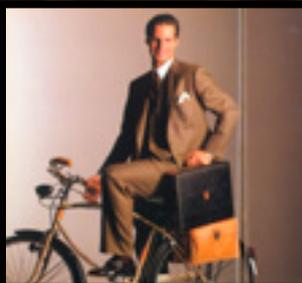


TRUSSARDI



TRUSSARDI

“I’ve studied, I’ve travelled the world, but the most important things I’ve learned are in Italy making the round of workshops with my grandfather Dante. When it comes to leather, he was a real artist. He could sense quality.”

NICOLA TRUSSARDI



THE CONTEMPORARY ITALIAN

The story of Trussardi, is a story of innovation, exploration, and of pushing boundaries, bringing a comprehensive vision of Italian style to a global market. The story begins in 1911 in Bergamo, when Dante Trussardi started a luxury glove business. The company rapidly became one of the most highly regarded in the world, supplying the British Royal Family.

In the 1960s Nicola Trussardi, Dante's grandson, took over, with a vision to create Italy's first lifestyle brand. The company rapidly extended its product offering, bringing suitcases, handbags, and homeware to market.

Innovations in product and business were part of the DNA of the brand. In 1984 in Piazza Duomo, Trussardi was the first brand to open a fashion show to the public. The tradition continued, with unique public spaces being used to stage the show, from Milan Central Station to the Palazzo Della Borsa, forging a unique collection with the Milanese public.

The 80s saw Trussardi launch ready-to-wear, while collaborating with some of the most prestigious Italian firms, from Alitalia to Garelli, from Agusta to Alfa Romeo, to cement their reputation as the definitive expression of Italian style.

Constant innovation in fabric and techniques kept the firm at the centre of contemporary Italian design and fashion.

LIFESTYLE BRAND

It's tradition of craft technique brought treatments to leather to achieve a signature softness and make it unmistakably Trussardi. Cultural collaborations followed, in theatre and the arts, participating in the staging of events at Verona Arena, Castello Sforzesco and many more.

Meanwhile, the brand continued an onward global expansion into emerging markets in Eastern Europe, Asia and the Middle East.

Innovation in retail has continued to define the brand; the T Store concept was launched in the 1990s, combining different offerings from the Trussardi world in one place.

Advertising campaigns promoted the Trussardi style around the world thanks to collaborations with the worlds best photographers, including Richard Avedon, Mario Testino, Michel Comte and Steven Klein.

Trussardi Alla Scala was another first flagship building in the fashion world that hosts not only showrooms and boutiques but a Michelin-starred restaurant; just one more facet of Trussardi, the original Italian lifestyle brand.

TRUSSARDI TODAY

The Trussardi Group maintains the values of a family business; uniquely Milanese, and traditionally made, but looking to the future, focusing on bringing Contemporary Italian style to a global audience. Today, the group is building on the immense heritage of the brand, and its DNA as an innovator, to bring a fresh and contemporary approach to Italian style, with multiple entry points.

It continues to expand its global footprint, reflecting the continued desirability for Italian style and lifestyle.

The fourth generation of the family leads the company, with Tomaso Trussardi as CEO, and Gaia Trussardi as Creative Director.

“Trussardi boasts a great tradition we want to preserve, even as we innovate for the future. Creating a bond between the past and the future, between ready-to-wear and accessories, is crucial to brand growth and image in an increasingly competitive and digitized world,” says Tomaso.

Gaia Trussardi echoes this sentiment’ “Trussardi has always been a brand of breath, with a desirability and clear identity, so my goal is to renew the brand, while respecting that heritage, and remaining modern, contemporary and forward looking.”

