



ANTONY MORATO

Company Profile



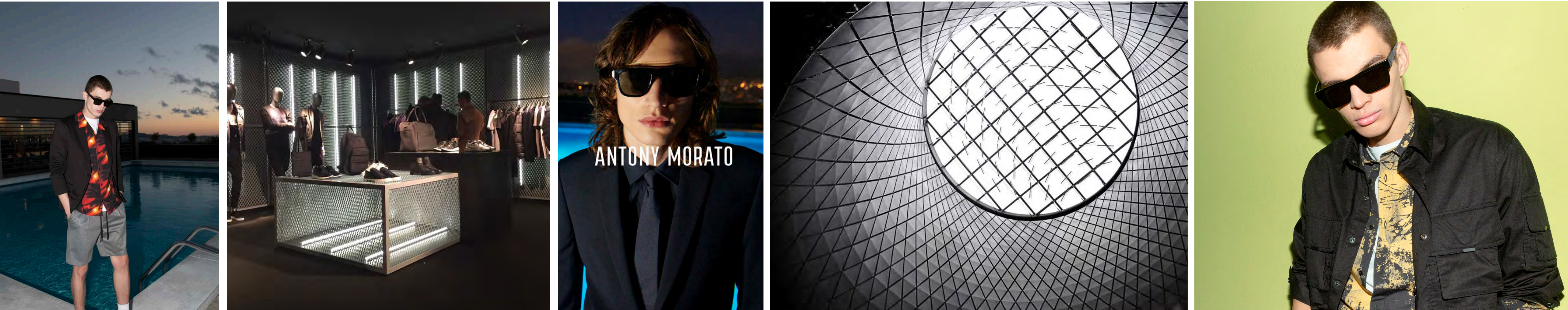
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WHO WE ARE

ANTONY MORATO

Antony Morato is an **international brand** with deep **italian roots** and a strong **cosmopolitan soul**.



The man wearing Antony Morato reflects himself through a **contemporary** and **personal style**, capable of conveying his own **identity**.

MILESTONES

ANTONY MORATO

2007

2008-2009

2010

2011

2012

2015

2017

2019

2021

2022

Antony Morato

Essedi S.p.a. and the Antony Morato brand are born.

UE expansion

The beginning of expansion abroad (Spain, Belgium, Netherlands, Greece)

Store

First Antony Morato store opening in Italy

Launch of the Antony Morato Junior collection

Extra UE expansion

Expansion into non-EU countries (Russia & Latin America)

Headquarters in Nola and the Munich branch of Bavaria

Milan & Barcelona

Showroom opening in Milan and the branch in Barcelona

Paris

Opening of the new branch in Paris

10th anniversary

Antony Morato celebrates its 10-years anniversary reaching Important milestones:

- 400 employers

- 31 millions of items sold

- 60 distribution countries

- 1400 multi-brand retailers

- 44 flagship shops

Logistic Hub

Logistic Hub opening In Piacenza






Omnichannel project

Launch of the new website & the new digital strategy

New retail concept


Opening of the new Flagship store in Milan




ANTONY MORATO



Italian Stock Exchange

Obtaining the certificate Elite of Borsa Italiana.





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ANTONY MORATO

OUR ETHOS

ANTONY MORATO

THE REASON WHY

Antony Morato responds to the **contemporary man's need** to be **dynamic** and **feel comfortable** in any situation. Each season, the brand creates products that meet the following needs:

1

POSSIBILITY OF EXPRESSION

A way of being able to **express** one's **personality** through **clothing**



Antony Morato gives a strong focus to details offering products with a style that is never too much, in order to let customer being the person who is **remembered** and not **noticed**..

2

EVERYDAY FASHION

The ability to always have a **fashionable** product, following the **trends** of the moment, with a strong style **identity**.



Antony Morato constantly revisits **Italian tradition** through a **cosmopolitan inspiration** to respond to **seasonal trends**.

3

VERSATILITY

A **versatile** yet **recognisable** style that fits into any context.



Antony Morato offers a collection ranging from **fashion**, to **formal**, to **leisure**, designed to ensure the **best choice** at all times of the day.



DESIGNED IN ITALY

Born and bred in **Italy**, the Antony Morato brand is fuelled by the **creativity** and **skills** of a **young team**.

THE INTERNATIONAL ATTITUDE

Citisens of the world, always inspired by style and creativity from **all cultures**.





FOREIGNER INSPIRATION

Antony Morato uses the **cities of the world** and their **different cultures** as a **source of inspiration** for his collections.

ITALIAN HERITAGE

The brand is rooted in **Italian tradition**, but it is distinguished by a **cosmopolitan vision**.



PRODUCT MIX

Addressing a **multidimensional man** which needs to change throughout the day, Antony Morato designs products that fit to a wide range of circumstances, always keeping in mind a contemporary and trend-conscious taste.

The collections are divided into **four worlds**, each one expresses a different vision of contemporary fashion.

