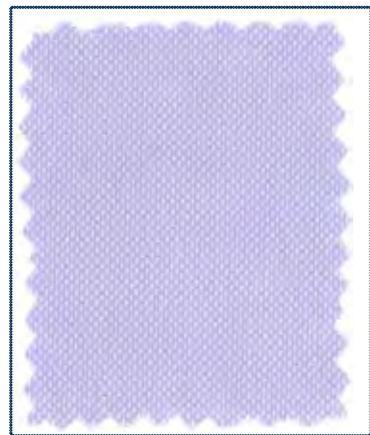
Twill



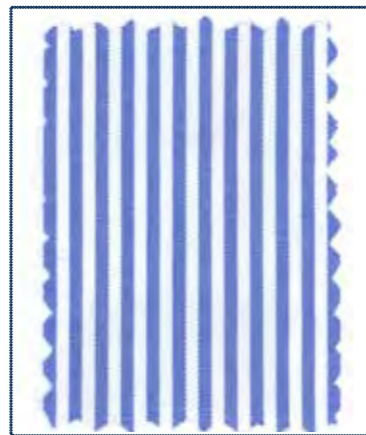
Square based poplin



Chevron



Royal Oxford



Stick based poplin



Linen



Jeans



Millions of tissues different in each store

TIES



100 per cent silk, regimental or fancy



SWEATERS



100 per cent cotton



cashmere mix

SPRING JACKETS & WINTER JACKETS



In different colour



100% cotton

1 shirt
49,90€

3 shirts
99,90€



100% cotton

1 sweater
49,90€

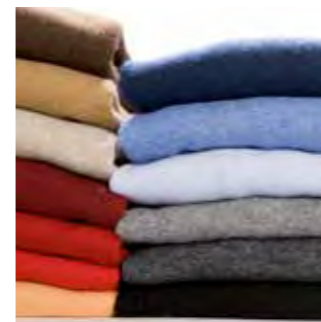
3 sweaters
109,90€



100% silk

1 tie
29,90€

3 ties
59,90€



cashmere blend

1 sweater
49,90€

3 sweaters
109,90€



100% linen

2 linen shirts
89,90€



spring jacket

1 spring jacket
69,90€

2 spring jackets
99,90€



100% cotton - non iron

1 shirt
do not iron
69,90€

2 shirts
do not iron
99,90€



winter jacket

1 winter jacket
99,90€

2 winter jackets
149,90€

DEDICATION TO THE ENVIRONMENT



Camicissima's contribution



To encourage the recycling of old shirts, and as a contribution to improving the environment, CAMICISSIMA offers customers the opportunity to trade in shirts they no longer want, in return for which they receive Euro 6 against the price of any new CAMICISSIMA shirt that they purchase.

Shirts handed in to CAMICISSIMA staff are collected into receptacles within the stores, and will be used in the production of sound-absorbent and heat-insulating materials by a firm with a leading reputation for environmentally sustainable development.

OUR PROMOTIONAL OFFERS

Fly around Europe for free, with Camicissima!



For every Euro 149.80 spent at the till, the customer receives a "fly for free" pack, which lets them book a return flight within Europe.



THE ATTENTION TO DETAIL

EMBROIDERY
INITIALS

Camicissima
MILANO

Ricami Iniziali



Iniziali

Le iniziali sono sempre ricamate a sinistra.

Vi preghiamo di specificare se desiderate le iniziali in un'altra posizione, per concordarlo con le addette.

6 euro*
a camicia

ricamo **immediato**

Colore Iniziali

	Bianco
	Rosso
	Blu

Stile Iniziali

A. B. C. D. E. F. G. H.
I. J. K. L. M. N.
O. P. Q. R. S. T. U. V.
W. X. Y. Z. 1.
<i>A. B. C. D. E. F. G. H.</i>
<i>I. J. K. L. M. N.</i>
<i>O. P. Q. R. S. T. U. V.</i>
<i>W. X. Y. Z. 2.</i>

*Ricamo 2 cifre prezzo 6€, ricamo 3 cifre prezzo 9€.



