

# The luxury brand ETRO



# The history of ETRO

*...and of a family that has made an art of textiles and fashion, if not a way of expression*

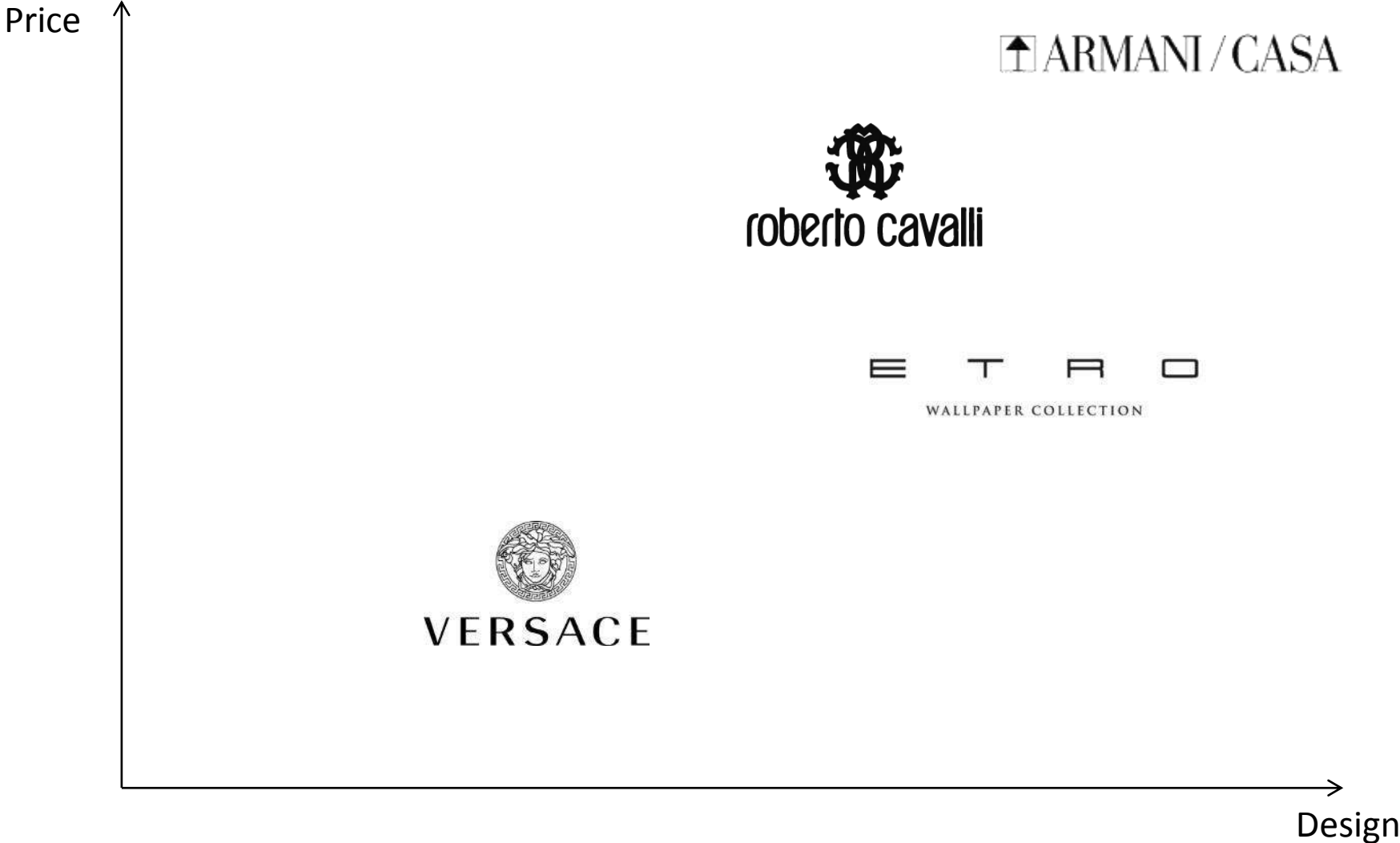
ETRO expresses rich abundance in its range of products. It is a family-owned, Italian business offering luxury fashion, textiles, accessories, furniture and perfume. It was founded in 1968 by Gimmo Etro as a weaving mill and has become famous for its use of bright colours and paisley patterns, especially in its fashion and interior decoration. It has developed into an international luxury brand for clothes, fabrics, accessories, furniture and perfumes. ETRO stands for classical designs with an Italian flair. The company employs round about 800 people, runs over 200 stores and is currently growing and expanding. Their most important markets are Europe, Japan, the United States, Korea, Russia and China.



