



## MARLBORO CLASSICS

*Marlboro Classics* is a growing force in the casual clothing business. In the competitive world of clothing brand names, it enjoys one of the strongest images in Europe.

*Marlboro Classics* is a product of *Marlboro Leisure Wear* which was founded in 1974. *Marlboro Classics* clothes are manufactured and distributed by MARZOTTO S.p.A., the leading Italian firm which, with 155 years of experience and annual sales of \$1.148 billions in 1990, is one of the three largest textile groups in Europe. Marzotto has over 20 other important clothing brands in its portfolio; including Missoni, Ferré, Laura Biagiotti, and Ciao. In 1991, Marzotto S.p.A. acquired Hugo Boss, the world-famous German clothing brand.

*Marlboro Classics* clothes are manufactured in Marzotto's factories in Trissino and Valdagno, near Vicenza. More than 500 people gain their living either directly or indirectly through the activities surrounding *Marlboro Classics*.

In 1991, *Marlboro Classics* clothes were sold in 14 European countries and also in Asia and the Middle East. There now exists a network of over 1000 points of sale, of which 92 are exclusive shops or are "shops-within-shops" in department stores of renown like la Rinascente in Milan, Galeries Lafayette in Paris, Seibu in Tokyo and NK in Stockholm.

"We do not work on a franchising basis with our exclusive outlets because franchising is a short-term strategy" explains Gaetano Marzotto, Managing Director of Marzotto's *Marlboro Classics* division. "We work on a partnership basis which is designed to synergise our activities and to last over the long-term".

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A PRODUCT OF MARLBORO LESTER PEAR

In 1992 *Marlboro Classics* expects a further increase of its sales volume and retail value. Sales are forecast to grow to 750.000 units (garments and accessories) and retail value is estimated to reach \$110 million.

The *Marlboro Classics* collection derives inspiration from the American West. Sergio Salmaso, the head designer of *Marlboro Classics*, explains: "Current fashion trends indicate a return to traditional values, hand-made garments and natural fibres. People are looking to the past as opposed to the future, nostalgia for traditional quality and individual style".

The collection is limited to a men's line and is manufactured in adult sizes only. The rugged and masculine clothes, the rustic yet refined shops and the brutal beauty of the American landscapes evoked in the pan-European advertising campaigns for *Marlboro Classics* have succeeded in building a very distinctive image for the collection.