

*No-Lita*



2024

# COMPANY PROFILE

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FOOTWEAR AND CLOTHING FOR WOMEN. ACCESSORIES.





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## ABOUT US

Nolita, the fashion icon born in the 80s in the heart of the North Little Italy district of New York, embodies the essence of contemporary woman. Her bold and special style is conveyed not only in great occasions but especially in everyday life.





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## IDENTITÀ'

The beating heart of Nolita is the Street Couture, which has always told the brand's distinctive DNA. A collection full of captivating moods, impactful styles and novelties ready to be mixed and reinterpreted in a unique way.



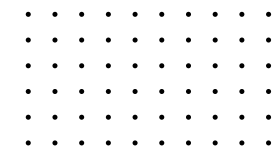
# NOLITA

## FASHION

Aimed at a stylish fashion woman, elegant and with a strong personality, Nolita will present a capsule of young, fresh and innovative footwear. Each shoe will be designed to adapt to the hectic life of contemporary women, ensuring captivating style and comfort without affecting elegance.



**NO.L.ITA**



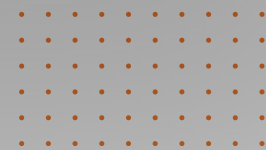
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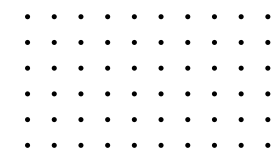
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## NOLITA IN THE PAST

Dedicated to the female universe, Nolita catches the attention of bold women with a strong personality. Its name may recall a historic New York district, but the brand is intrinsically Italian. Nolita's style is original and unconventional, it is a mix of contemporary fashion blended with a vintage touch, enriched with studs, sequins, inserts and stones.



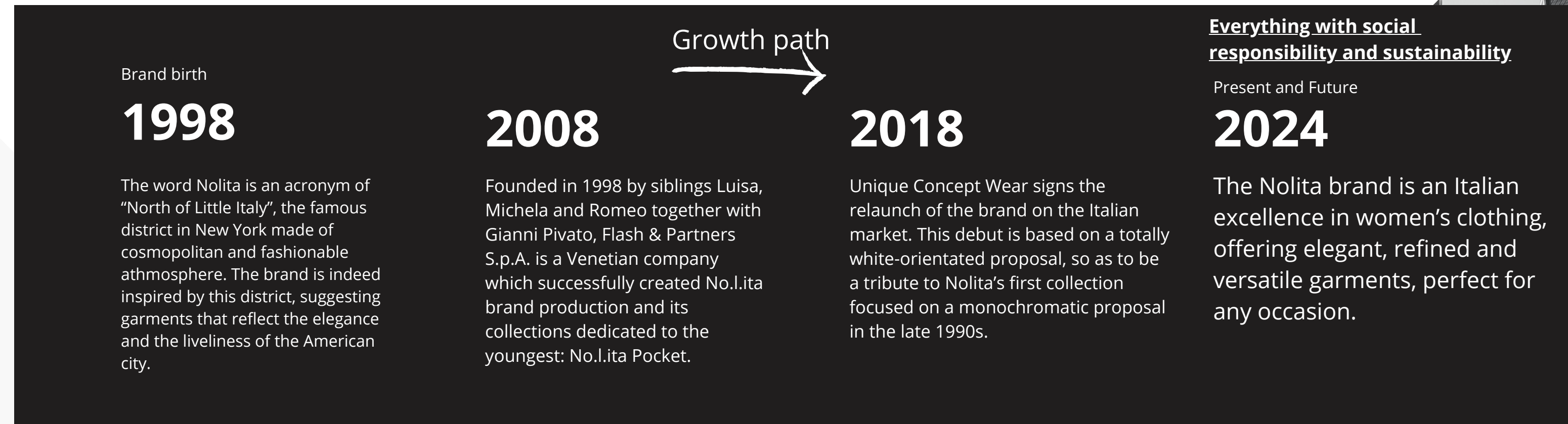
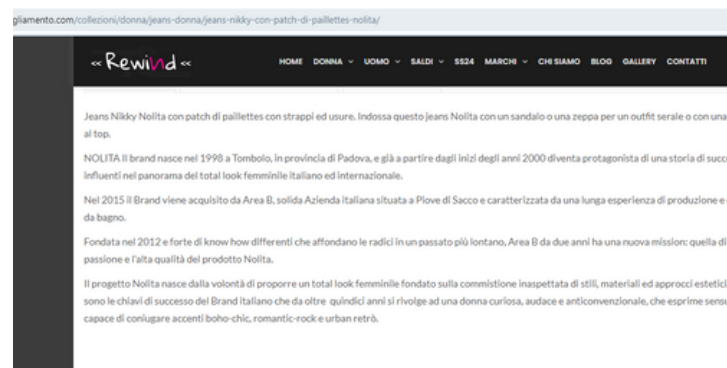


