

LORIBLU®

Woman Collection Spring Summer 2012

Seduction, charme, elegance, exclusivity: those four words may be enough to describe the new collection Loriblu Spring/Summer Collection, a tribute to the woman and her unmistakable style.

Shoes created by Graziano Cuccù and Annarita Pilotti are objects of art, able to redefine the concept of Luxury: wearing Loriblu shoes means to express personality with style, uniqueness and passion.

Exclusivity

The jewel sandals are the heart of Loriblu collection. The eyes are attracted by their brilliance: Swarovski crystals, rhinestones, jewels, glitter soles, every detail create the perfect mood for the red carpet outfit. Gold, silver, white, black, but also vibrant colors make a kaleidoscope of glittering lights.

Seduction

The heel is the undisputed king of seduction: starting with the stiletto, a must in women's wardrobe essential, heels are of different heights and different materials. In most glamorous models, are made by sinuous lines that culminate on tapered tips; in the most valuable models, are decorated with precious stones.

Elegance

The '50s and '60s, the neoclassical design of the "Mina", the Parisian atmosphere of the first fashion shows. In the collection Loriblu, some models create little romantic "capsule collections" which remind to Dolce Vita... Pink, turquoise and green shoes in "Vernice" leather, or elegant combinations black/white that the eye would never stop watching at.

Charme

A shoe 100% made in Italy, the constant attention to the highest quality materials, the research to most exclusive accessories: the perfection of the high-heeled sandal made by python makes the woman unique.

The range of colors is complete, with softer nuances such as peach pink, aquamarine, turquoise, or strongest color block green, blue and orange.

Forms are designed with special attention to comfort, featuring lines inspired by a modern design. Materials are the most prestigious, chosen with an absolute attention: pythons, suede (glittered or printed), "vernice" leather, elastic fabrics, even combined with jute, rope, wood. In addition to shoes, the bags collection: the fascinating clutch for the ceremonies, the shopping bag for the day, and large bags personalized with Loriblu logo...

Loriblu Woman collections are available in official flagship Stores of **Rome** (Piazza di Spagna 2/a), **Milan** (Via Manzoni 19), **S. Benedetto del Tronto** (via XX Settembre 78), **Dubai** (Mall of the Emirates), **Doha** (The Gate Mall), **St. Petersburg** (Mall Grand Palace), in best boutiques all around and in the online shop **www.loriblu.it**.

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Man Collection Spring Summer 2012

Loriblu Uomo 2012 Spring Summer Collection is an example of style, elegance and class.

The man by Loriblu can be a gentleman on important events, safe and strong in his work, easy chic during free time. He can express his own character with charm, using accessories able to make the trend, not to follow it.

New details and accessories enrich the elegant models for night events: black, blue or brown, are the best examples of Loriblu luxury manufacturing, the unmistakable avant-gard of Italian style.

The inspiration of stylist **Graziano Cuccù** is combined with the skill of the company craftsmen, to realize the finest laced-up shoes in suede or leisure models in braided leather. Design is essential, fine, unexceptionable, also in smallest details like belts and buckles.

The research for a better fitting created bottoms which ensure comfort and style at the same time.

The colours are black, blue, all shades of brown, white, and in the easiest suede moccasins the leisure mood is characterized by natural tones.

Materials are precious, such as python, elaphe, suede, calf, also with aged effects.

Loriblu Men collections are available in official flagship Stores of **Rome** (Piazza di Spagna 2/a), **Milan** (Via Manzoni 19), S.Benedetto del Tronto (via XX Settembre 78), **Dubai** (Mall of the Emirates), **Doha** (The Gate Mall), **St. Petersburg** (Mall Grand Palace), in best boutiques all around and in the online shop **www.loriblu.it**.

LORIBLU®

LORIBLU Wedding Shoes

Classic, romantic, ironic or sensual. Whatever is the mood of **Loriblu Bride**, the style is always unique, elegant and extremely feminine.

Graziano Cuccù and **Annarita Pilotti** creations are not simple accessories but real jewels, art pieces, able to make a marriage even more bright. Exclusive shoes that give a new definition to the concept of **Luxory**, where to wear **Loriblu** shoes means to express your own personality with class, uniqueness and passion.