THE ATTENTION TO DETAIL

EMBROIDERY
MASCOT

Discover symbolic of luck that you can embroider on your shirt in 5 minutes only 6 € (price of a single symbol).

THE HORN

The horn is the most common lucky charm Italian. Its origins are ancient and date back to the Neolithic period (3500 BC), when the inhabitants of the huts used to affix a horn outside the door as a sign of fertility. Especially in those days was associated with fertility luck because most people was a fertile, was more powerful and successful.



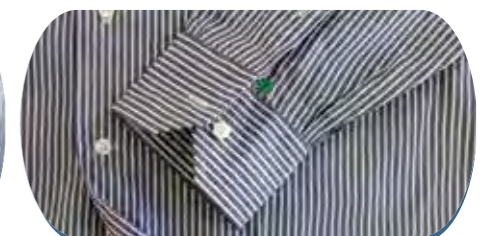
THE HORSESHOE

Iron is a material that are associated with good properties against illness and misfortune. The Romans nailed to the walls of the house horseshoes as a defense against plague. The horseshoe is used as drives out bad luck, always being very careful to hang it with the ends pointing upwards. The explanation for this lies in the fact that if it were hung with the tips down the luck may run away.



THE FOUR-LEAF CLOVER

Is considered a good luck charm because of its rarity. Good luck to those who find it and who receives it as a gift. According to tradition, each leaf represents a quality: the first reputation, the second wealth, health third and fourth sincere love.





- FLAGSHIP
- FRANCHISING
- OUTLET

AGRIGENTO - Franchising

- C.C. "Città dei Templi" - via Fosse Ardeatine snc

ANCONA

- Corso Garibaldi, 77

BARI

- Via Beatillo, 34/36/38
- Via Putignani, 91/93
- C.C. "Bari Blu" - Cont. Cutizza, S.P. 60 (Triggiano S.G.)

BERGAMO

- C.C. "Oriocenter" - Via Portico, 71 (Orio al Serio)

BOLOGNA

- Via dell'Indipendenza, 8/h
- Via D'Azeglio, 24

BOLZANO

- Piazza Walther, 15

BRESCIA

- C.C. "Il Leone Shopping Center" - Via Mantova, 36 (Lonato)

BUSNAGO (MB)

- C.C. "Il Globo" - Viale Italia, 197

CAGLIARI - Franchising

- Via Garibaldi 248

CASERTA

- C.C. "Campania" - S.S. S annitica, 87 (Marcianise)

CATANIA - Franchising

- C.C. "PORTALI" - Via Catira S. Lucia snc

COMO

- Via Cesare Cantù, 21

FERRARA

- Via Mazzini, 31

FIRENZE

- Via Panzani, 53/R

GENOVA

- C.C. "Fiumara" - Via Fiumara, 16
- Via XX Settembre, 41
- Piazza Raffaele De Ferrari, 12 nero

LIMBIATE (MB)

- C.C. "Carrefour" - Via Monza, 55

LUCCA

- Via Fillungo, 79

MILANO

- Corso Vittorio Emanuele
- Via Dante, 8
- Corso Buenos Aires, 42
- Corso Buenos Aires, angolo Via Piccinni, 1
- Via San Raffaele, ang. Via Berchet
- Via Vitruvio, 43
- Corso Porta Vittoria, 42
- Piazza Cavour, 1
- C.C. "Portello" - Via Marco Ulpio Traiano, 79
- C.C. "La Corte Lombarda" - Strada Padana Sup., 154 (Bellinzago Lombardo)
- C.C. "Auchan" - Via Bettola, 5 (Cinisello Balsamo)
- C.C. "Milanoforni" - Assago (MI)
- C.C. "Brianza" - Paderno Dugnano (MI)
- Via San Gregorio, 6- Busto Arsizio (MI) - **Franchising**