# Comparable brands to ETRO



# Comparison between ETRO and its wallcovering-competitors



# ETRO fashion



# ETRO furniture



# ETRO fabrics



# ETRO perfumes

## [ *Etroessentials* ]

*24 profiles of scents with personality,  
for you to read and review*

A textile of words, a landscape of colours, a whisper of iconic style in each perfume.

Each essence evokes a new place, a new frame of mind, the rediscovery of forgotten myths and memories.

Sensations captured by both pen and brush: the dynamic elements of scent exist in a state of flux, quickly transforming, evasive and elusive by definition. Each page, detailing olfactory notes and chemistry, is a treasure trove of associations, words, colours, moments and memorable places.

Abandon convention, the challenge is rediscovery: the sensuality of a floral bouquet, the nocturnal notes of wood and spice, and, above all, the unique nuances that speak to individual style.

This originality and unconventionality has characterised the entire etro perfume collection for a quarter of a century.



**Ambra**  
DISCOVER



**Anice**  
DISCOVER



**Dianthus**  
DISCOVER



# ETRO wallcoverings

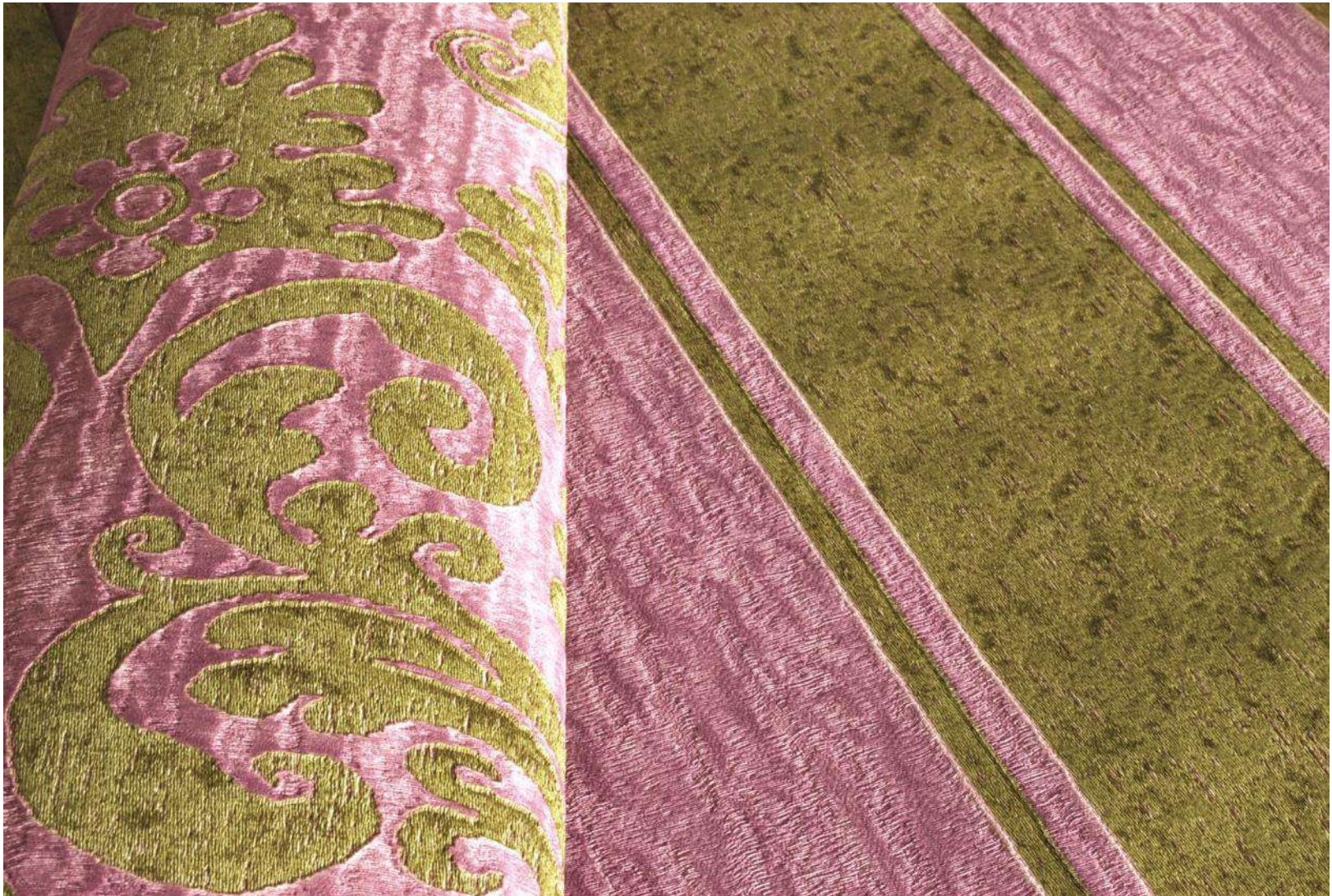
E T R O  
WALLPAPER COLLECTION



# ETRO wallcoverings



# ETRO wallcoverings



# Label

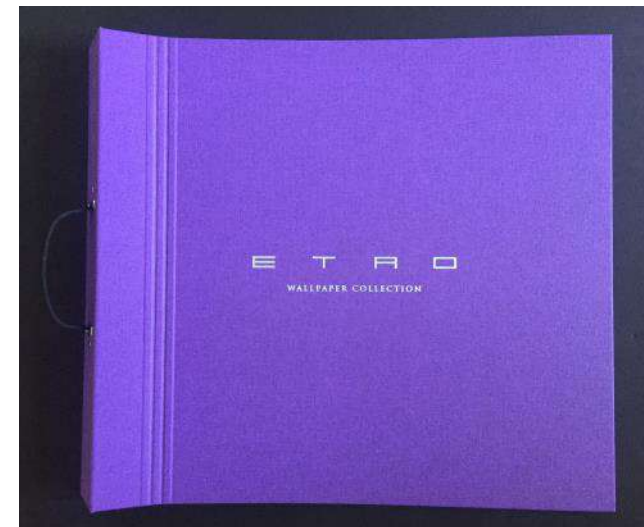
E T A O  
WALLPAPER COLLECTION



- Minimalist design
- Pantone 265c
- without rasch logo, only identified as producer

# Sample book

- Format 46 x 50 cm, single-piece cover
- Textile cover, logo embossing
- in Pantone 265 C (ETRO CI)