Loriblu Wedding Shoes Collection, a praise to the Woman and to her pure essence, counts numerous models, unique pieces realized with a divertissement of precious materials embellished with swarovsky crystals; dream shoes that deserve an exclusive **Casket**.

On request, **Loriblu Brides**, will receive the elegant design python printed casket closed by a silk ribbon. In the inside, decorated with mirrors, swarovsky elements and rose petals, the shining **Loriblu Wedding Shoes**, will be placed in tulle bags and laid on a taffeta cushion.

A very refined packaging dedicated to the greatest day that could be transformed in a memory box, ideal to contain the best picture or the most important gift.

Loriblu Bride will also have the possibility to personalize her own shoes, embroidering with a refined silk thread its own name on the insole.

Innovation, vanguard and attention for details have always been a characteristic of Loriblu brand. Combining seduction, elegance and exclusivity with constant research and very high quality the brand offers every woman the possibility to choose great shoes, a synthesis of class and refinement.

LORIBLU®

LORIBLU launches the new limited edition collection “Loriblu Luxury Shoes”

This new collection has been presented at the International Luxury Exhibition of Verona and in two exclusive events organized in Loriblu boutiques of Milan and Rome.

Loriblu, Italian leading brand in luxury shoes for women and men, launched a new limited edition collection, called **Loriblu Luxury Shoes**.

The models of this limited edition collection are authentic unique pieces that will be realized only on order. Loriblu presented Loriblu Luxury Shoes at the International Luxury Exhibition of Verona, and in two exclusive events organized in the flagship stores of Milan and Rome.

Real masterpieces born from the inspiration of the stylist **Graziano Cuccù**, Loriblu Luxury Shoes are examples of extreme elegance, design and innovation. The absolute “must” of the collection is the python sandal made in cooperation with Ponte Vecchio Gioielli, one of the most important expressions of Italian Haute Jewelry: a high heel shoe with an ankle strap enriched by diamonds and rubies on a base of pure gold. The ankle strap can be removed, to become a stunning bracelet. A precious atout designed according to the best Loriblu style: an unforgettable shoe, a real couture dream for a price of 30.000 euros.

Loriblu is one of the Italian leading brands in luxury shoes, with growing turnovers year after year (in 2010 the increasing was 35%). The new collection Loriblu Luxury Shoes will be available in the online boutique www.loriblu.com and in flagship stores of **Milan** (via Manzoni 19), **Rome** (piazza di Spagna 2/a), **Dubai** (Mall of Emirates), **Doha** (The Gate Mall), **Saint Petersburg** (Mall Grand Palace).

By the end of 2012, Loriblu will open new stores in Moscow, Forte dei Marmi, Bari, Montecatini Terme.

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LORIBLU: THE HISTORY

GRAZIANO CUCCU' and ANNARITA PILOTTI mix the talent of a craftsman with the skill of a manager.

A story of achievements and challenges which gave birth to the brand LORIBLU, that is today one of leading brands in luxury shoes business, important point of reference of a vital and innovative "Made in Italy" tradition.

Early 70's

Business starts manufacturing 700 pairs of shoes per week, expressing the force of the product from the very beginning.

1978

In 1978 the new model MIGNON is born: an extremely feminine shoe made of leather stripes plaited together, that was immediately considered trendy and innovative. A model that you could wear all year long, no matter what the season. This was the LORIBLU boom: 110.000 pairs of shoes sold. LORIBLU became an international company, maintaining its creative heart inspired by the consumers' taste for handcrafted details in footwear.



80's, the age of the jewel sandals

With strength and maturity, Loriblu faced the 80's making farsighted choices and creating new outstanding models: this is the beginning of the age of "jewel sandals". Rhinestones, crystals, Swarovski stones put on the sandals made a new elegant and sophisticated fashion trend, which reached in 1996 its greatest expression through the creation of a unique masterpiece: "The golden shoe". That creation was realized for "**Scarpetta d'oro**" award, an important event in the footwear industry. The Golden Shoe became a symbolic shoe: made entirely of gold, diamonds and zircons had an estimated value of 25.000 euros.

90's

LORIBLU's management approached the '90's and the new Millennium, by enriching the brand identity, by promoting research on the product, and by paying attention to the company's mood. During the 2007 Luxury Trade Fair a particular golden shoe was exhibited and admired: this sandal was created for a prestigious client and was made with exclusive materials: black decorated satin on one ankle strap, 18k golden heels and natural river pearls.