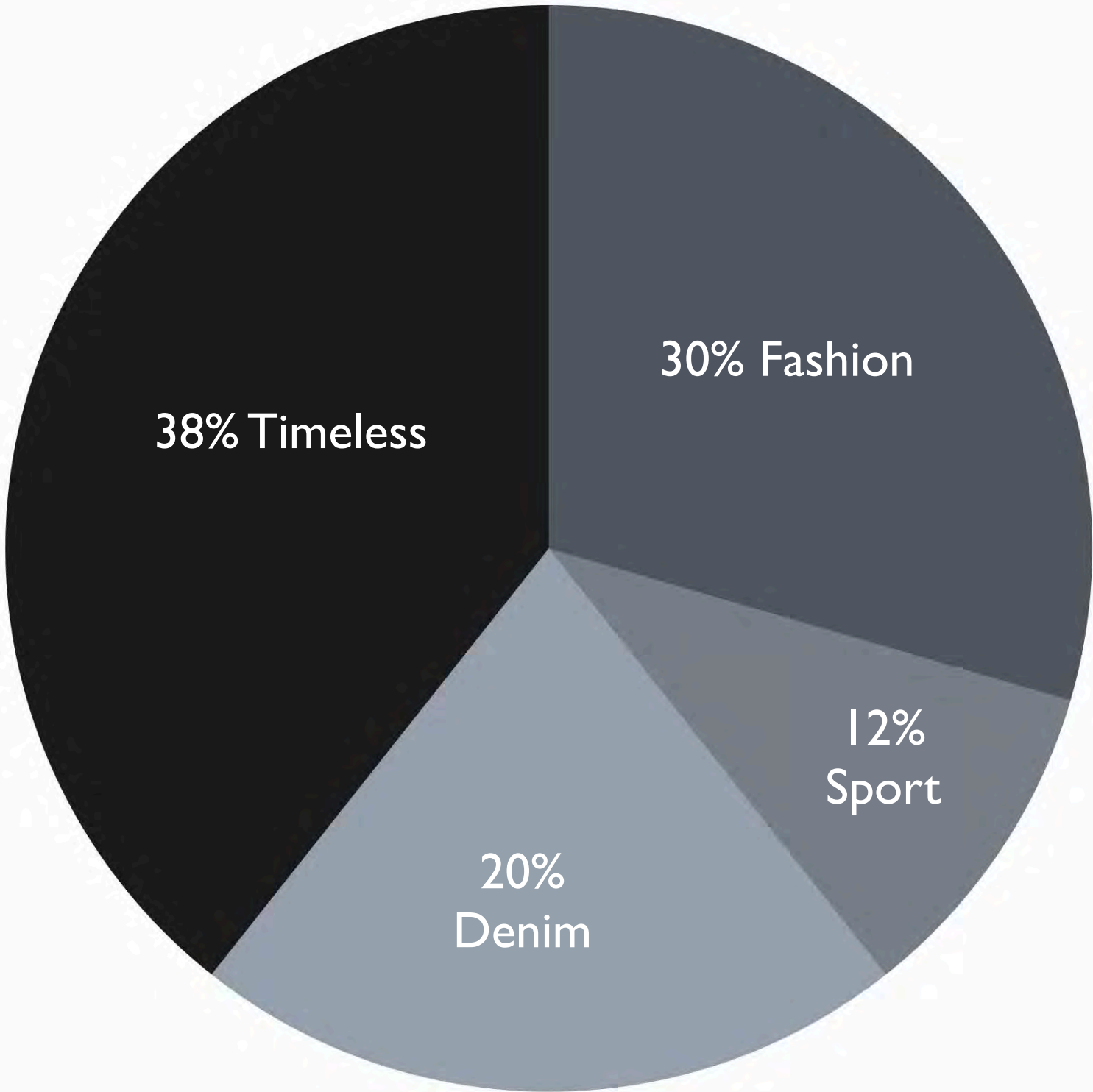
TIMELESS THE NEW ESSENTIAL MEN’S WARDROBE

Iconic elements of the male wardrobe available in various fabrics and colors.

A wide range of complements enrich the selection, allowing customers to give their outfits a personal touch.

THE DENIM COLLECTION

Antony Morato's denim collection is characterized by a wide variety of washes, mixed with the fits of the iconic models and complemented by a seasonal fashion proposal.



FASHION THE GATEWAY TO CONTEMPORARY TRENDS

The style proposal focuses on seasonal trends, which testify to the eclectic cosmopolitan spirit of the brand.

SPORT THE EVOLUTION OF LEISURE

Sport elements with metropolitan flair, designed for leisure time.

TARGET

ANTONY MORATO

THE ANTONY MORATO TARGET

The Antony Morato consumer is **male**, between 25 and 45 years old, lives in an urban environment and loves its **dynamism**.

He is **hard-working, open-minded and up-to-date with novelties**.

He buys clothes in physical shops and online, also he uses social media as a channel of inspiration and searches for any kind of information on them.

He got to know Antony Morato's products through recommendations from friends and hearing about them on **social channels** (mainly Whatsapp, Instagram & Facebook).

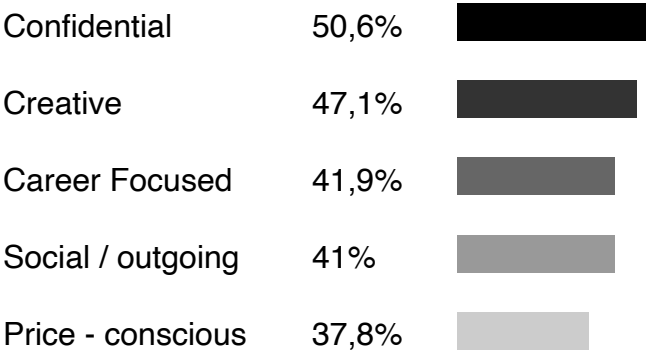
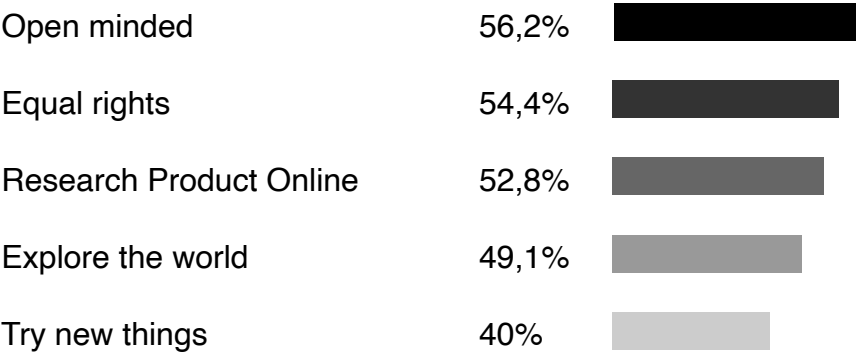
GENDER