# Photography

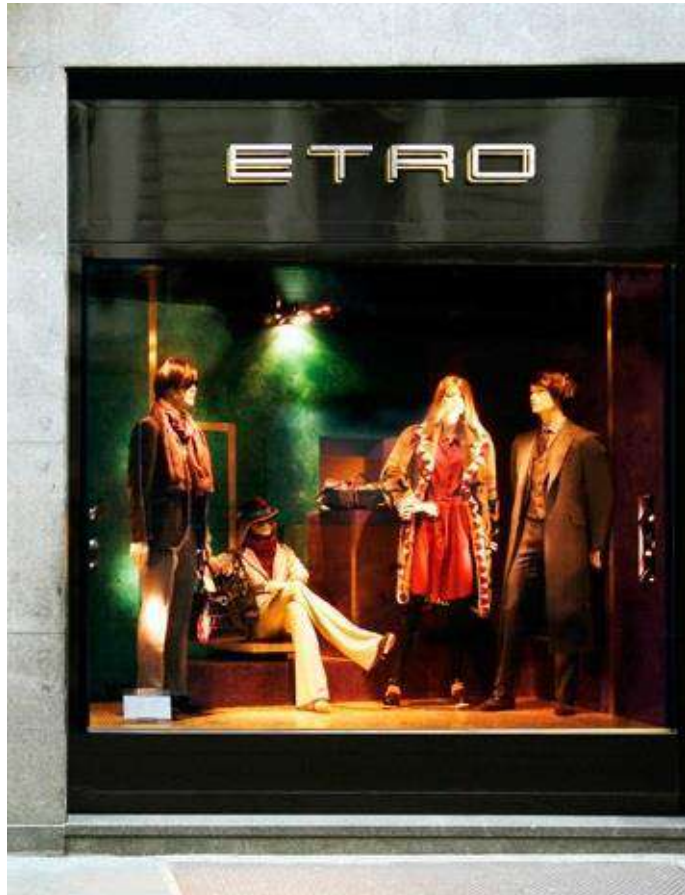


# Brochure

- Ca. 24 pages
- Languages: Russian, Italian, English, Chinese, French
- Focus on images
- Editorial tells the ETRO-story
- Will be available at our retailers and ETRO's fashion and interior shops
- True to ETRO's philosophy: very strong visual language
- Brochure will speak through the images used
- Brochures will be available at our dealers and ETRO is going to distribute them in their fashion and interior shops



