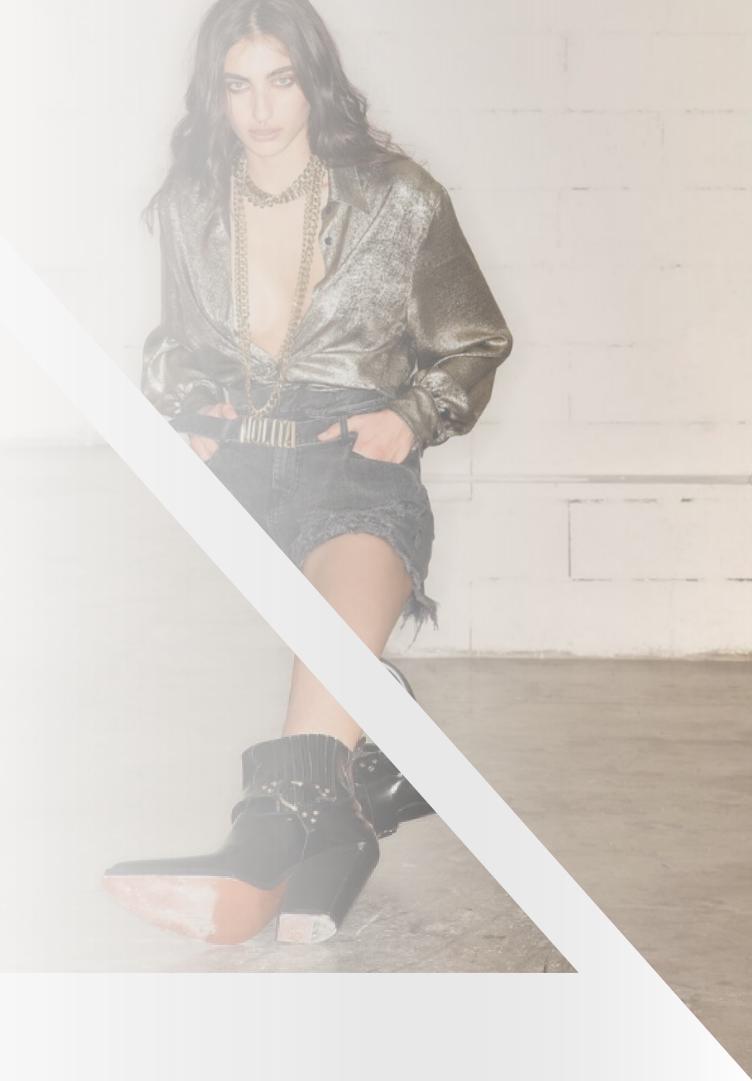


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2024

COMPANY PROFILE

FOOTWEAR AND CLOTHING FOR WOMEN. ACCESSORIES.





ABOUT US

Nolita, the fa 80s in the he Italy district the essence woman. Her is conveyed occations bu life.



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
- occations but especially in everyday





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.





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.

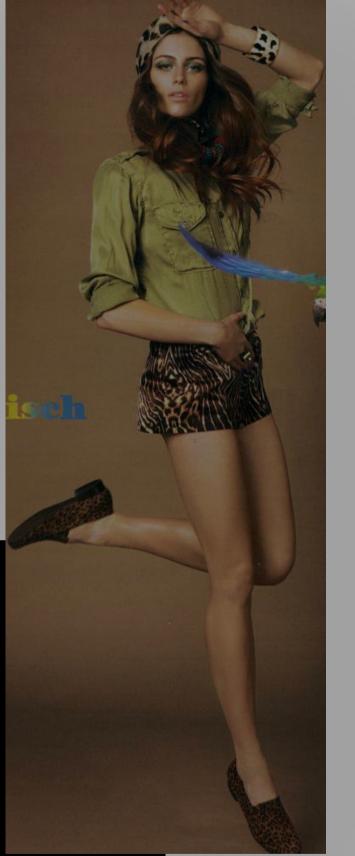
NO.L.ITA



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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

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.