AGE



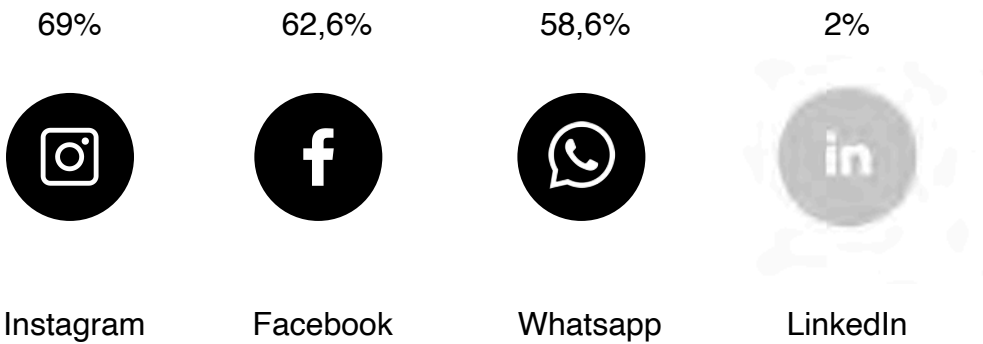
ATTITUDES



INTERESTS



SOCIAL MEDIA PLATFORM





PERSONALITY

The brand aims to allow customers to express their identity clearly through the clothes they wear.

CONFIDENCE

Confidence characterises the Antony Morato man, allowing him to face any circumstance.



CURIOSITY

The man wearing Antony Morato is open to diversity and he is always curious to discover it.



CHARACTER

The Antony Morato man has a strong and active character, with an interesting openness to the new and to challenges, eager to keep up to date with the latest fashions.

He is the man you remember, not the one you notice.

VERSATILITY

Versatility is the hallmark of Antony Morato collections. It celebrates the eclecticism and flexibility of his typical man, always ready for anything, no matter what.



BELONGING

He is a travel-lover, seeking experiences while respecting the ties he considers most authentic and precious: true friends, family, community.



ALWAYS BELONG

Always Belong is the motto of the Antony Morato man.

The brand's collections represent a **journey** to other cities, inspired by their **internationality** and the characterising elements of their **cultures**.

Antony Morato dresses as a cosmopolitan man, attracted by other **knowledge traditions and innovations**.

Campaigns and editorials focus on this identity with European cities used as backdrops and a group of young men who stand out for their boldness, grappling with their daily lives.



RETAIL & STORE CONCEPT

ANTONY MORATO

ANTONY MORATO

RETAIL NETWORK

In terms of business and brand strength, retail is a key factor for the brand growth.

The pillars driving growth are:

- Consolidation and **retail development** in **Italy** and **Spain**
- New international focus on **Central** and **South America** (Panama, Colombia)
- Opening of **new Flagship stores**, such as in Milan Corso Buenos Aires.





The Antony Morato spaces offer an environment where product, design, lifestyle and service come together to create a **complete customer experience**.

A **clean, elegant** and **impactful design** that enhances the collection.



The **new concept store in Milan** (Corso Buenos Aires) is a **low environmental impact boutique**, based on sustainable, cutting-edge products.

THE CONCEPT

The concept behind the Retail project is a **sustainability-conscious boutique** where customers can enjoy an authentic style experience.

The carefully selected design is based on reclaimed materials and is at the forefront of **energy-saving**.

Visual merchandising is detailed.

