

TRU TRUSSARDI

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TRU TRUSSARDI: THE NEW TRUSSARDI BRAND OPENS ITS FIRST STORE IN DUBAI

The Italian fashion brand Trussardi, in co-operation with Belbadi Fashion, one of Dubai's foremost fashion retailers, opened its first Tru Trussardi boutique at Dubai Festival City Mall on Wednesday, 12 December 2007.

"The Belbadi Fashion Group is happy to launch the new Tru Trussardi boutique in the Dubai Festival City Mall. This boutique marks the continuation of a successful collaboration between the Trussardi Group and the Belbadi Fashion Group. We hope that the opening of this new boutique will continue to promote the success of the brand and better service its clients." Says Mr. Ghassan Ibrahim, General Manager Belbadi Fashion Group.

TRU TRUSSARDI: a play on words, almost a nickname, that sounds like authentically and truly Trussardi. A fast name for a casual collection, conceived for the city: the place of unexpected meetings and where languages, sounds, signs, symbols and desires are exchanged.

TRU TRUSSARDI moves in this metropolitan space where all exchanges are possible, to define a project that expresses how the city is changing and, at the same time, how the attention given to personal well-being and practicality evolves into style.

No longer citywear, but in actual fact urban wellwear, TRU TRUSSARDI becomes an attitude and a type of behaviour that lets you live the city better, dividing your time between business meetings and personal dates, free time and official occasions and increasingly travelling on two wheels to gain time and speed, ideal for the fast-moving lifestyle of the UAE.

This is why every article can be used on more than one occasion and adapts to different settings, slowing down the pace of the city. The strong images of the advertising campaign, shot by Stefano Galuzzi, have all the vividness and impact of a still photo in reportage on current affairs.

Concentrated on shapes and fabrics, the stylistic research encourages multi-functionality of the clothes and emphasises one of the most topical features of design: touch, complete sensory perception.

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TRU TRUSSARDI

Notes to the Editors:

The Trussardi Group was founded in Bergamo in 1911 by Dante Trussardi. The young entrepreneur's goal was to produce and distribute luxury gloves internationally. Thanks to the innovative ways of working leather and the careful selection of the best raw materials, the company rapidly expanded and began to export worldwide, quickly becoming synonymous with quality and elegance.

At the end of the 1960s Nicola Trussardi entered the Group and began working on the company's entry into the sector of accessories and high-end apparel. In 1973 he created the Greyhound logo, a first in the fashion business, giving life to an innovative and original brand concept. An antique icon associated with elegance, agility and drive, the Greyhound represents Trussardi's style, a dynamic mix of qualities that personify the brand's philosophy: subtlety and sophistication, high quality materials, innovation and modernity.

Nicola Trussardi designed, manufactured and launched a new line of accessories (travel bags, handbags, leather goods and leather jackets) that was rooted in the leather working tradition that had been passed down from generation to generation and in 1976 the first Trussardi boutique was opened in Milan on Via Sant'Andrea.

In the 1980s, the brand became a true Made in Italy star and the first women's Prêt-à-Porter collection made its debut in 1983 while the men's collection debuted in 1984. During the same period, Trussardi began expanding its product range with the development and launch of the Trussardi Jeans, Eyewear, Perfumes, Trussardi Home, Trussardi Baby and Junior lines while the casual line Tru Trussardi was introduced in 2005.

During the 1990's the Group began its international expansion, opening stores in the most important cities worldwide. This in combination to the consolidation of the Japanese market where Trussardi had been present basically from the very beginning of its brief history. After having been completely renovated, in 1996 Palazzo Trussardi Alla Scala was inaugurated. This six floor 19th century building located on Milan's renowned Piazza della Scala, would become emblematic of the Greyhound's lifestyle and culture. The Palazzo not only houses the Group's headquarters and showrooms, but the Trussardi Alla Scala Café and the prestigious Trussardi Alla Scala Restaurant are also located here.

Beginning in 1996 the Trussardi Group also became active in the world of contemporary culture. The Nicola Trussardi Foundation began its activities in 1999 with the opening of a gallery space and has since become one of the most important private contemporary art foundations in Italy and the world. Since 2003 the goal of the Nicola Trussardi Foundation has been to bring the general public closer to the language of contemporary art through ambitious projects involving international artists that are designed specifically around Milan's forgotten historical sites and monuments - the Nicola Trussardi Foundation imbues the city's everyday life with contemporary art.

Even today, the Group maintains the feeling of a "family business" and is run by the members of the family's fourth generation: Beatrice Trussardi, the Group's President and CEO, is also President of the Nicola Trussardi Foundation, while Gaia Trussardi acts as the Maison's designer and creative reference for the brand.

Under the careful supervision of Beatrice Trussardi, who has been able to successfully combine contemporary entrepreneurship and management, the Group has strengthened its position throughout the world expanding its presence to include the emerging markets and other high growth markets: Russia, China, India and the Middle East, while continuing to consolidate its position in the Group's historical markets, Europe and Japan.

In line with the strategy implemented by Francesco Trussardi in 2000 to focus on its core business, today the Group is involved in every high fashion sector while maintaining leather goods as the priority with production that is 100% Made in Italy.

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