

MORELLATO Group



1858 – PHILIP WATCH
SWISS MADE SINCE 1858

The oldest Swiss watch in Italy.
The union between Swiss technology and Italian design.

1930 - MORELLATO

Giulio Morellato, italian clockmaker and craftsman of leather
founds Morellato.

1973 – SECTOR
NO LIMITS

Sector No Limits is founded: The watch of the no limits self-challenge.

1979 – BLUESPIRIT

The most important Italian retail jewellery chain.

1995 – The first watch license: roberto cavalli

Actual watches and jewellery license:

roberto cavalli



John
Galliani

PIRELLI

MISS SIXTY



MORELLATO

iMORELLATO

Gioielli da vivere

Reason of a success story: *in 10 years the number one of Jewellery in Italy.*

In 1999 Morellato invents a new category, the accessible luxury.

Contemporary italian design

Mix of precious and not precious materials

The jewels for contemporary women and men: elegance, harmony, value for price.

A global Brand strategy

*The accessible jewels with fashion luxury code:
Advertising, ambassadors, PR&events, flagship stores.*

Retail and Wholesale

*Italy, Spain, Germany, Russia, East Europe, Middle East,
Brasil, Panama, Argentina, USA, India, Australia, China,
Hong Kong.*



Milano, Corso Vittorio Emanuele



New York, Fifth Avenue

A global Brand strategy

∴MORELLATO *IN CHINA*

2005 – *Opening of the first Morellato Store in Pechino (China World)*

2006 – *Morellato Shaotai Beijing: joint venture with a Chinese partner.
Made in Italy development, integrating it with the great chinese culture on
jewellery*

2006 – 2009 – *30 Morellato pos (Store & Shop in Shop)*

2009 – *Flagship store in Nanjing Road - Shanghai*

2010 – *Opening of the first store in Hong Kong.*



Shanghai, Nanjing Road



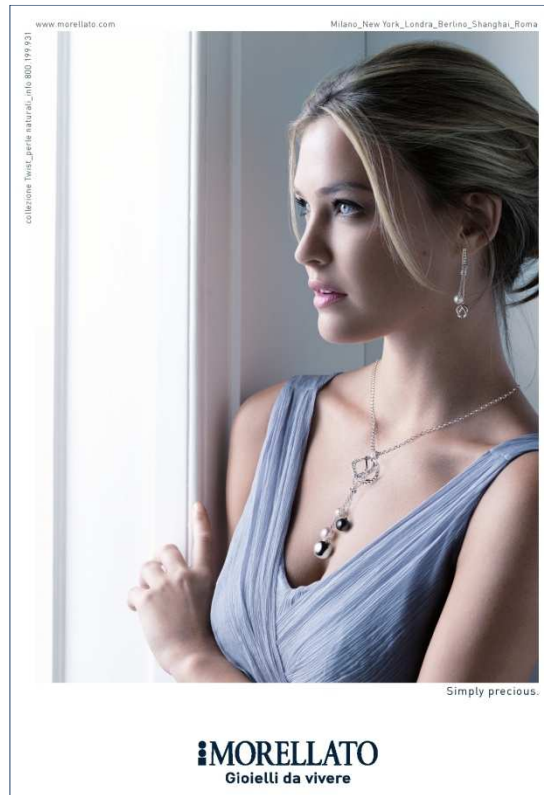
Hong Kong, New Town Plaza

Our Values

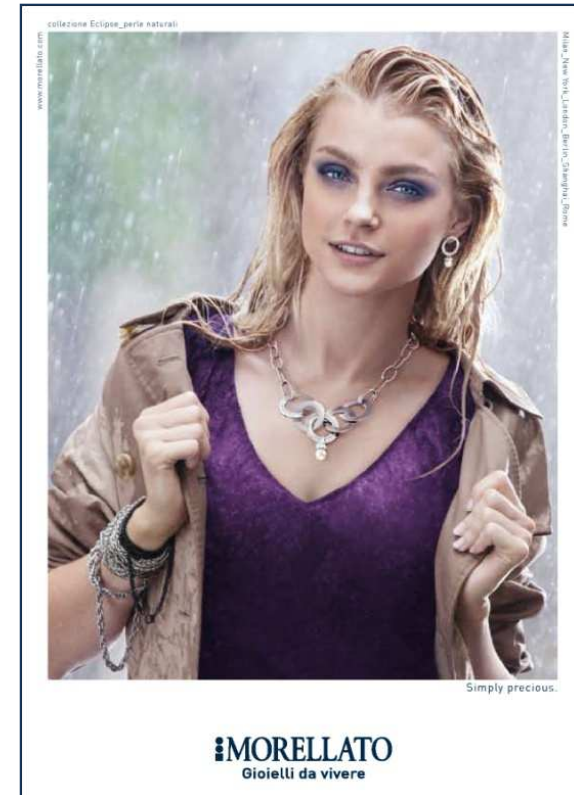
- ✓ *Innovation, know how, quality, manufacturing excellence*
- ✓ *Value for price*
- ✓ *Heritage, harmony, the italian tradition from the Reinassance.*



Tiziano



Bar Rafaeli, FW/2009



Jessica Stam, FW/2010



The made in Italy

Is not only the traditional luxury.



China is a big opportunity also for the italian masstige:

Urban lifestyles, modern consumers, fashion conscious,

careful to the value for price.