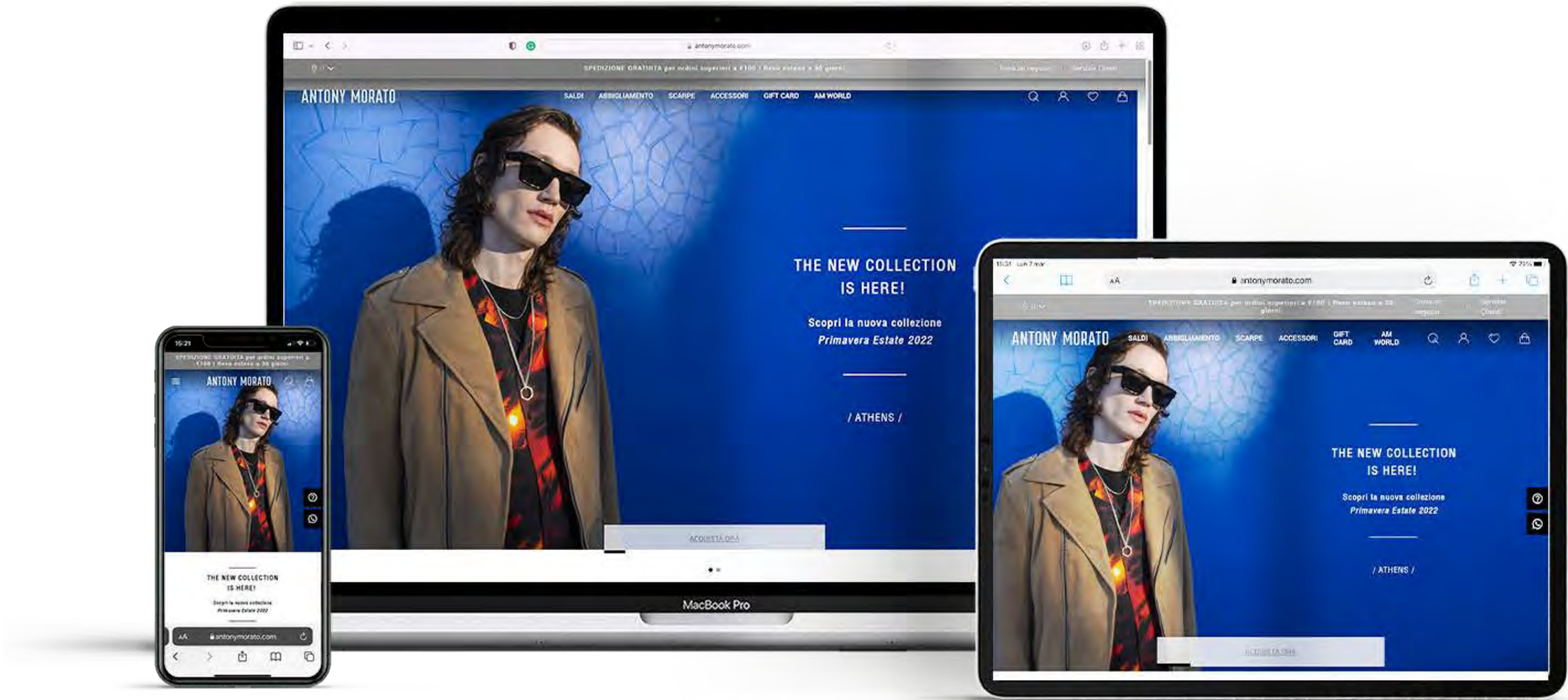
The sales staff ensure excellent **customer interaction** at all times.

ONLINE STORE

The AntonyMorato.com online store is the gateway to a **multi-channel experience**, where the user can experience the brand, browse the collections and easily purchase products via any device.

With the overhaul of the existing site, Antony Morato has developed a new interface into which new services have been integrated. Through the use of **artificial intelligence**, the **purchasing process** is **personalised**. Each customer receives an **online service** very **similar** to the **caring and professional assistance staff provide in physical shops**.

Users also can change the size, request gift packaging, and add a personalised message. It is also possible to take advantage of new payment methods and interact with the brand and ask for assistance.



MARKETING & COMMUNICATION STRATEGY

ANTONY MORATO





MARKETING & COMMUNICATION STRATEGY

GOALS

- Antony Morato has developed a marketing&communication strategy that :
- Intercepts its **target audience**: a **trend-conscious traveller** with a versatile lifestyle.
 - Intercepts its **stakeholders**: B2B customers, commercial partners, suppliers, financiers, etc.

PILLARS

Antony Morato focuses its communication on three fundamental pillars: Collections, People, Brand/Company

