

DIRECT TO RETAIL PROJECTS





C001



C002



C001



C002



C003



C004



C001



C002



C003



C004



C001



C002



C003



C002



C003



C006



C002



C003



C006

DIRECT TO RETAIL PROJECT:

- *WOMAN BW*
- *MADE IN ITALY*
- *SUSTAINABLE FABRIC → RECYCLED LYCRA*



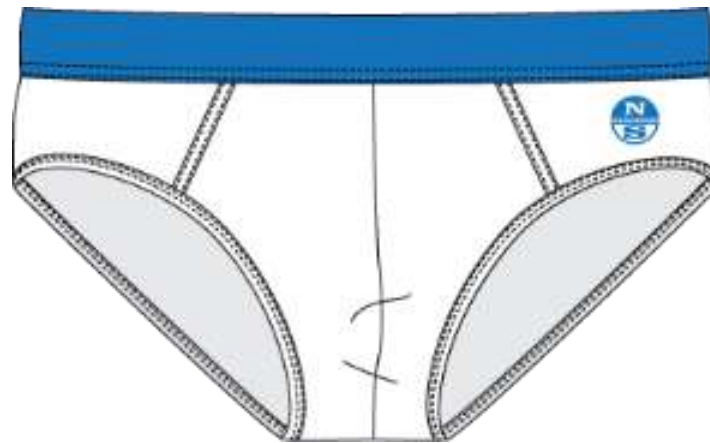
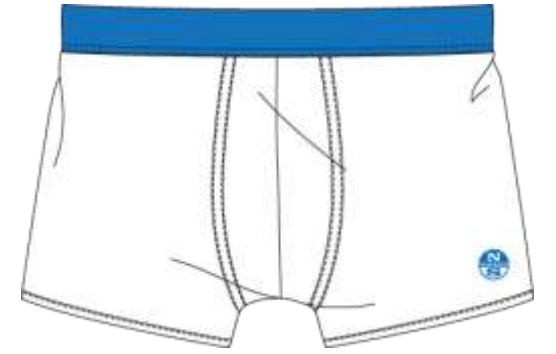
UNDERWEAR LICENSE

- SHOPFLOOR **APRIL 2021**
- **SUSTAINABLE** COLLECTION
- MENSWEAR ONLY
- DEDICATED DISPLAY
- 3 PRODUCT STORIES (retail selection)



LOGO

- 95% organic cotton + 5% elastane
- WHITE or NAVY
- SLIP or BOXER
- BI-PACK
- SLIP → 19€
- BOXER --€ 24



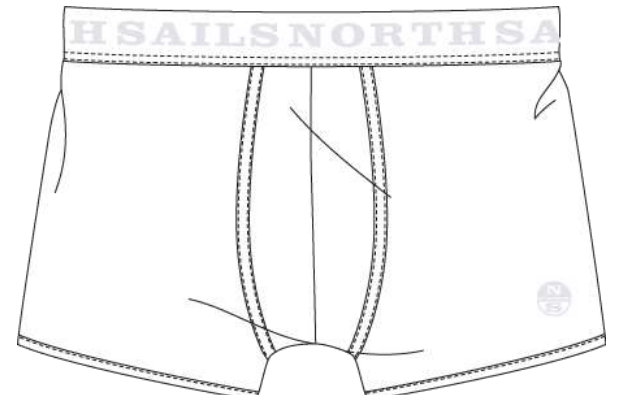
TAPE BI-COLOR

- 95% organic cotton + 5% elastane
- GRAY MELANGE or BLACK
- SLIP or BOXER
- BI-PACK
- SLIP → 19€
- BOXER → € 24



BAMBOO

- **95% BAMBOO** + 5% elastane
- **WHITE** or **NAVY** or **BLACK**
- **SLIP** or **BOXER**
- **BI-PACK**
- **SLIP → 29€**
- **BOXER → € 34**



BAMBOO

- **95% BAMBOO** + 5% elastane
- **WHITE** or **NAVY** or **BLACK**
- **SLIP** or **BOXER**
- **MONO PACK**
- **CREW** or **V NECK** → 29€



SUNGLASSES LICENSE



- SHOPFLOOR APRIL 2021
- 8 STYLES → MENSWEAR & KIDSWEAR + ONE UNISEX SHAPE
- FROM 89,9 € UP TO 179 €
- MADE IN ITALY PRODUCT
- FABRIC: BIO; **FISHING NET;**
FLOATABLE;
- DEDICATED DISPLAY



NORTH SAILS SNEAKERS



RECYCLED



SS21 KEY LEARNINGS

- **SUSTAINABILITY AS A VALUE → TRUST**
- **CORE, SEASONAL, PREMIUM PRODUCT**
 - **NEW SUSTAINABLE ITEMS**
 - **BEACHWEAR FOCUS**
- **NEW LICENSES: UNDERWEAR & BEACHWEAR**
 - **FOOTWEAR !**