# THE HISTORY

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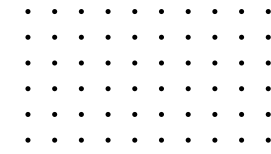
Since its inception, Nolita has been so successful that it is distributed in many stores in Italy and abroad. The brand is appreciated by women of all ages who seek quality, modernity and femininity.

Nolita collection, initially made up of garments for all occasions, from everyday to work, from leisure to special occasions, is created and cared for to the finest detail in order to ensure a flawless look.



\*The above data are the result of our careful analysis, everything is subject to further verification. For more information and details, you can contact us by email.

# No-Lita



## ADVERTISING CAMPAIGN

### "MAY PEOPLE KNOW AND SEE "

*The Nolita couture house by Flash&Partners and Oliviero Toscani presents this advertising campaign, accompanied by the slogan "No anorexia". The completely naked woman chose to show herself "so that people may know and see what anorexia can lead to". This campaign provoked several reactions and also received the approval of the Minister of Health who appreciated both its content and the way it was carried out.*



MARKETING



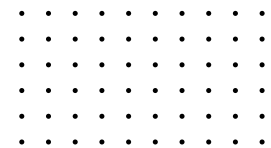
PARTNERSHIP

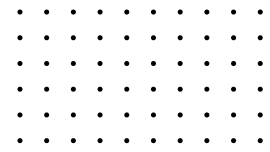


SOLIDARITY

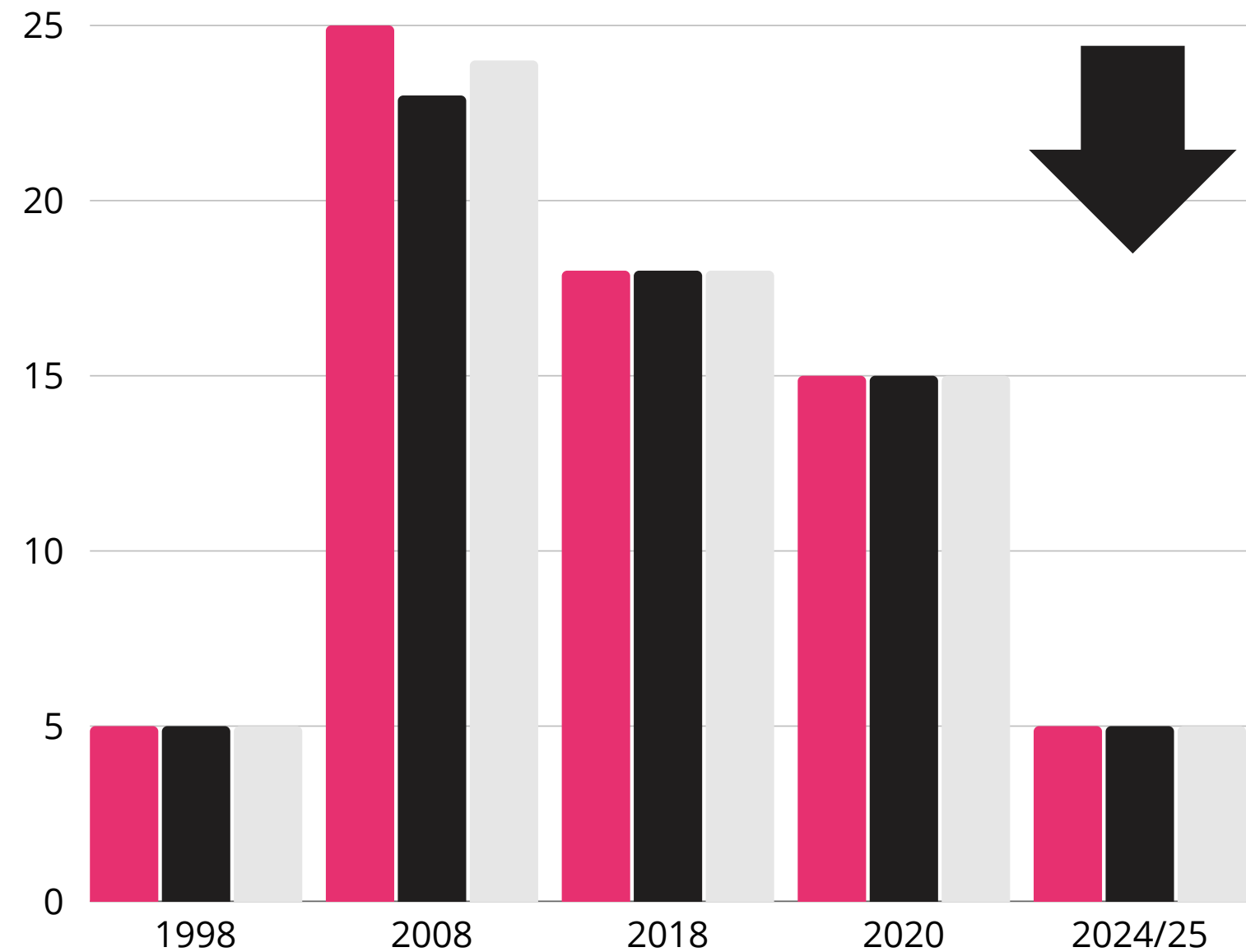


RESPONSABILITY





**START**

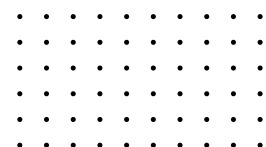


# SALES

**Distribution channels and advertisement.**

The clothing brand for women achieved resounding success in Italy and abroad, also due to the support of, single-stores and multi-stores all over the country, influencers collaborations and public relations offices.

**WEBMARKETING ACTIVITIES:** Nolita brand will be present on the main social media, letting the customers interact and share the last news about the brand.



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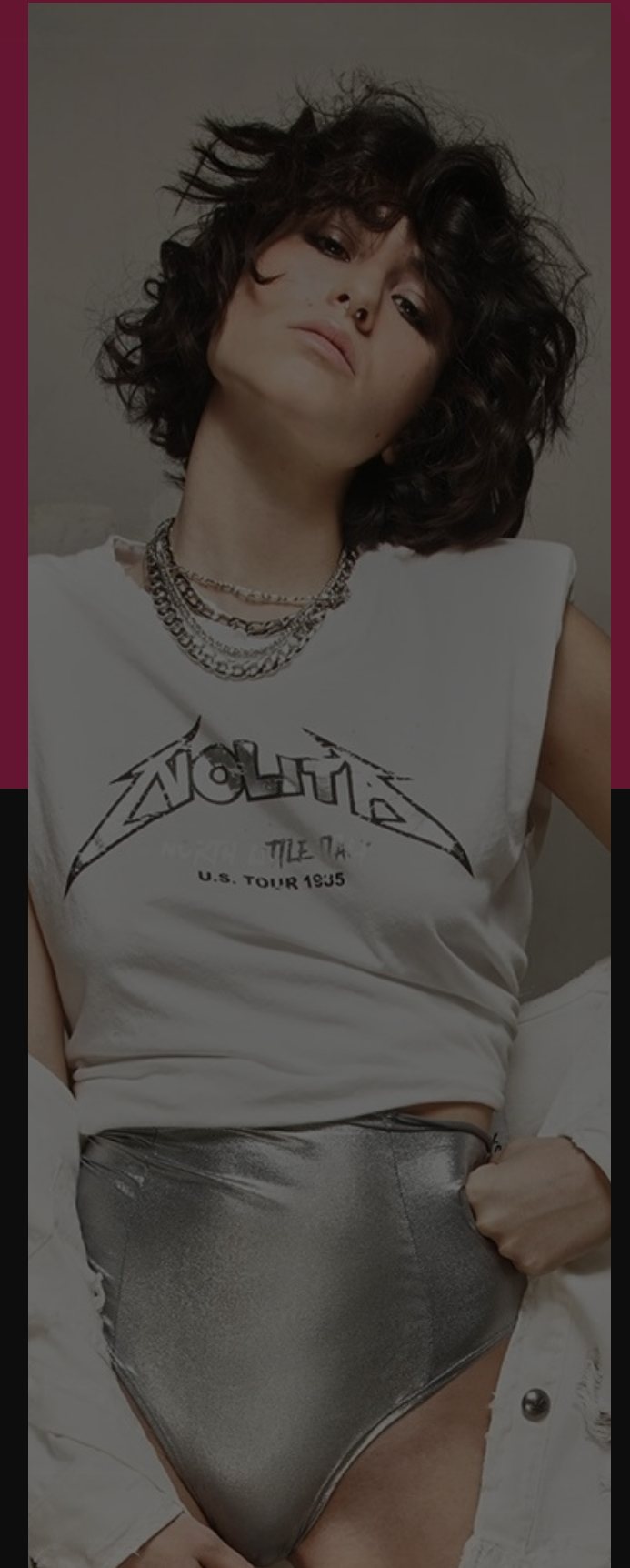
# NOLITA PHILOSOPHY

