

Armadio

Italy worth knowing

BACKED BY

rancilio cube 

 **Combinator**

CircleUp

ARMADIO.COM



Armadio is a direct-to-consumer platform for Italian leather handbags.
We connect worldwide customers with independent Italian brands
and sell their products on-line at a fair price.

THE PROBLEM

90% of the worldwide luxury fashion accessories are handmade in Italy by local craftsmen.

These products are only distributed by big fashion brands (such as Chanel, Gucci and Prada) dominating the luxury market and selling those products at 10 times the cost. The same Italian manufacturers that produce for big brands also have their own collections that could be sold 7 times less but are unable to distribute directly abroad. Customers are searching for high quality products at a fair price.

TARGET CUSTOMER



Amy, 25/45 - New York

Urban / Suburban
Demands quality for reasonable prices
Sophisticated, ethical, curious

She belongs to a new generation of consumers who loves high quality products but are not willing to overpay for the luxury brands

She has a hard time in finding those products on the US market.

ITALIAN BRANDS & ARTISANS



Tommaso Cecchi de Rossi, 42 - Florence

Leather Designer and craftman
Founded his brand 4 years ago after several
collaborations with top fashion houses

Luxury brands like Prada and Chanel work with
Tommaso for his production quality and leather
sourcing

Tommaso has no distribution and wants to sell
globally his brand online but lacks of capital and
expertise.

THE SOLUTION

*We created Armadio
to bring the products of those Italian designers
directly to the US consumers*

Unlike global Luxury brands, our Direct-to-Consumer model allows us to sell those products for a fraction of the price still retaining a 60% margin at a much higher quality standard.

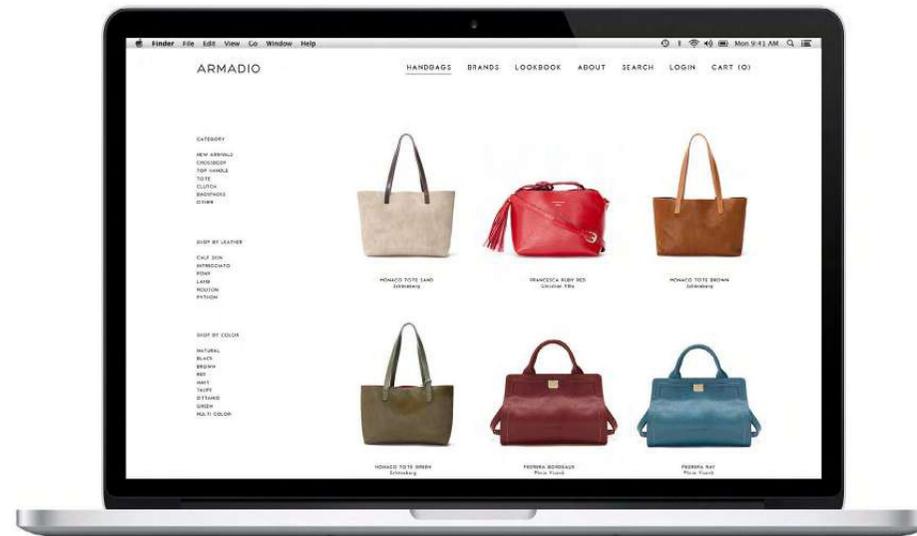
THE ARMADIO MODEL



THE SOLUTION



PHASE 1 - PROVIDING TRACTION



Since we launched Armadio in April 2016 we focussed on growth generating revenue for over \$400k in the first 6 months with a 90% monthly growth rate.

PHASE 2 - RETOOLING

Armadio

From January to October '17 we focussed on content strategy
and brand positioning

The Goal for this phase was

Creating a destination website able to attract and retain organic traffic
and establish Armadio as a brand in the Fashion Industry

PHASE 2 - REBRANDING

New CMS / E-commerce platform

New Website and UX/UI interface

New Logistic Fulfillment Service

New Packaging and Customer Experience

Introduction of Stories

New Content Production (Photo and Video)