2000 to Today

Loriblu is one of Italian leading brands in luxury shoes for men and women. Many Italian and International Celebrities are captured by this new objects of desire.

With a constantly growing turnover, the company is increasing its presence in the most important markets: Italy, Europe, Russia, Middle East and Far East, Usa and Australia.

LORIBLU®

LORIBLU STYLE OFFICE

LORIBLU represents the made in Italy brand worldwide. For this reason its products relies attention to detail, on the finish, on research of materials, on its precious qualities and on its exclusivity.

Loriblu's Style Office is the cohesion and creative coordination element, Directed since the beginning by Graziano Cuccù, stylist of all the Collections.



THE COMPANY

Loriblu is a well established and historic firm, born in the 70's, characterized by a continuous positive trend: it is a leader in the high range footwear market. It expresses entirely the solidity of a tight-knit team and of a staff formed by highly qualified and skilled professional figures and craftsmen.

Today Loriblu's positioning is purely international with its important presence in exclusive markets and in international and national fairs.

In 2011 **turnover** has been around 30 millions euros, with a +30% increase on 2010. From 2003, a constantly growing trend: in 2003 turnover was 7 millions euros, in 2005 8,7 millions euros, in 2007 16 million euros, in 2009 20 millions euros.



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LORIBLU BOUTIQUES

LORIBLU opened its first **flagship store** in **Rome** on 2009 April 1st, in the world famous location of Piazza di Spagna. One year later, on the same day April 1st, second Loriblu flagship store opened in **Dubai**, in the prestigious Mall of Emirates Shopping Center (first floor G-L). Third opening was **Milan**, on 2010 June 16th: Loriblu new boutique is located in Via Manzoni 19, in the heart of the fashion district. Here there is also a showroom. Two more flagship stores were opened in 2011: **Doha** (Qatar) in The Gate Mall, and **St. Petersburg** (Russia) in the Grand Palace Mall. Next openings will be Bari, Montecatini Terme, Moscow. Loriblu is also distributed in the best shops all around the world. Among them: Beirut, Riad and Jeddah (Saudi Arabia), Kuwait City, Moscow, Kiev (Ukraine), Sochi (Russia), Montreal, Sidney, Paris, London, New York, Philadelphia, Los Angeles.



Milan



Rome



St. Petersburg



Dubai



Doha

WWW.LORIBLU.COM - THE ONLINE STORE

On 2009 March 1st, Loriblu officially opened the **new online shop www.loriblu.com**: it is possible to buy from Italy and abroad products of the new Woman and Man collections.

In Loriblu official website every customer can buy online from all countries precious jewel sandals, loved and weared from the most famous celebrities, and also the other products of the new shoes collections designed by Graziano Cuccù.



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LORIBLU PERFUMES

On may 2010 Loriblu has officially launched its new perfumes for men and women **Loriblu** and **Loriblu Uomo**. Two sophisticated and refined fragrances, exactly like the men and women who wear Loriblu shoes.

Loriblu fragrance for woman is a very chic and feminine perfume, characterized by fresh bloomy scents with a citrus heart, accompanied by natural notes of musk. Loriblu Uomo has a charming and penetrating scent based on amber, in combination with citrus fruits and woody and boisè notes.



Loriblu and Loriblu Uomo have both a square bottle, tied by a black ribbon with the classic Loriblu "L" studded with swarosky stones. Packaging is also very linear and elegant: a shining gold for her, a bright silver for him.

Loriblu and Loriblu Uomo will be available only on online shop www.loriblu.it, and in Loriblu flagship stores.

LORIBLU VINI COLLECTION

On september 2011 Loriblu signed a licence agreement with wine company Ciu Ciu, which will produce and distribute worldwide a new collections of prestigious Loriblu wines.

Loriblu Vini Collection features a white Passerina, a red Rosso Piceno Superiore, a sparkling wine based on selected grapes of Pecorino and a fine champagne. This collection of wines is an idea of Loriblu founder Graziano Cuccù, as an homage to the memory of his grandparents, who Graziano as a child used to visit in their farm near Offida.



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