Growth path

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Jeans Nikky Nolita con patch di paillettes con strappi ed usure. Indossa questo jeans Nolita con un sandalo o una zeppa per un ouffit serale o con una s al top.	Flash&Partners sceglie Ciao Bimbi per le calzature Nolita Pocket
NOLTAT Il brand nasce nel 1998 a Tombolo, in provincia di Padova, e gita partire dagli inizi degli anni 2000 diventa protagonista di una storia di succe Influenti nel panorama del total look femminile italiano edi internazionale. Nel 2015 Il Brand viene acositio da Area B, solida Azienda Italiana situata a Plove di Sacco e caratterizzata da una lunga esperienza di produzione e c	II gruppe FlashAFreituren spo. ka sigden is quest giorni sa novole di livena, produzione e distributione on Can limit 5, 4, 5, 4 pri la hori di surge Nalta Noda. Universi di data di questo su fina di que un estato di divena per la monto mondale.
da bagno. Fondata nel 2012 e forte di know how differenti che affondano le radici in un passato più lontano, Area B da due anni ha una nuova mission: quella di r passione e l'alta qualità del prodotto Nolita.	Conser O D D D D D D D D D D D D D
Il progetto Nolta nasce dalla volontà di proporre un total look ferminile fondato sulla commistione inaspettata di stili, materiali ed approcci estetici. sono le chiavi di successo del Brand Italiano che da oltre quindici anni si rivolge ad una donna curiosa, audace e anticonvenzionale, che esprime sensu capace di conjugare accenti boho-chic, romantic-rocke urban retrò.	Nultite Packet primmeres estate anz Plach & Partners Sp.A. azienda wareta, nata nel 1990 dalla valenză dei fastelă Laina, Michele e Romes insieme e Gianal Presis, he create co successe la produzione dei marchici ablațămento No.12m e Fa He, di accesseră So Fa He e trate le înce dedizate aj îni picoli. No.12m Pi Fa de far Baŭ



Brand birth

1998

The word Nolita is an acronym of "North of Little Italy", the famous district in New York made of cosmopolitan and fashionable athmosphere. The brand is indeed inspired by this district, suggesting garments that reflect the elegance and the liveliness of the American city.

2008

Founded in 1998 by siblings Luisa, Michela and Romeo together with Gianni Pivato, Flash & Partners S.p.A. is a Venetian company which successfully created No.l.ita brand production and its collections dedicated to the youngest: No.l.ita Pocket.

2018

Unique Concept Wear signs the relaunch of the brand on the Italian market. This debut is based on a totally white-orientated proposal, so as to be a tribute to Nolita's first collection focused on a monochromatic proposal in the late 1990s.

*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.



Everything with social responsibility and sustainability

Present and Future

2024

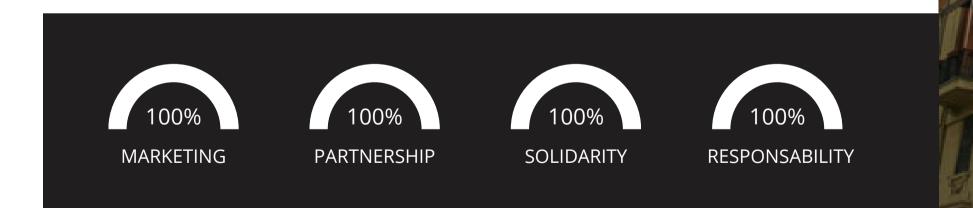
The Nolita brand is an Italian excellence in women's clothing, offering elegant, refined and versatile garments, perfect for any occasion.



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 choosed 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.