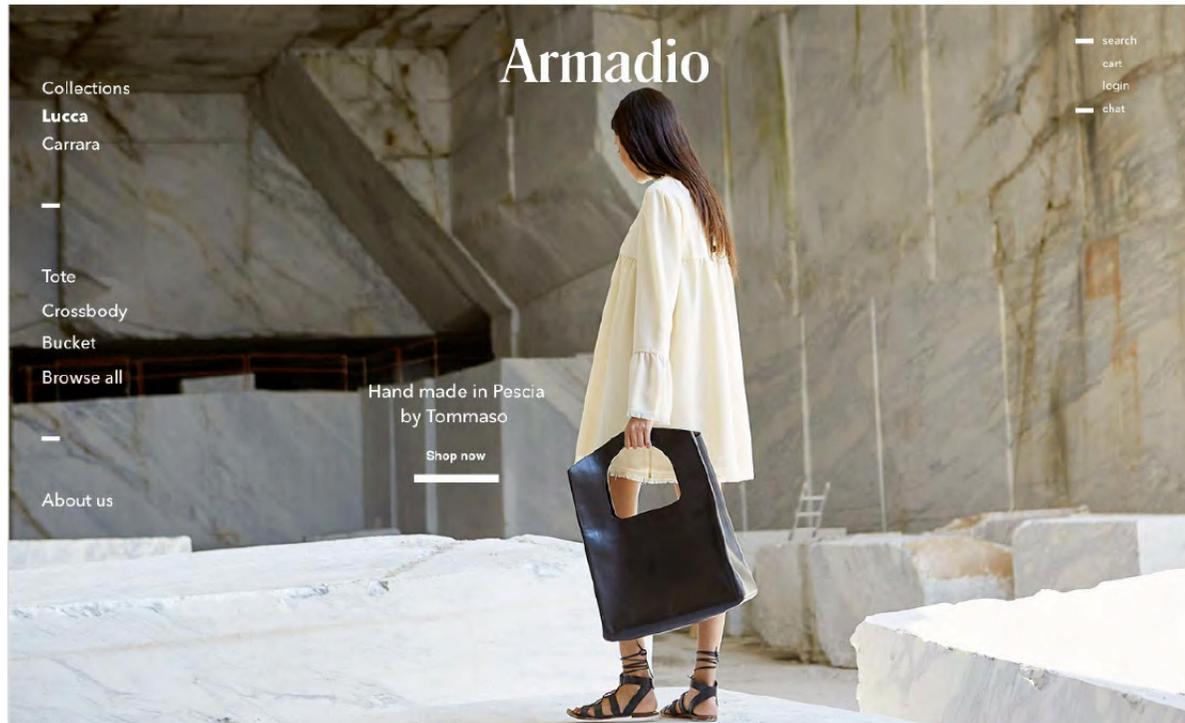
Creation of proprietary Magazine (IWK)

Expanded current collection with 150+ Sku's

Introduction of 6 New Brands to our catalog

Expanded NYC Team

PHASE 2 - REBRANDING



WHAT'S NEXT ON ARMADIO

We plan to introduce new product categories.

Perfumes



The Perfume and Personal Essence industry has some of the strongest customer retention in the luxury business. The Italian "Maestri Profumieri" create seasonal essences that do not find space in large scale retailers.

Cashmere



Although Italy is known for its leather and century old tanneries, Cashmere is an iconic textile that Italian mills have been manufacturing for decades. This luxurious wool is often mass produced with low quality standards. Customers are looking for great Cashmere at a fair price.

EXECUTIVE TEAM



Matteo Mattia Gemignani

Chief Executive Officer

Serial Entrepreneur, 7 years as CEO. Former corporate lawyer with 10 years experience in business strategy and management.

Panasonic



Loris Pignoletti

Art Director

15 years experience in Identity and Creative Direction. Founder of Handstone & Partners, Raixe, Union.


LACOSTE

Calvin Klein



Jamie Driver

Chief Marketing Officer

Founded Morpheus Media and sold it to Publicis with 100+ employees - 17 years experience with top clients such as net-a-porter, Mr-porter, LVMH group, Armani, Bottega Veneta, Calvin Klein, Rebecca Minkoff, Prada

LVMH
MOËT HENNESSY • LOUIS VUITTON

YOOX



Tanya Aschehoug

Social Media Content Manager

Expert in social media, influencers and creative for brands such as NordstromRack, Spring, Feels, The Style Line

NORDSTROM rack

ADVISORY BOARD



Enrico Mambelli

Fashion Industry Expert & Business Development

25+ years experience as CEO of Diadora, CEO of Ferré, MD of Cerruti, American express, Drexcode

AMERICAN EXPRESS

DIADORA



Michela Piva

Fashion Industry Expert & US Customer Expert

25+ years experience as CEO of Ferré, US CEO of Moncler, spending 13 years in the US market.

MONCLER

GIANFRANCO FERRE



Maud Pastraud

Growth senior expert. Mobile e-commerce and growth hacking expert

10 years experience with top fashion e-commerce companies such as Gilt, Spring, Secret, Voyage Privee.

GILT

SPRING



Luca Rancilio

Financial advisor and Industrial operation expert

Directed family owned Global Espresso Machine Company. Exited the business to found Rancilio Cube Family Office. Current investor in Lyft, Armadio and many more.

rancilio cube

lyft



Sebastiano Moschini

Fashion Industry Expert

SVP at Loro Piana, New York. Over 15 years of experience working in the Textile and Apparel Industry.

Loro Piana

THANK YOU

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PRESS

From Italy with love
15 NOVEMBRE 2017



L'etailer Armadio punta a valorizzare le eccellenze nazionali nel campo della pelletteria offrendo un palcoscenico globale.

