

## PIQUADRO, 16 NEW BRAND STORES IN INDIA IN 5 YEARS TOGETHER WITH DLF

**The Italian company starts out in India with a new format**

*Silla di Gaggio Montano, October 15, 2008* – **Piquadro** looks towards the Orient: after Asia and the Middle East, now they are setting their sights on **India** in order to expand their international distribution. A **plan to open 16 mono brand stores in the next five years** is scheduled in **Joint Venture with DLF Retail Brands**, part of DLF Building India Group, a leader in the real estate sector and already a local partner for many large Italian firms.

**The agreement provides for the creation of a new company, Piquadro India Leather Goods Private Ltd., in which Piquadro has 51% control. Marco Palmieri, President and CEO of Piquadro** underlines the importance of this joint venture for the growth of the brand and its strategy in India: *"The JV with DLF confirms Piquadro's interest in new markets, setting the base for a solid expansion on the international level. DLF is the second largest company in India, an extremely influential partner that will promote brand growth on the Indian sub-continent, one of the most promising foreign markets at this time."*

At the end of October the first **two boutiques in the capital New Delhi** will open inside the prestigious malls, **Promenade** and **Courtyard**. The stores will be constructed with a **new format** designed by architect and designer Karim Azzabi.

### **The new format:**

A distinctive characteristic of the **new Piquadro concept store is its modularity** obtained through the combination of modular elements, an idea that is not only an esthetic figure, but that also allows a large amount of flexibility based on the space, along with efficient planning.

The project is **signed by Karim Azzabi**, architect and designer who for years takes care of the global brand imaging and who explains the design philosophy at the basis of the new concept as: *"A design system that is based on the concept of extended modularity must necessarily be conceived in an immaterial space, a spontaneous gathering based on containers with a well-noted DNA and a diversified morphology, a "fractal" concept where the micro-element reflects its macro, the single action is the megaphone of the global strategy. Where the user recognizes, links, explores and interacts, where the image of the brand expands and contracts as with an I-touch, with only the touch of a finger."*

The format carries **elements of continuity with the philosophy of the brand** and the product: forms, materials and services, elements that define the DNA of the company and that, though undergoing a necessary evolution, maintain strong brand recognition.

The use of **metallic laminate** is predominant and creates a continuum between the environment and the product presentation modules. **The only hint of color is the corporate blue** which goes along with the soft movement of the modules' forms. Also important and identifying is the use of **technology** and **light** that, like a common thread, accompanies each form and enhances the product being exhibited.

### **Piquadro S.p.A.**

*The origins of Piquadro date back to 1987 and the concept of Marco Palmieri who is President and CEO. Piquadro produces and distributes leather items that are both innovatively designed and of high technological content. Piquadro's headquarters are in Italy, at Silla di Gaggio Montano (Bologna), where the design, project, planning, acquisition, quality control, logistic, marketing and communication and distribution phases take place. For the fiscal year ending on March 31, 2008, sales reached 45.9 million euro (+28.6% in comparison to March 31, 2007). At this time, the Piquadro Group includes 232 Piquadro Stations in Italy and 53 abroad, 27 Shop-in-shops in Italy and 6 abroad. At this time, there are 43 boutiques under the Piquadro name, 27 of which are in Italy and 16 abroad. Of these points of sale, 22 are directly operated, of which there are 14 in Italy, and 21 are franchised, of which there are 13 in Italy. Piquadro debuted on the stock market in October 2007.*

### **For more information:**

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