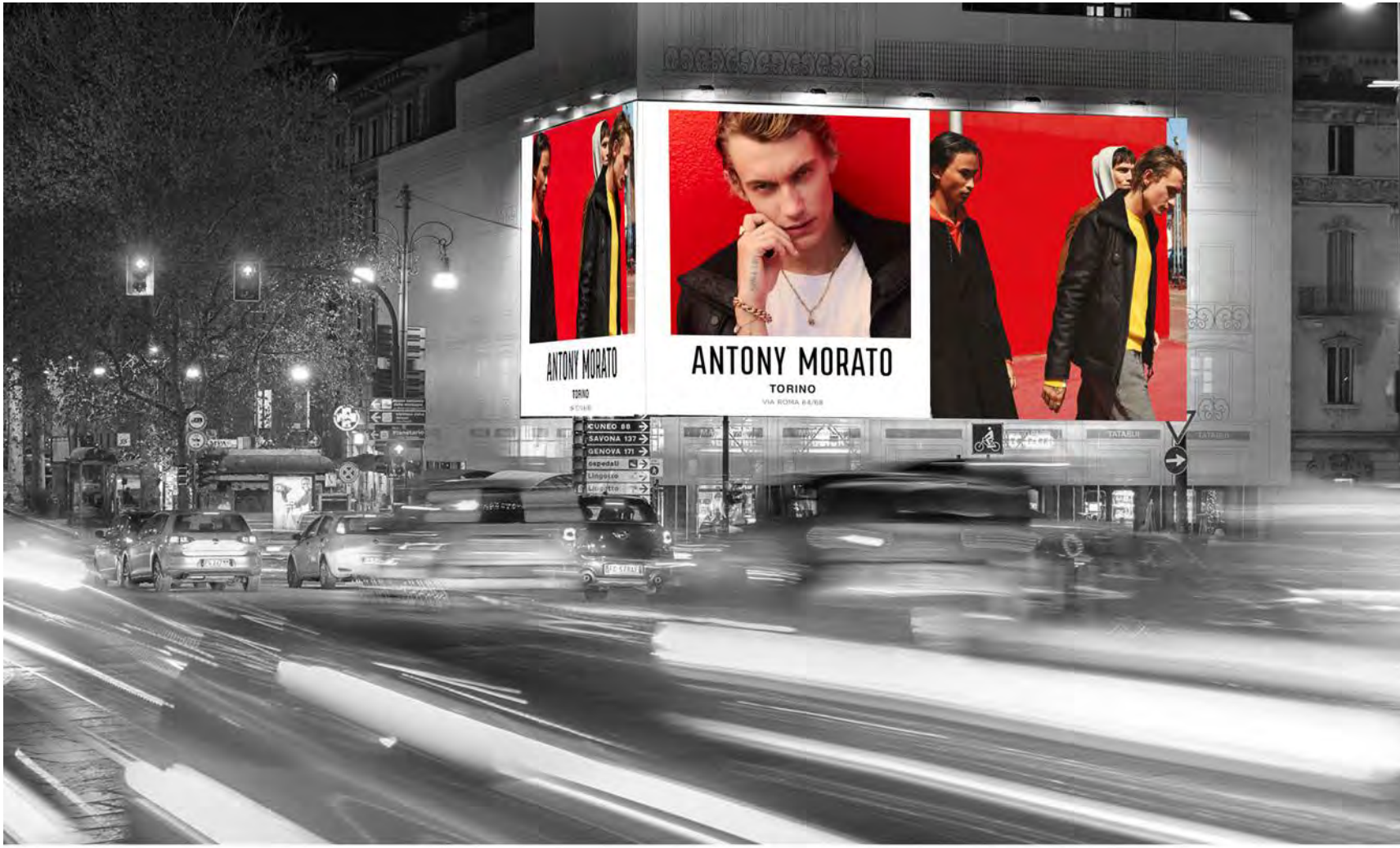
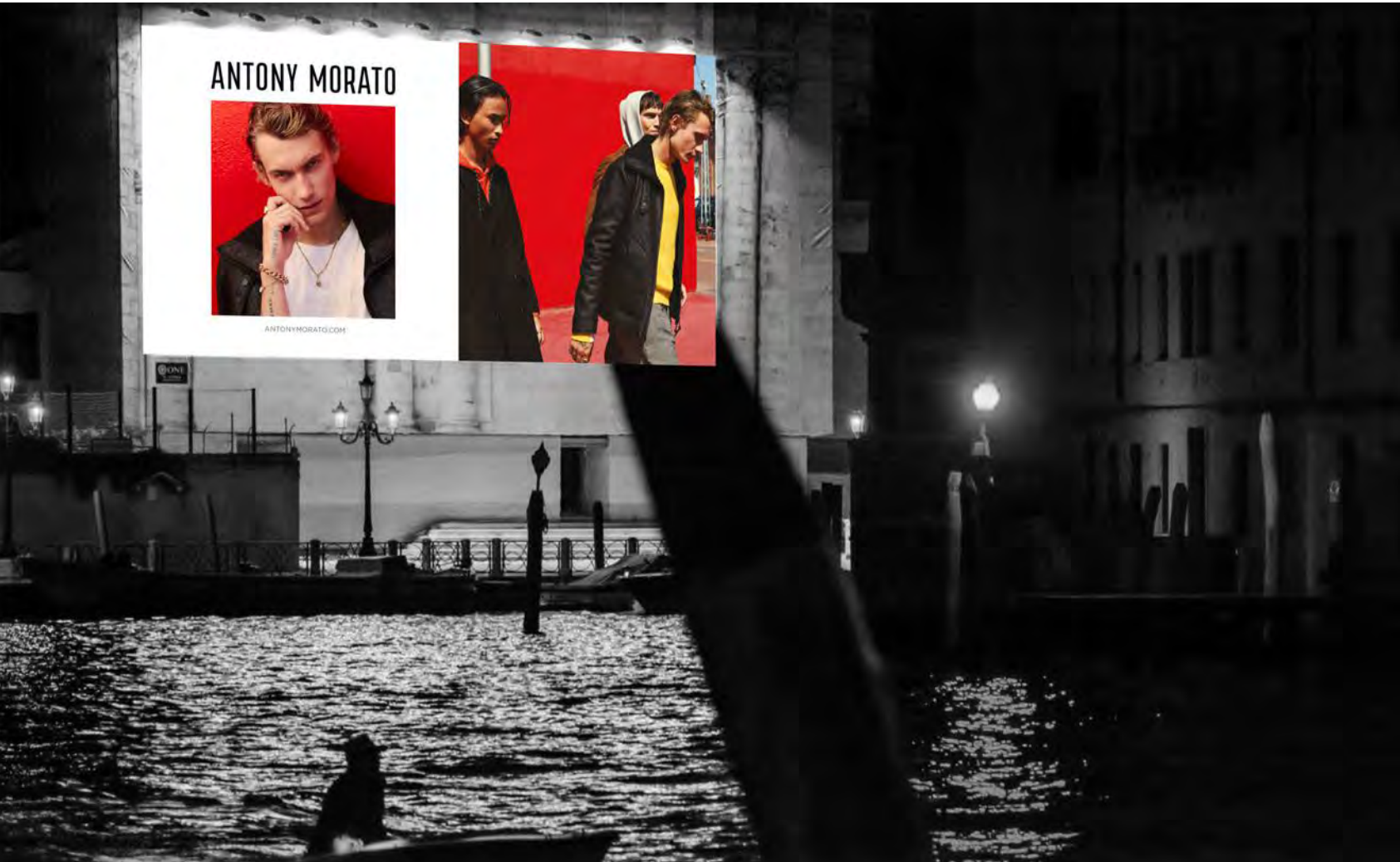
COLLECTIONS	PEOPLE	BRAND/COMPANY
<div>INSPIRATIONAL WORLDS, ITALIAN DESIGN &VERSATILITY</div> <div>Antony Morato takes inspiration from international cities creating garments designed in Italy</div> <div></div>	<div>MORATO PEOPLE</div> <div>Antony Morato is inspired by the passions, stories, lifestyles of people from international cities.</div> <div></div>	<div>ACTIONS, NEWS, SERVICES AND ACTIVITIES</div> <div>Antony Morato communicates its services, responsibility actions and news to its consumers. It communicates its Italian soul and international spirit.</div> <div><div></div><div><p><small>News - 11/04/2021</small></p><p>NUOVO FLAGSHIP MILANO E NUOVO CONCEPT</p><p>Antony Morato continua il suo percorso di espansione con l'apertura del nostro nuovo punto vendita in Corso Buenos Aires, 5 a Milano.</p><p>LEGGI DI PIÙ</p></div><div><p><small>News - 08/09/2021</small></p><p>TYBOY X ANTONY MORATO - EVENTO 8 SETTEMBRE 2021</p><p>Antony Morato presenta la sua capsule dedicata alla street art di Tillyboy. Il simbolismo grafico tipico della neo pop art diventa omaggio alle creazioni di uno dei più importanti street artist del panorama internazionale: Tillyboy, pseudonimo di Salvatore Benetende.</p><p>LEGGI DI PIÙ</p></div></div>