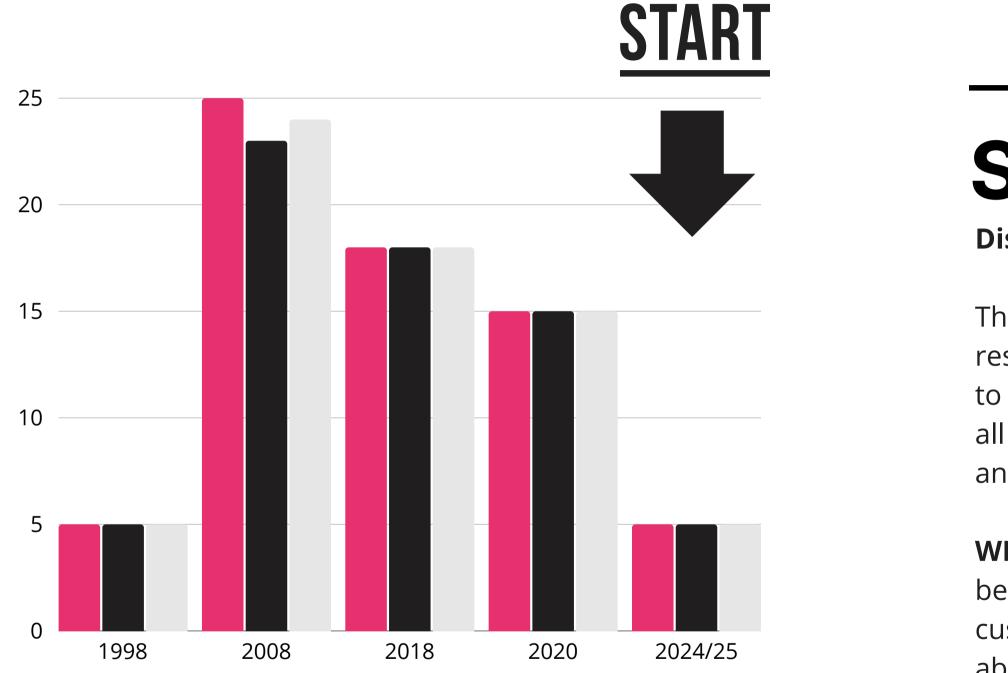


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further verification. For more information and details, you can contact us by
email.



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.

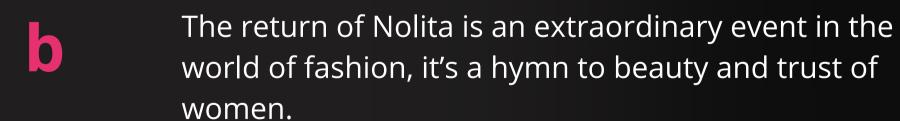
WEBMARKETING ACTIVITIES: Nolita brand will be present on the main social media, letting the customers interact and share the last news about the brand.

No-l-ita

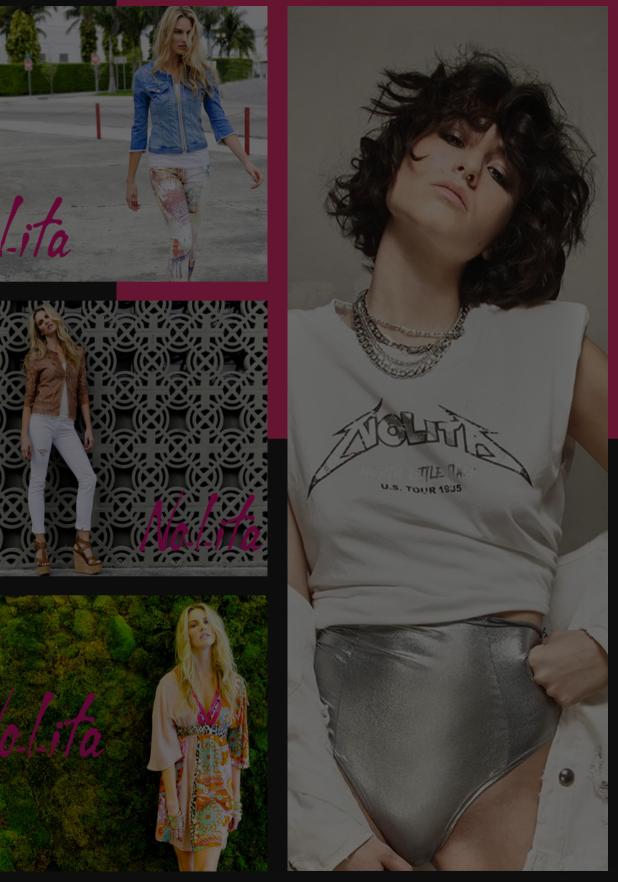
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NOLITA PHILOSOPHY