**a**

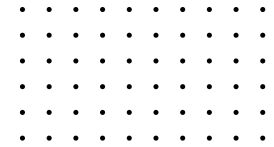
The first Nolita collection in 2024 will start from a capsule of innovative and original footwear. Every woman will be able to express her personality through Nolita's style

**b**

The return of Nolita is an extraordinary event in the world of fashion, it's a hymn to beauty and trust of women.



# VISION & MISSION



## “Women Power”

Nolita and “Women Power”: the focus of its mission.

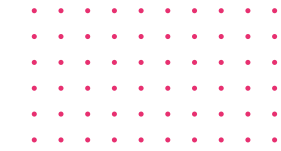


Vision: to create iconic footwear in order to express Nolita’s bold spirit.



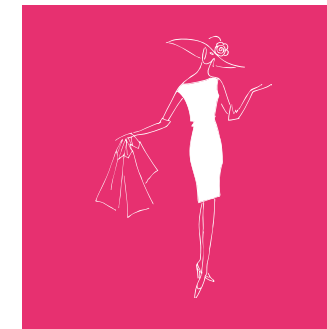
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# BRAND VALUES



## ELEGANCE AND PERSONALITY

**ELEGANCE AND PERSONALITY:** Nolita is designed to enhance the femininity and elegance of every strong and confident woman.



## "WOMEN POWER" PERSONALITY

**"WOMEN POWER" PERSONALITY:** Nolita cherishes "Women Power" and manifests it through the celebration of women's strength and self-determination, expressing itself in designs and style choices.



## PRICE-QUALITY RATIO

**PRICE-QUALITY RATIO:** Nolita's aim is to realize quality products with unbeatable price-quality ratio.

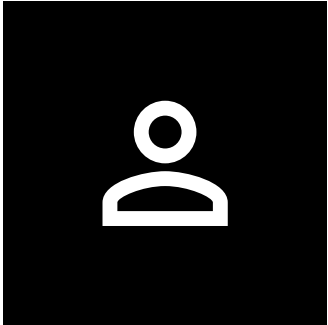
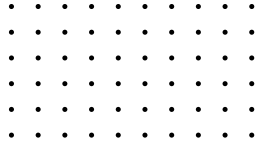


## PRACTICAL, DYNAMIC AND COOL STYLE

**PRACTICAL, DYNAMIC AND COOL STYLE:** To ensure practical, dynamic and cool style, Nolita puts style, functionality, versatility and convenience first.

# "WOMEN POWER" AIM

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Nolita Dream: to collaborate with local communities and charitable organizations, in order to promote gender equality and social sustainability. Nolita will contribute to a better world through concrete actions and positive impacts.



Nolita believes fashion should be an uncompromising art, capable of reflecting commitment to women.