TOOLS

Antony Morato chooses a **multi-channel communication** through such tools as: **Outdoor, Press, Digital, Events**

1 OUTDOOR

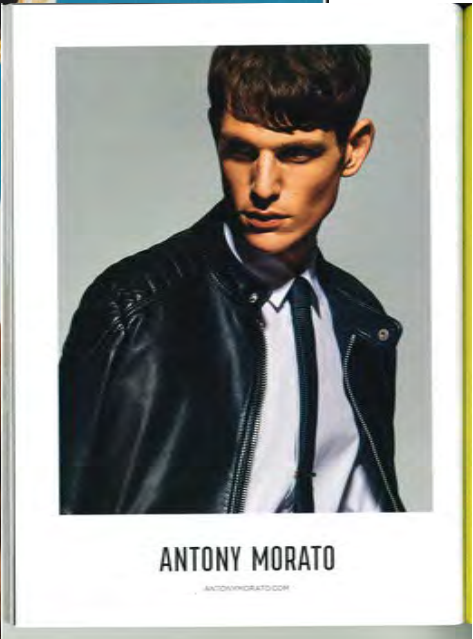
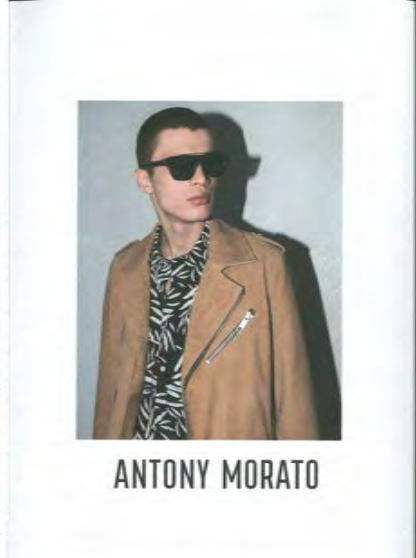
Through **high-impact outdoors**, each season Antony Morato intercepts the consumer traveler through international tourism hubs (airports/tourist cities).



2 PRESS

Antony Morato, through **national and international press offices**, conveys **ADV campaigns and official communications** (branded content, press releases, interviews, etc.) on online and offline channels of the most influential newspapers, divided into:

- 1- **Specialised trade press** to tell about the company and strengthen its corporate awareness;
- 2- **Consumer fashion and lifestyle press** to tell about the collections and new products to the final audience.