Entrare in una boutique artigianale attraverso un click. La piattaforma online Armadio connette i clienti finali con brand indipendenti italiani e artigiani specializzati in pelletteria. Il sito è l'indirizzo giusto per i consumatori alla ricerca di marchi nuovi che preferiscono scoprire griffe inedite anziché acquistare brand affermati. Armadio.com parte dall'assunto che il 90% degli accessori di lusso viene prodotto a mano in Italia. Perciò, l'etailer vuole dare visibilità al panorama nazionale che, oltre a fornire le realtà del lusso, sviluppa un mercato basato sul made to order. All'interno della piattaforma sono presenti contenuti multimediali volti a valorizzare suggestivi territori nostrani come Pietrasanta e Lucca, esplorando luoghi e spazi da cui provengono alcuni dei brand presenti. I fondatori Matteo Mattia

Pambianco - Italy

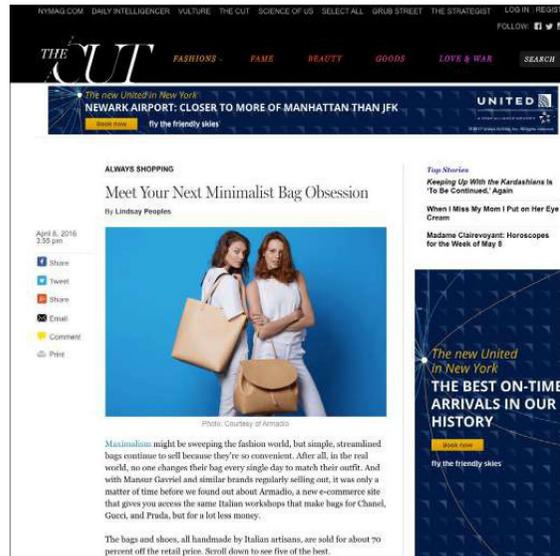
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PRESS



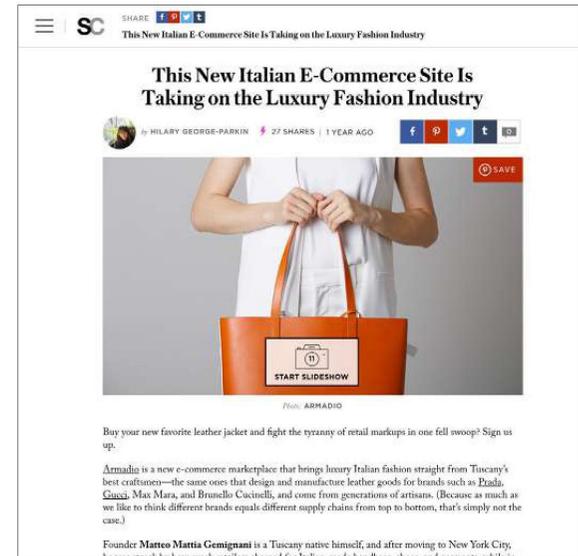
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[The New York Mag](#)

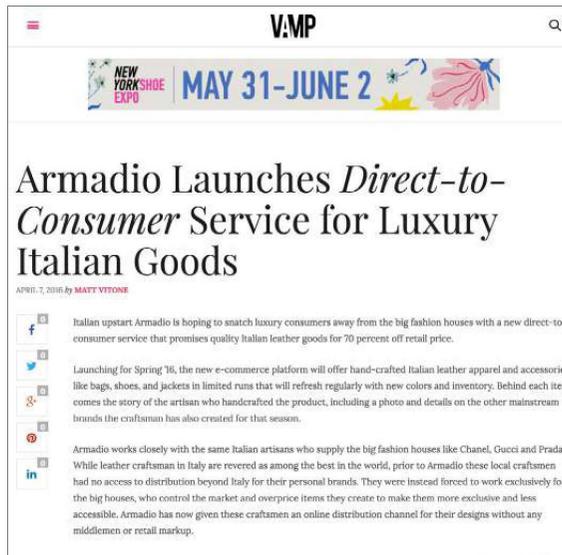
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[Style Caster](#)

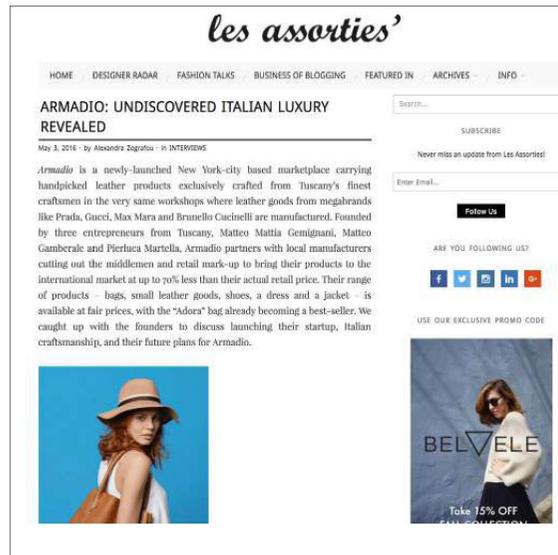
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PRESS



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INFLUENCERS



One Small Blonde
75k Followers



The District Darlings
32.3k Followers



Manhattan & Mimosas
50k Followers



Sapphire Diaries
68k Followers



Lush to Blush
90k Followers



Linzy & Co.
110k Followers



Love & Loathjng
47k Followers



Tonya Smith
126k Followers