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







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.









No.l.ita BRAND VALUES



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ELEGANCE AND PERSONALITY

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





PRICE-QUALITY RATIO

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





"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.

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.

11

"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.











No-l-ita

WHO NOLITA WILL BE

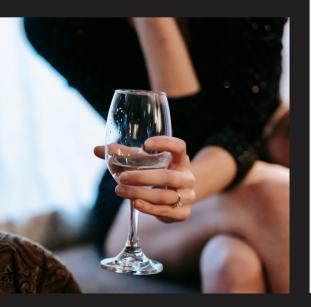
Beyond fashion, a journey in sustainable elegance.

PRACTICAL, DYNAMIC AND COOL STYLE PRICE-QUALITY RATIO SOLIDARITY AND PERSONALITY

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











PRESENT AND FUTURE

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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.









"WOMEN POWER"

our commitment. money!

FOOTWEAR CAPSULE.

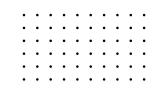
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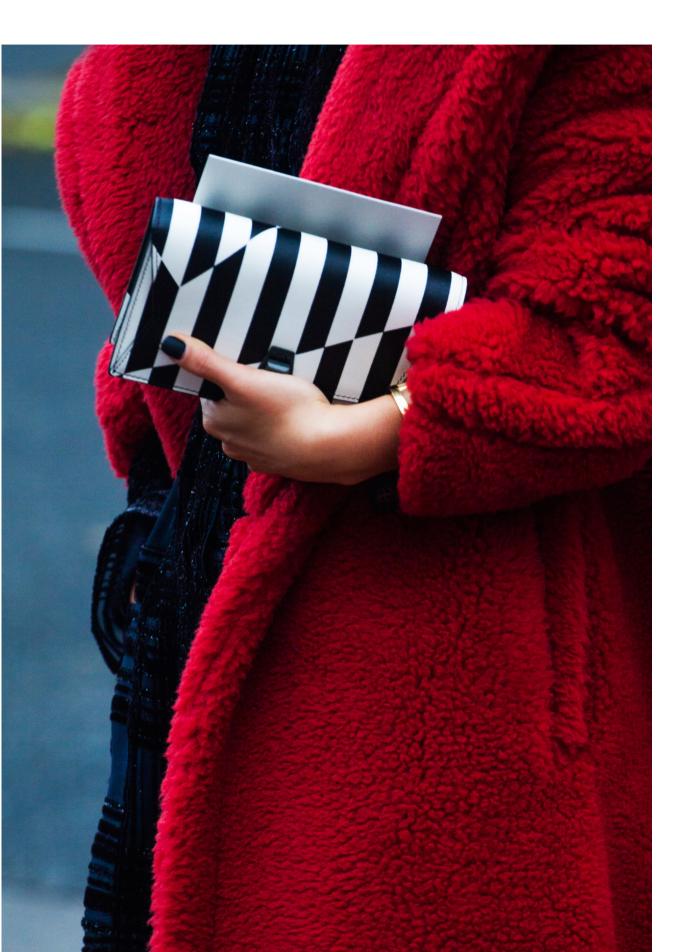


laden with waiting and full of expectation."

- Each Nolita shoe will be a tangible evidence of
- Elegance and Personality through a practical ad dynamic style, with excellent value for

THIS IS THE AIM FOR THE NEW





MARKETING

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

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