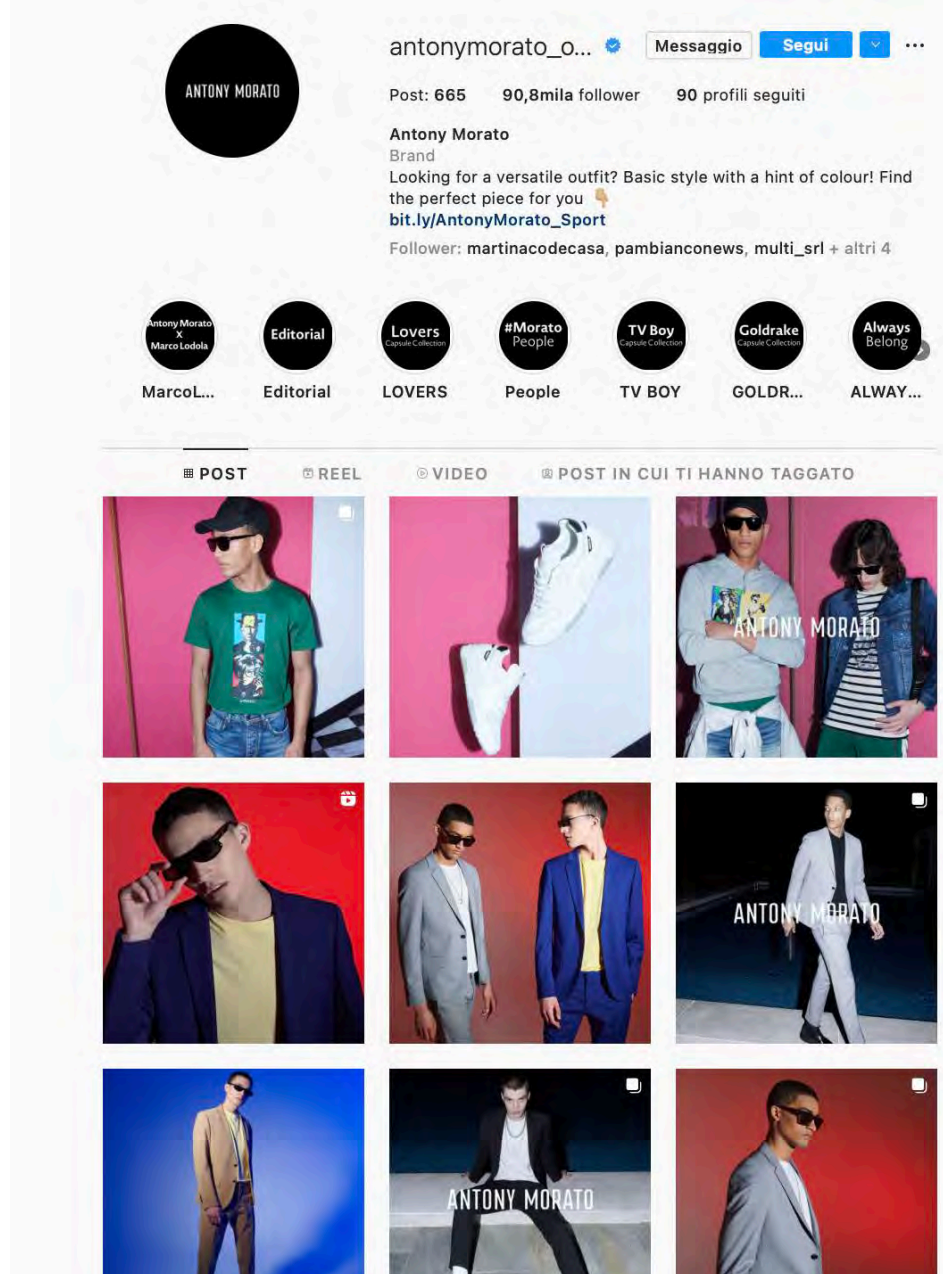


3 DIGITAL

Digital communication responds to the need intercepting the target of users who use web and social channels for inspiration and information.

Antony Morato's digital communication focuses on:

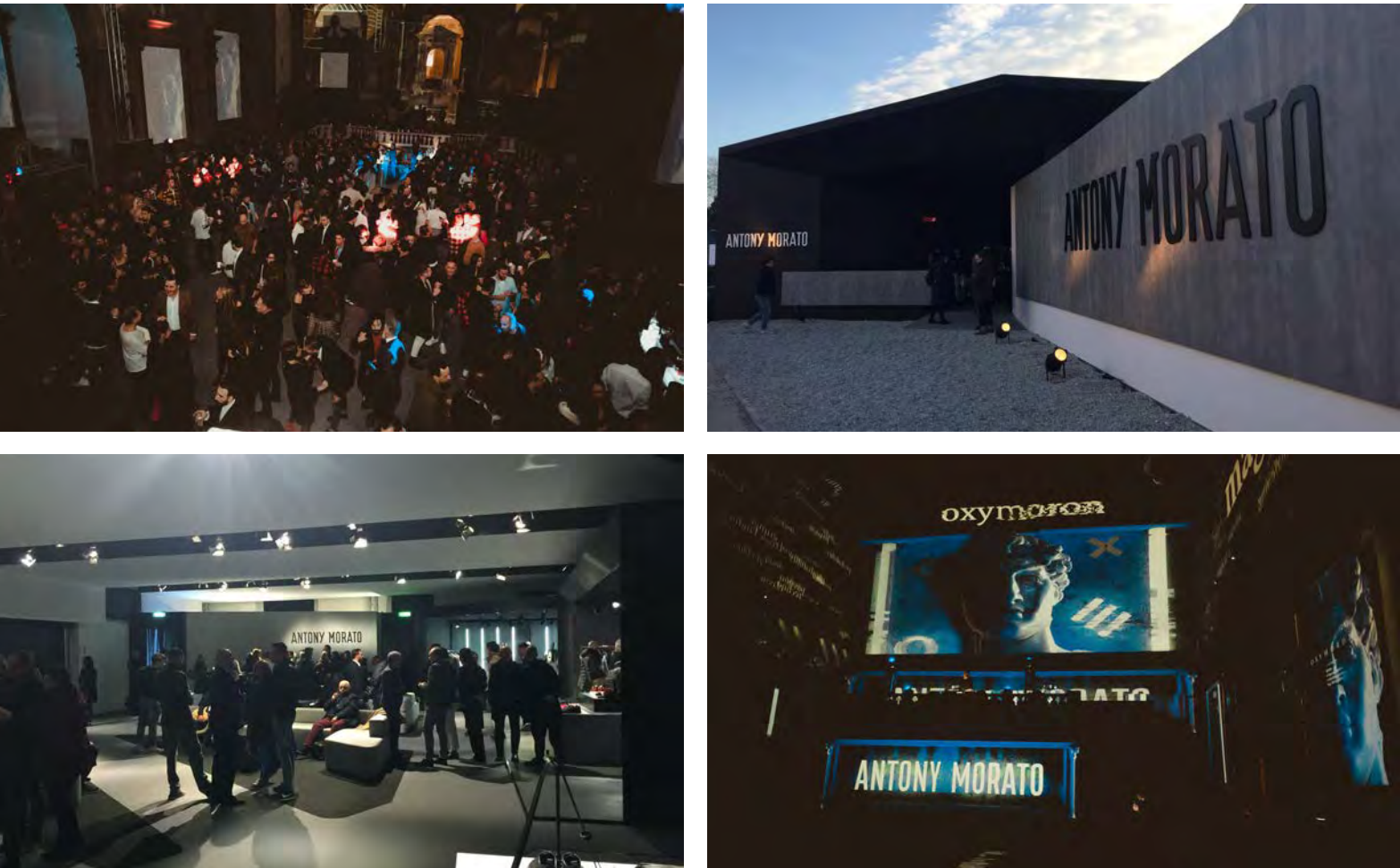
- **Web promotion and communication:** ADV campaigns, web marketing (google display, retargeting, etc.) and social media.
- **Pr and product placement activities,** developed on: social channels, cinema, television, streaming channels.
- **Special projects** developed ad hoc for specific launches and promotions.