# ETRO Shops



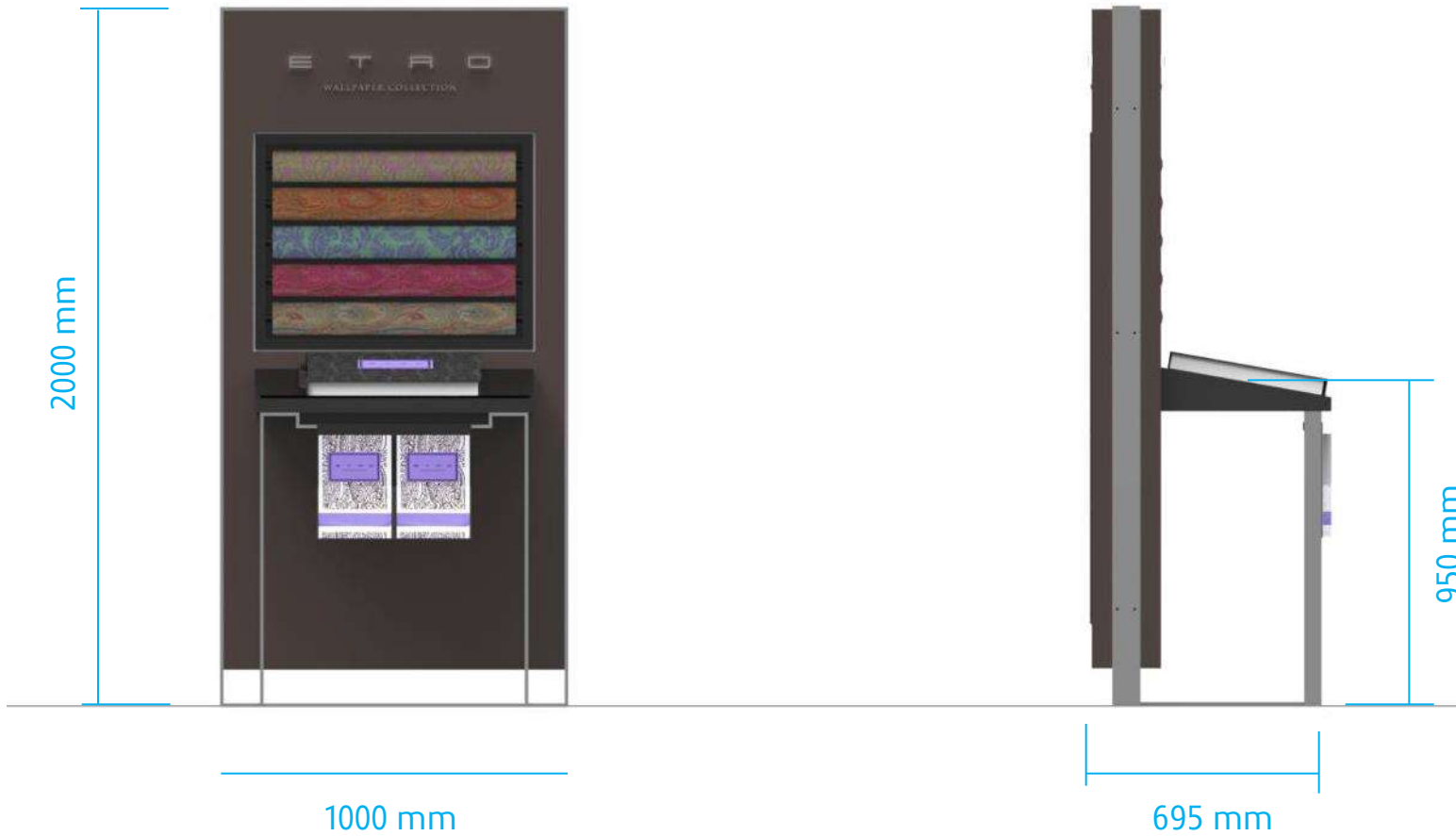
# ETRO Shops



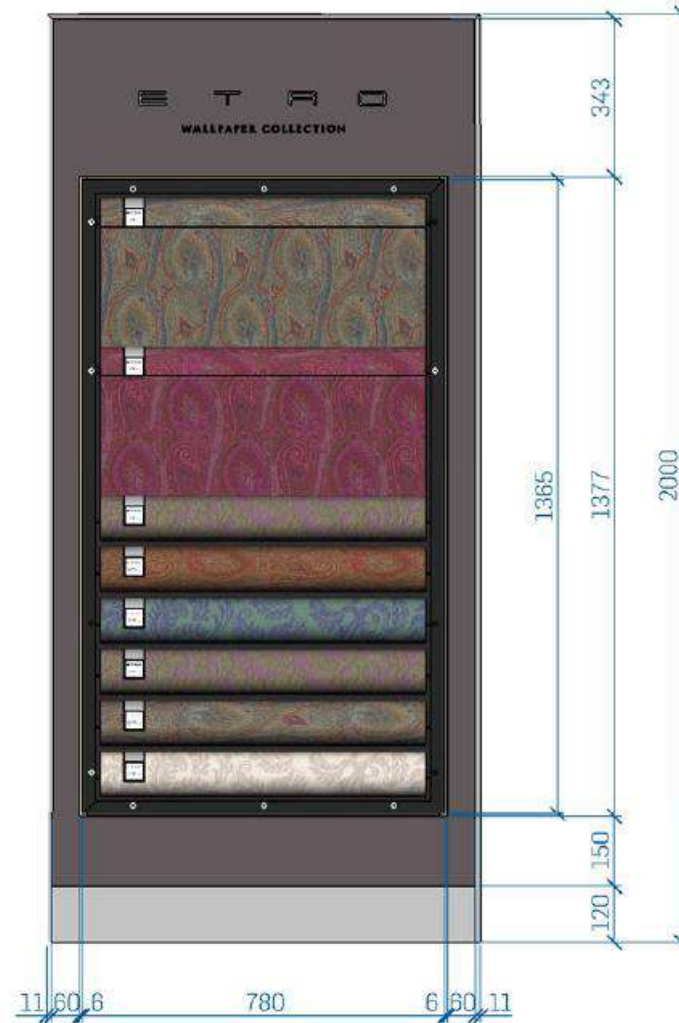
# POS-rack system, free-standing version



