

# POLICE

Contemporary, dynamic, lively, young, brave and aggressive.

This is the style we associate with Police, a brand created in the shadow of the Dolomites with thoughts of the American dream and of the Big Apple in 1983 which now, having achieved international success in the sector of eyeglasses, and having built up solid positions in the markets for perfumes, watches, jewellery and small leather goods, has decided to launch a world-wide collection of men's and ladies' clothing which has strong appeal and absolute, immediate recognition.

This project, which is a real drive towards defining a global lifestyle under the Police banner, took shape following a meeting between De Rigo's Managing Director Michele Aracri and the Chairman of A.Moda, Alessandro Bastagli, who a few days ago signed an exclusive licencing contract for a period of four years.

As a result, A.Moda will produce and distribute throughout the world a range of menswear and ladieswear bearing that mythical label which immediately conjures up an atmosphere of hyper-modern townscapes, those dynamic and interactive worlds inhabited by young movers and shakers keen to make their mark.

The international stage where this extraordinary new adventure will be launched is the next Pitti Immagine Uomo (Male Images) exhibition (to be held in Florence from 9th January 2008): during the course of the daily events at the salon the first prototypes will be shown of what will soon become one of the "must-have" activewear garments and which will be able to count on the experience of their project leader, Alfredo Pevarello and, as stylistic coordinator, of Paolo Pecchioli, the owner of Gruppo Gerard.

In this way De Rigo, a company which manufactures and distributes some of the most prestigious spectacles in the international markets, which in 2006 achieved sales of 627,8 million euros (+10,5%) and which has 590 shops (382 in the UK and 208 in Iberia), is expanding into the clothing sector with its partner A.Moda, a company which has always distinguished itself for its excellent levels of productivity and its continuous research and innovation.

This Tuscan company led by Alessandro Bastagli has ended 2007 with sales of 25 million euros, has produced 1,220,000 items of clothing for all its various product lines (Everlast, Momo Design, Smith's American and Empire), and has just completed the expansion to 13.000 sq.m. of its extremely modern head office in Borgo San Lorenzo: In 2008 it will celebrate 30 years of activity and successful growth. In the same way, also in 2008, the Police brand will be celebrating too: it will be blowing out its first 25 candles with the launch of its first leather biker jackets and its first sweatshirts, which are as robust as the new campaign featuring the magnificent Antonio Banderas, photographed by Carlo Miari Fulcis as a handsome and invincible super-hero, with an aura of determined and mysterious fascination.

Before him there have been testimonials to the Police brand from other showbusiness and sports stars such as George Clooney, David Beckham, Bruce Willis, and Paolo Maldini.

“I am particularly pleased and proud of this licencing contract - reveals Alessandro Bastagli – because the agreement between A. Moda and the De Rigo Group marks the encounter between two companies which aspire, with a like-minded spirit, to excellence in their product. This is a major responsibility which will be carried forward by a great team, solid experience and tremendous talent. The thought of producing and distributing the Police collection throughout the world - continues Bastagli – gave me an immediate thrill which was translated straight away into the practicalities of the task following my meeting with Massimo De Rigo, with Stefano Bozzo and Michele Aracri, the Managing Director of this North-Eastern colossus. These were men of substance and with a broad vision who were not worried about royalties but who concentrated on the project”.

The new licencing contract provides for world-wide distribution, with particular focus on markets such as England and France where the Police brand is something of a status symbol. Once the collection number 0 has been launched at the Pitti Uomo exhibition, the product line will be built up from 2009 onwards through a highly selective distribution network of just 200 sales outlets around the world. During 2007 the value of the Police brand reached important and meaningful goals thanks to its continuing growth, which justify this further investment in the fashion sector.