

DinoDraghi

MADE IN ITALY

MONOBRAND PROJECT



FOCUS 1 COMPANY BACKGROUND WHO WE ARE

Dino Draghi is a young and dynamic company that combines know-how and continuous innovation. Very careful about the markets requirements, and very attentive to the product that we create. We have a team of designers, stylists, and artists up to date on current trends that by sharing them experience, producing a product "Made in Italy" of great quality.

FOCUS 2 STYLE AND PRODUCTION



a full italian style collection from sneakers and loafer up to classic



trend of the moment with the possibility of getting new items in one month, produced ex novo basing on your needs and the market requests



total made in italy – materials, production and brand name **DINO DRAGHI**



FOCUS 3

PRICE STRATEGY AND CONDITIONS

buying a product at the best “production price” of the italian market with the possibility of making * 4.5 to the rrp



AVG PRICE



MARKUP



AVG RRP

* in a historical period in which the final consumer has mentalized to a purchase only and exclusively discounted, where the black friday and the period of summer and winter sales are the only profitable periods, DINO DRAGHI allows the entrepreneur who marries the monobrand project of create high margin throughout the calendar year.



FOCUS 4 STORE DESIGN

Quality, elegance and craftsmanship expressed in the choice of materials and decorative shapes. The contemporary and luxurious retail space is cared for in every detail. The use of light colors, such as beige and cream, combined with the black of the marquina marble and the gold of some details create a glamorous contrast of sure effect. All the furniture and design elements have been specially designed to be functional and aesthetically appealing. The black back-lacquered glass display structures are the ideal support and scenographic context for the Dino Draghi collection, as well as having a containing function thanks to the pull-out drawers inside. In the upper part, on the walls covered with large beige marfil slabs, small folding shelf elements are installed, in marquina marble suitably covered to be the ideal and dynamic space for displaying footwear. In the window there are other elements with a sure aesthetic impact and an attractive effect on the customer: A slender totem in gilded metal on which a glass display bell is placed, the ideal stage for the finest models, expression of the highest quality craftsmanship Made in Italy Dino Draghi.



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دینو دراگی



STORE DESIGN









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