4EVENTS

Through the events, Antony Morato intercepts its target audience, characterized by being a social animal.
The brand develops dedicated **corporate and consumer events** to share highlights with them and keep them up-to-date about brand's news.

Fair Events



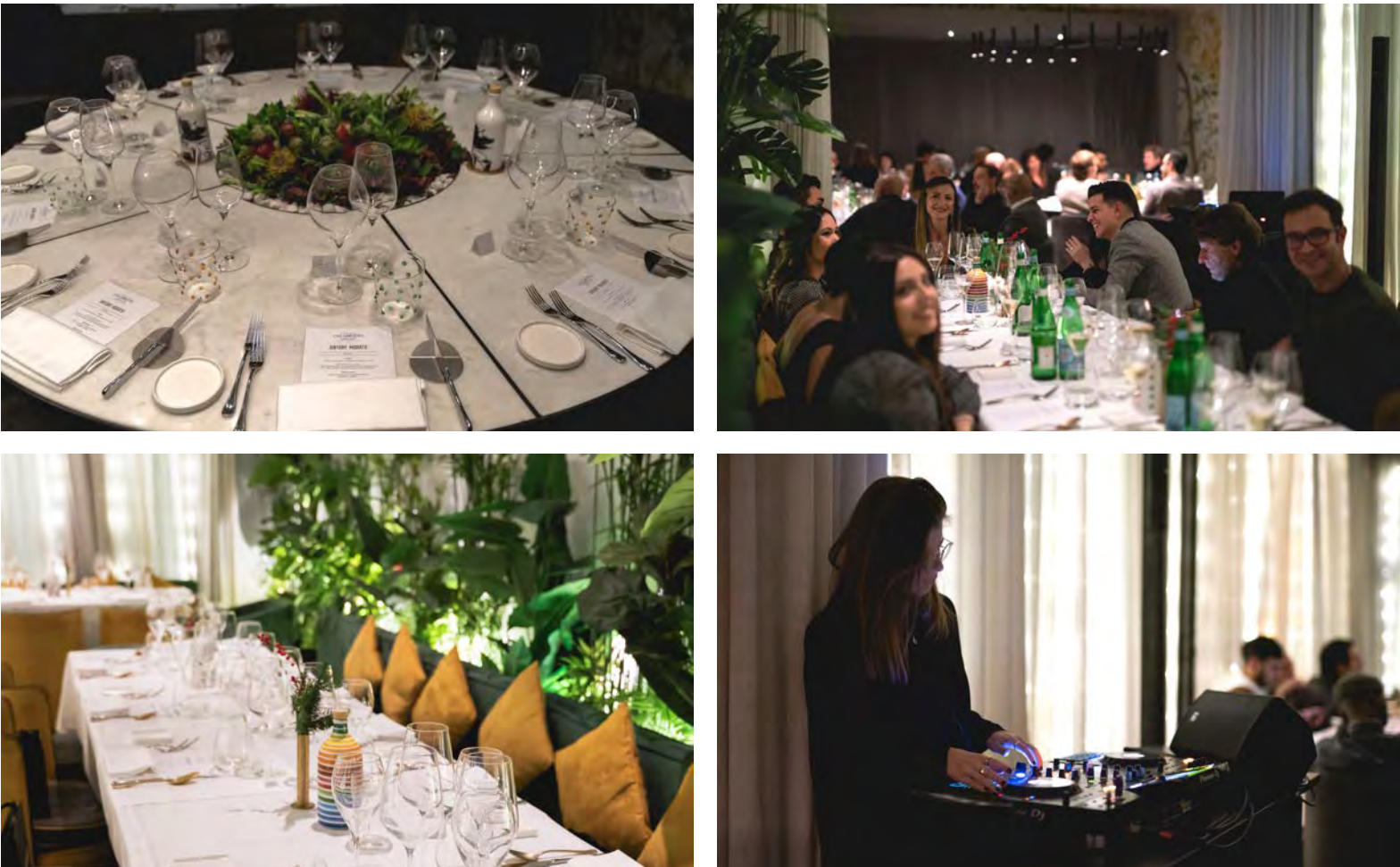
PITTI IMMAGINE
PREMIUM BERLIN

Collaboration Events



ANTONY MORATO X TV BOY
ANTONY MORATO X MARCO LODOLA

Press & Influencer Event



CHRISTMAS EVENT
PRESS DAY

OUR SERVICES

ANTONY MORATO

ANTONYMORATO



OUR SERVICES

To support the sellout of wholesale customers, the brand provides a range of services with the aim of empowering its retailers to make the most of the brand's potential.

Antony Morato offers:

- **Multi-language customer service:** a team of 10 people located in international showrooms (such as Spain, Germany, France and Italy).
- An international **network of distributors and agents**
- An active and always-ready **logistics**
- A **B2B online store** with direct access to **stock service** that simplifies the purchasing and replenishment process. Through the B2B site, retailers have the ability to increase their orders independently.



ANTONY MORATO

MARKETING & TOOLS

The brand's partners receive a **kit of tools** to enhance **promotional activities** in tune with the company's directives, guaranteeing maximum support during the **communication phase**.

Antony Morato provides **sales tools** combined with **brand visibility and product display materials** such as wall logos, counter logos, plaques, and self-standing structures.

In addition to the physical kit, Antony Morato also provides **digital equipment** through the **Communication Pack**, updated every season and sent to customers.

The Communication Pack includes high-resolution **images and advertising videos**, press&PR tools such as press releases, reviews, and seasonal press books.

CONTACTS

ANTONY MORATO

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