MODENA

- Via Emilia Centro, 187

NAPOLI

- C.C. "Auchan" - Via Argine n° 380
- C.C. "Ipercoop" - Via Masullo (Quarto)
- C.C. "La Cartiera" - Via Macello s.c. (Pompei)
- C.C. "Auchan" - Via S. Francesco A Patria (Giugliano in Campania)

PADOVA

- C.C. "Ipercity" - Via Verga, 1 (Albignasego)

PALERMO

- Via Libertà 31/A
- Via Principe di Belmonte, 87/d - 87/e
- Via S. Cuccia, 13/15
- Via G. Sciuti, 39/A
- Via M. Stabile, 230-232-234
- Via U. Giordano 158/160/162
- C.C. "Poseidon" - Carini (PA)
- C.C. "Conca D'Oro" - Palermo

PARMA

- Via della Repubblica, 42

PISTOIA - Franchising

- Corso Matteotti, 134 (Montecatini Terme)

REGGIO EMILIA

- Via Francesco Crispi, 4/A

ROMA

- Via Frattina, 19-19/A
- Via Flaminia, 12
- Via Nazionale, 209/210
- Via della Croce, 63/64
- Via Barberini, 49/51
- Via della Colonna Antonina, 29
- C.C. "Roma Est" - Via Collatina, KM 12,8
- C.C. "Porta di Roma" - Via delle Vigne Nuove (Loc. Bufalotta)
- C.C. "Euroma 2" - Via Dell'Oceano Pacifico, 83
- C.C. "Carrefour" - Viale Schiavonetti, 426 (Tor Vergata)
- C.C. "Dima Shopping Center" - **Franchising**
- c/o Stazione Roma Termini

SALERNO

- Corso Vittorio Emanuele, 166

SANREMO (IM)

- Via Matteotti, 2/4

SAVONA

- C.C. "Il Gabbiano" - C.so R icci, 203

TARANTO

- Via Domenico Acclavio, angolo Via SS Trinità

TERNI - Franchising

- Via Beccaria, 35

TORINO

- Via Pietro Micca, 4
- Via Po, 18/Bis B
- Via Lagrange, 35
- Via Dell'Accademia Albertina 37/L, ang. Corso Vittorio Emanuele II
- Via delle Orfane, 2/ang. Via Garibaldi
- C.C. "Shopville Le Gru" - Via Crea, 10 (Grugliasco)

TRENTO

- Via Oriola, 18

TRIESTE

- Piazza San Giovanni, 3 - Ing. da Passo San Giovanni 1B

UDINE

- C.C. "Città Fiera" - Via Antonio Bardelli, 4 (Torreano di Mar tignacco)

VENEZIA

- Cannaregio, 136
- Cannaregio, 3840/3843
- Calle dei Fabbri 4669, ang Calle delle Balanze
- C.C. "Valecenter" - Via Enrico Mattei 1 (Marcon)
- C.C. "Adriatico 2" - (Portogruaro)

VERONA

- Piazza Bra, 4/A
- C.C. "Le Corti Venete" - Viale del Comm., 1 (San Martino B.A.)

VICENZA

- Via Contrà Muscheria, 12

AEROPORTI

FIRENZE

- Aeroporto A. Vespucci

MALPENSA

- Aeroporto Milano Malpensa, Terminal 1A (Ferno, VA)
- Aeroporto Milano Malpensa, Terminal 1B (Ferno, VA)

MILANO LINATE

- Aeroporto Milano Linate (Segrate - MI)

ROMA

- Aeroporto Fiumicino

VENEZIA

- Aeroporto Marco Polo

VERONA

- Aeroporto Catullo Villafranca (Caselle di Sommacampagna)

