

## Company profile

Company	M.R.V. Luxury Srl
Brand	Michela Rigucci
Designer	Michela Rigucci
CEO	Fabrizio Castellano

**M.R.V. Luxury Srl** was created in 2012 thanks to the commitment of **Michela Rigucci, a talented shoe designer**, who dedicated herself to the research and selection of materials from her hometown, Porto Sant Elpidio, an area renown for shoe manufacturing in the Marche region, Central Italy.

Although she had a promising criminal defense lawyer career ahead of her, she chose to follow her fashion passion and obtain a Masters at the Accademia del Lusso in Rome, where she distinguished herself for her design abilities, style and attention to detail. Right from the start her skill and initiative were so appreciated by the Accademia that they promoted her first fashion show at Alta Moda Roma, a perfect springboard for turning her dream into a flourishing business.

With her family's entrepreneurship values behind her and after carefully evaluating the soundness and prospects of the project, **Michela Rigucci** established her own eponymous brand: a collection of women's shoes. Early on, the name Michela Rigucci became synonymous with style and quality, perfectly in line with the Made in Italy heritage.

The entire production process, based in the heart of the Marche, showcases the craftsmanship tradition of the region.

The leather hides, components and accessories, handpicked by Michela herself, and chosen according to the highest standards of quality, guarantee that every single shoe is unique and crafted with careful attention to detail.

The hand-craftsmanship heritage with a contemporary twist brings to the market a flawless final product.

M.R.V. Luxury Srl, with headquarters in Rome and a showroom in Milan, is present not only in the Italian market, but also abroad; women everywhere are attracted to the refined design and comfort of her shoes.

The trademarks of Michela Rigucci are unmistakable:

- the logo is a three-leafed clover with the initials MR embracing it
- the sole of her shoes is a distinctive aubergine color and are set with a Swarovski crystal

In MR the loyalty to the **Made in Italy manufacturing heritage meets a contemporary twist**, looking, with confidence and intuition, to the future of the market and retail.

**Innovation and 3D technology**, following *the business virtual retail model*: Michela Rigucci partners with ELSE Corp to launch and offer a brand-new industrial hi-tech process to mass produce bespoke shoes – 100% Made in Italy.

Tradition and 3D technology with:

- 3D foot scanning - a configuration of the bespoke product and 3D customization
- virtual fitting for crafting shoes in any style proposal
- use of a distribution and sale service

To launch the preview of this **cutting-edge shopping experience**, and her new collection, Michela Rigucci has chosen the MICAM (Milan, February). The stand, designed by Pozzi Group, will feature the **virtual franchising business model created for the first time by the Michela Rigucci Brand**. The Michela Rigucci **Console** incorporates the **E.L.S.E. (Exclusive Luxury Shopping Experience, powered by ELSE Corp)** process, opening the door to the Virtual Boutique, where customers can view current and capsule collections. From the collections, they then select a shoe style to customize, freeing their fancy, by changing materials, colors and accessories with the help of the Designer's suggestions. At the base of the Console there is a Feet Scanner that records foot shape and size as part of the order which enables the company to craft the customized bespoke pair of shoes, and deliver them directly to the shipping address. At the Virtual Boutique there is also a **Virtual Brand Avatar**, who accompanies the customer to choose her own footwear.

Michela Rigucci invites all her customers to discover her new Virtual Franchising project. The Console will be sold through a "virtual franchising" model contract, drawn up according to the client's needs.

A Virtual Voyage will allow you to discover the virtual business challenge for 2016. After the Micam preview, the Voyage will go on the following **Roadshow**:

- B2C event at the Canali Pellicce Boutique, Milan
- April 8-11, Shanghai Fashion Week
- then international cities such as New York, Dubai, Moscow, Berlin and Paris, bringing the Roadshow to a close by the end of 2016 in Rome, for the opening of the new Michela Rigucci boutique.

#### **Michela Rigucci - Owner & Stylist**

Born in Montegiorgio, a charming village just outside Porto Sant Elpidio, the famous footwear hub in the Marche region in central Italy, she studied at Scientific lyceum, savoring the peaceful countryside and absorbing the design and know-how of the local climate. She moved to Bologna to attend Law University, and then spent a study stint in Salamanca, Spain.

Always attentive to her image and look, Michela became the IT-Girl for her friends and peers.

She worked as an apprentice lawyer in several Law Firms, but her love for the fashion worlds led her to quit her criminal defense lawyer career and fully immerse herself in the fashion industry.

She attended the Accademia del Lusso in Rome, starting out with the creation of apparel and footwear. Her debut came at Alta Moda Roma, unveiling her talent and style.

With deep commitment, Michela created her first collection of women's shoes, supported by her husband, an experienced entrepreneur, and the recommendations of her mother and faithful group of collaborators.

The company M.R.V. Luxury Srl and the brand Michela Rigucci were founded in 2012.

A meticulous and thorough designer, Michela analyses and is aware of every single detail of her products, from the stitching to the mounted stones, from the selection of the leather skins to their dyeing, always choosing the best materials available.

Tradition and innovation are the cornerstones of her philosophy thus safeguarding the Made in Italy tradition while promoting technology.

She searches for beauty and harmony through photography, dance and the love of her 4 dogs. She is an avid sportswoman and never misses a chance to challenge herself in many different sports.

#### **Fabrizio Castellano - CEO**

With a background in Industrial Technology and Mechanical Engineering at the Polytechnic University of Turin, he is the Chief Executive Officer of M.R.V. Luxury s.r.l., headquartered in Rome.

He is also the owner and President of FMC (Facility Consulting Management), and partner and sales manager of SIEF SRL with headquarters in Frosinone. Additionally he managed STI S.p.A. and was President of Consorzio Eginergy.

Having made his mark in facility management, he broadened his business interests to include the fashion sector.

His fondness of reading and travel often give him inspiration for new fields to invest in.

#### **For further information:**

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