



emanuel ungaro

PARIS

INFORMATION MEMORANDUM

DOSSIN ADVISORY

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# A Strong Haute Couture Heritage

- The Emanuel Ungaro brand dates back from the 1960's. It is still in its original atelier and premises on Avenue Montaigne.
- The brand enjoys clear-cut global recognition, famous for its vivid colours, mix of unexpected patterns and materials, mastery in drapery and purity of shapes
- It used to be one of very few Haute Couture houses worldwide
- This magic brand has been dressing many royalties, stars, celebrities consistently over the years
- This is one of very few brands to enjoy its own in-house atelier
- It used to be particularly large in the US, hence brand awareness is particularly large and under-exploited there
- Heritage brands like this rarely come on the market...

# History and Essence of the Brand



- Daring to be different, Emanuel Ungaro was able to combine colors and graphics, monochromatic tones and contrasts, polka dots and stripes, flowers and figures, shadows and light, confidence and softness...
- Ownership has been as follows:
  - '65-'95 : Brand owned and managed by Mr Ungaro
  - '95-'05 : Ownership transferred to the Ferragamo family who operated a shift in strategy to reintegrate some business lines internally and to enlarge the directly-operated store (DOS) network
  - Since '05 : Ownership transferred to Mr Asim Abdullah

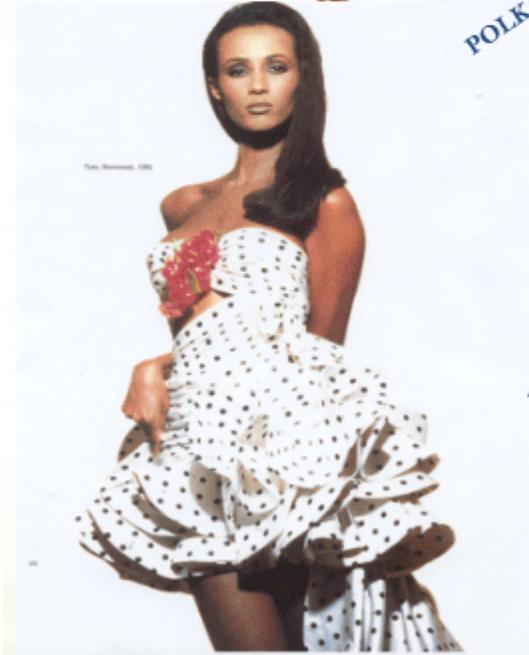


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Seduction

Feminity



POLKA DOTS

Playfulness

FLORAL PRINTS

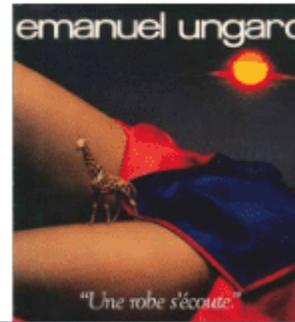
RUFFLES



DRAPES

# Effective Communication Campaigns

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# A Significant Celebrity Follow-Up