# POS-rack system, free-standing version dimensions



# POS-rack system, wall version and its dimensions



# POS-rack system, ETRO stand

ETRO  
WALLPAPER COLLECTION

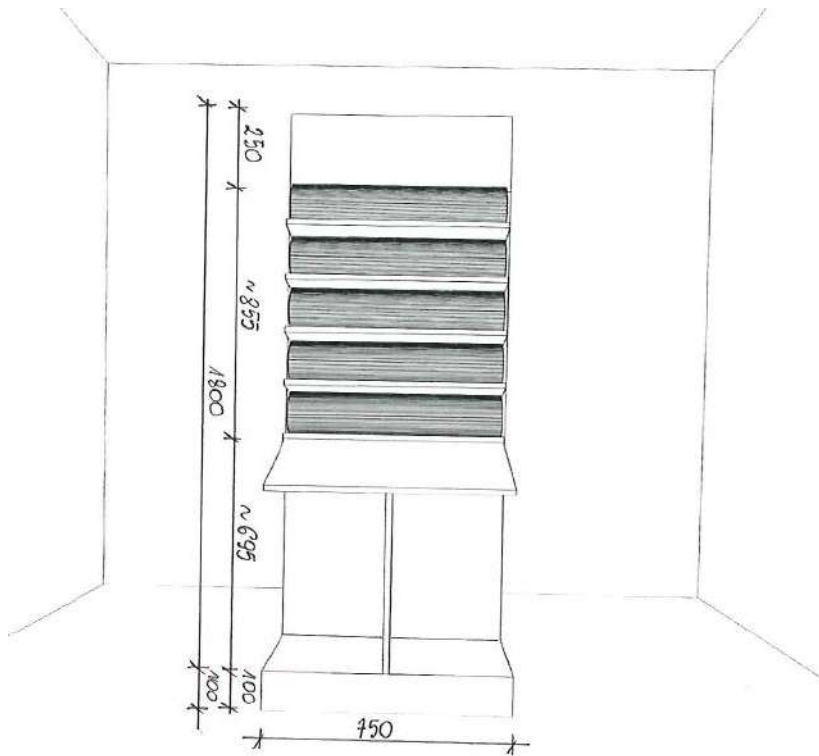


Front with sample-book holder

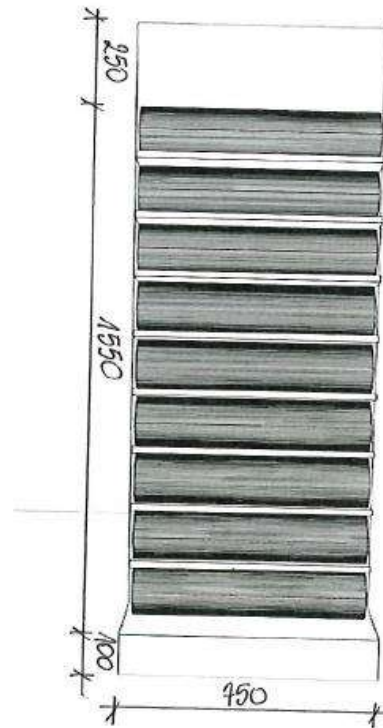


Back

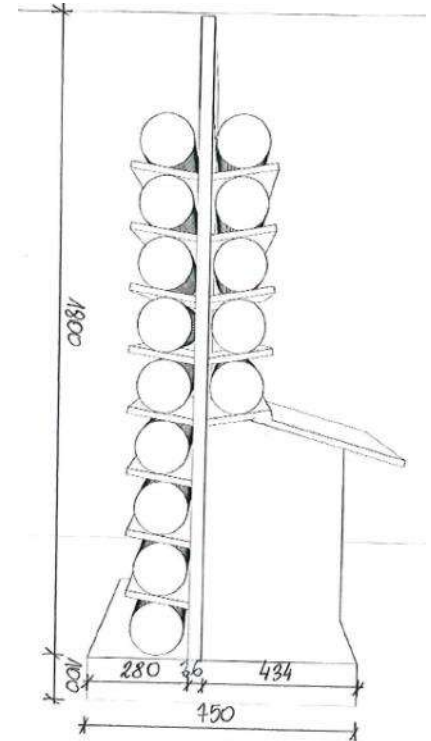
# POS-rack system, ETRO stand dimensions



Front with sample-book holder



Back



Side

# Possible give aways



Mille grazie!