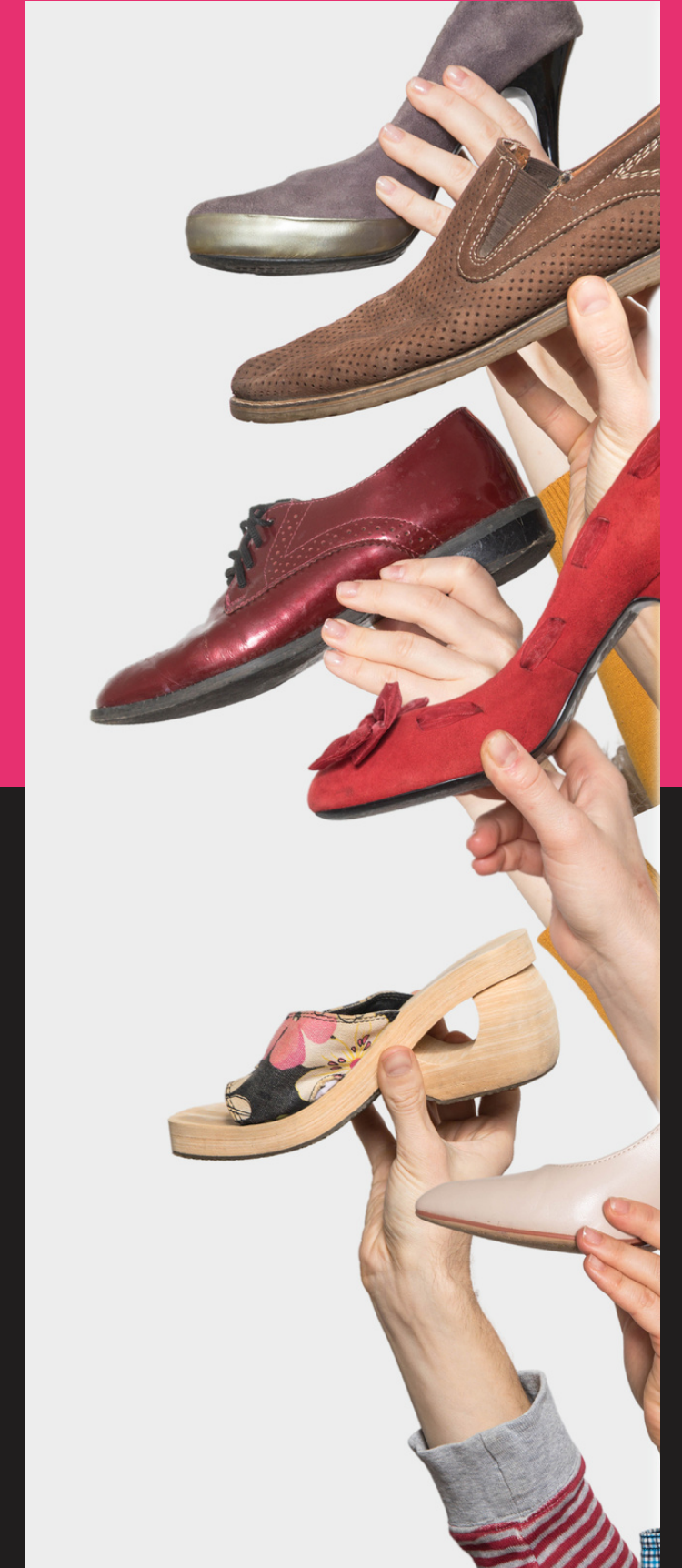
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# WHO NOLITA WILL BE

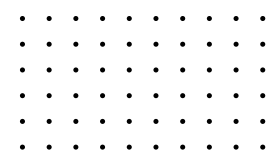
Beyond fashion, a journey in sustainable elegance.

- 01. PRACTICAL, DYNAMIC AND COOL STYLE**
- 02. PRICE-QUALITY RATIO**
- 03. SOLIDARITY AND PERSONALITY**

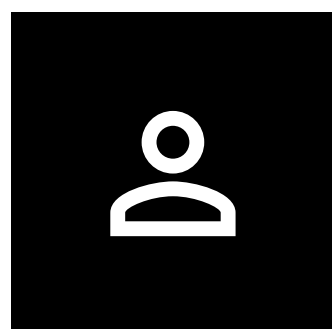
Nolita is more than a fashion brand: it is an experience, a way of living elegance.



# PRESENT AND FUTURE



## **NOLITA'S TRIUMPHANT RETURN: A NEW CHAPTER OF STYLE AND SUSTAINABILITY**

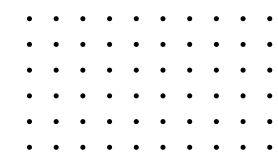


Starting from 2024, Nolita will come back with a capsule of footwear, showing a bold, cool and dynamic style that embraces the modern woman's essence.



**In a world that increasingly grasps the importance of women's empowerment, Nolita will make its comeback by small but significant steps.**





"A slow return,  
laden with waiting and full of expectation."



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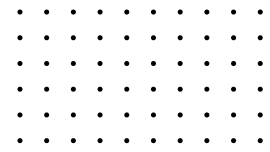
## "WOMEN POWER"

Each Nolita shoe will be a tangible evidence of our commitment.

Elegance and Personality through a practical and dynamic style, with excellent value for money!

**THIS IS THE AIM FOR THE NEW  
FOOTWEAR CAPSULE.**

**2024. 2025.**



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# MARKETING

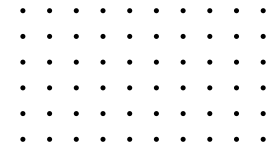
1. Sito web
2. Social media
3. Influencer
4. Ecommerce

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# CONTACT US



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