AROUND THE WORLD



● FLAGSHIP

● FRANCHISING

AROUND THE WORLD

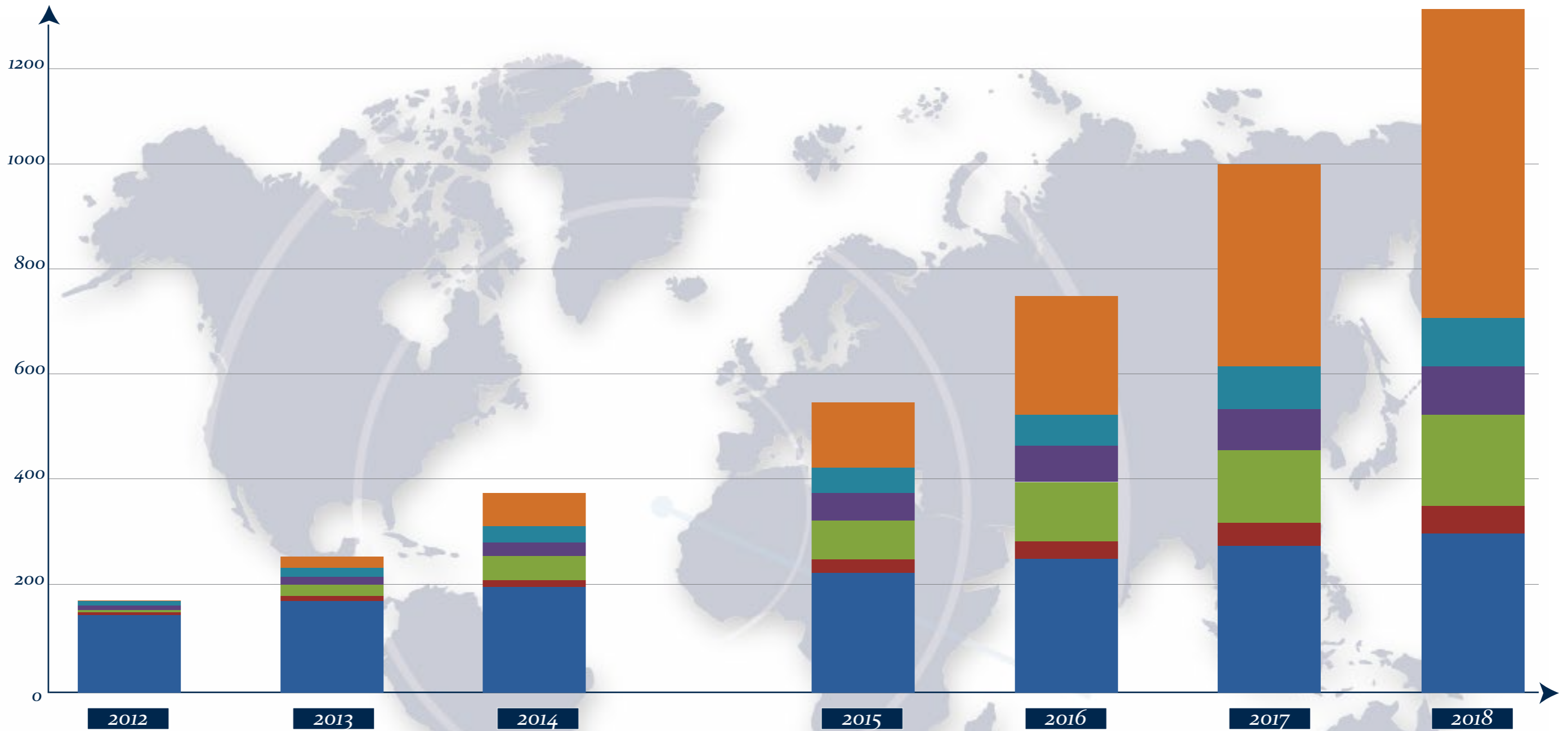


● FLAGSHIP

● FRANCHISING

RETAIL – OUR PLANS FOR THE FUTURE

RETAIL – OUR PLANS FOR THE FUTURE



China	2	22	62	122	222	382	582
Japan	7	15	30	45	60	75	90
Russia	8	15	26	55	70	80	90
USA	4	20	44	72	106	134	172
Middle East	5	10	15	25	35	45	50
Italy - Europe	146	172	197	224	250	274	299
Totale	172	254	374	543	743	990	1283

Camicissima
MILANO

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