COMPANY PROFILE

sarah pacini

Made in Italy

THE STORY

Launched over 30 years ago in Belgium, **Sarah Pacini** has become since an international fashion brand.

Sarah Pacini is a complete collection **Made in Italy**; a unique blend of knitwear, prêt-à-porter and accessories. Individual pieces worn separately or in total look, provide clean and precise lines, open to the imagination and individuality.

Sarah Pacini has over 55 exclusive boutiques worldwide and is in the process of opening new ones in the international Fashion Capitals. The brand is represented in more than 35 countries through 650 retailers.

Our global approach of bringing art, design and fashion together has resulted in a modern and contemporary collection; an evolving ode to femininity, body and soul. Our philosophy believes that fashion is an art and a creative force for expressing your true self.

Sarah Pacini
A way of life, a way of expression.

PASSION

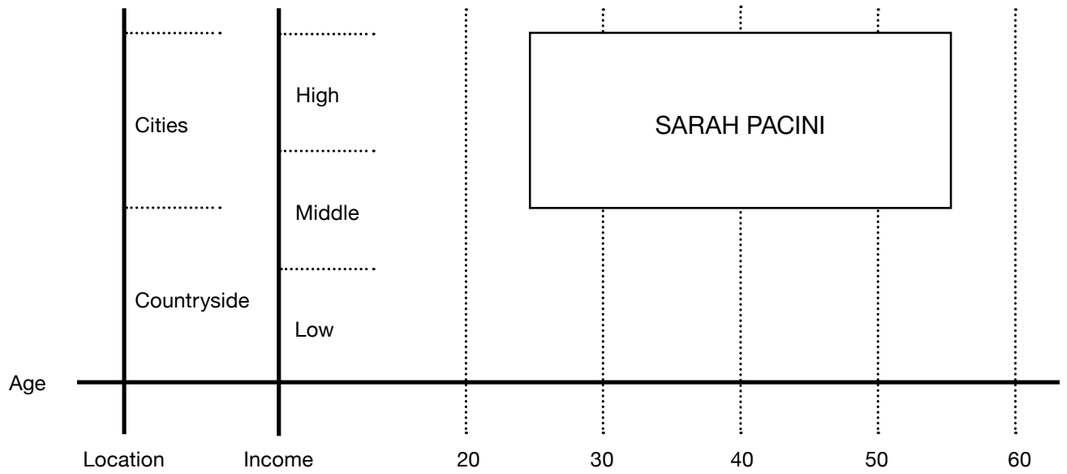
Create a global approach where art, design and fashion are united.

C

CUSTOMER PROFILE

WOMEN OF SUBSTANCE

Our customer is the modern woman who appreciates fashion beyond the usual.
She chooses to express herself with substance and audacity. She is unique, confident and adventurous, she lives within the present time, attracted by the cosmopolitan lifestyle and has many eclectic interests in Arts and Culture.
She is clientes of all ages, crossing many demographic boundaries.

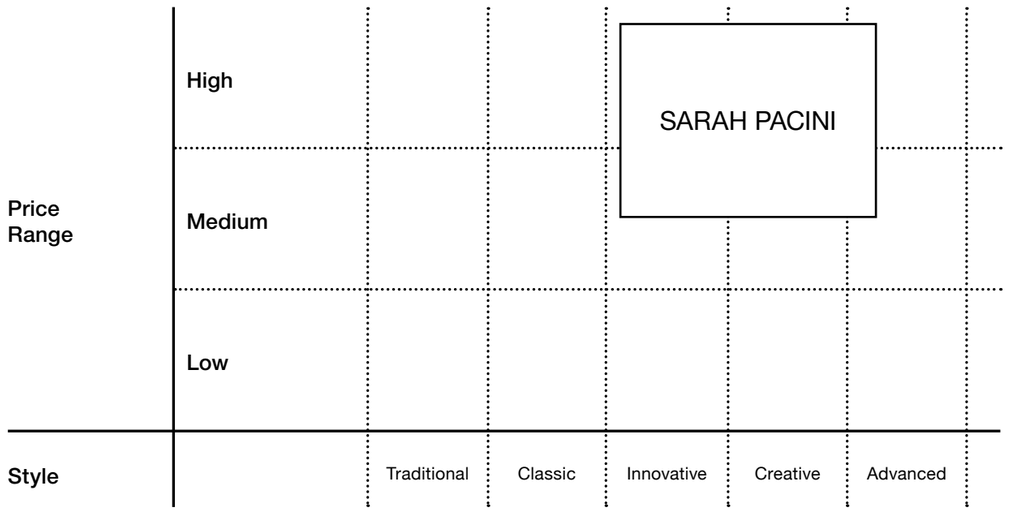


VISION

The art of life for expressing your true self.

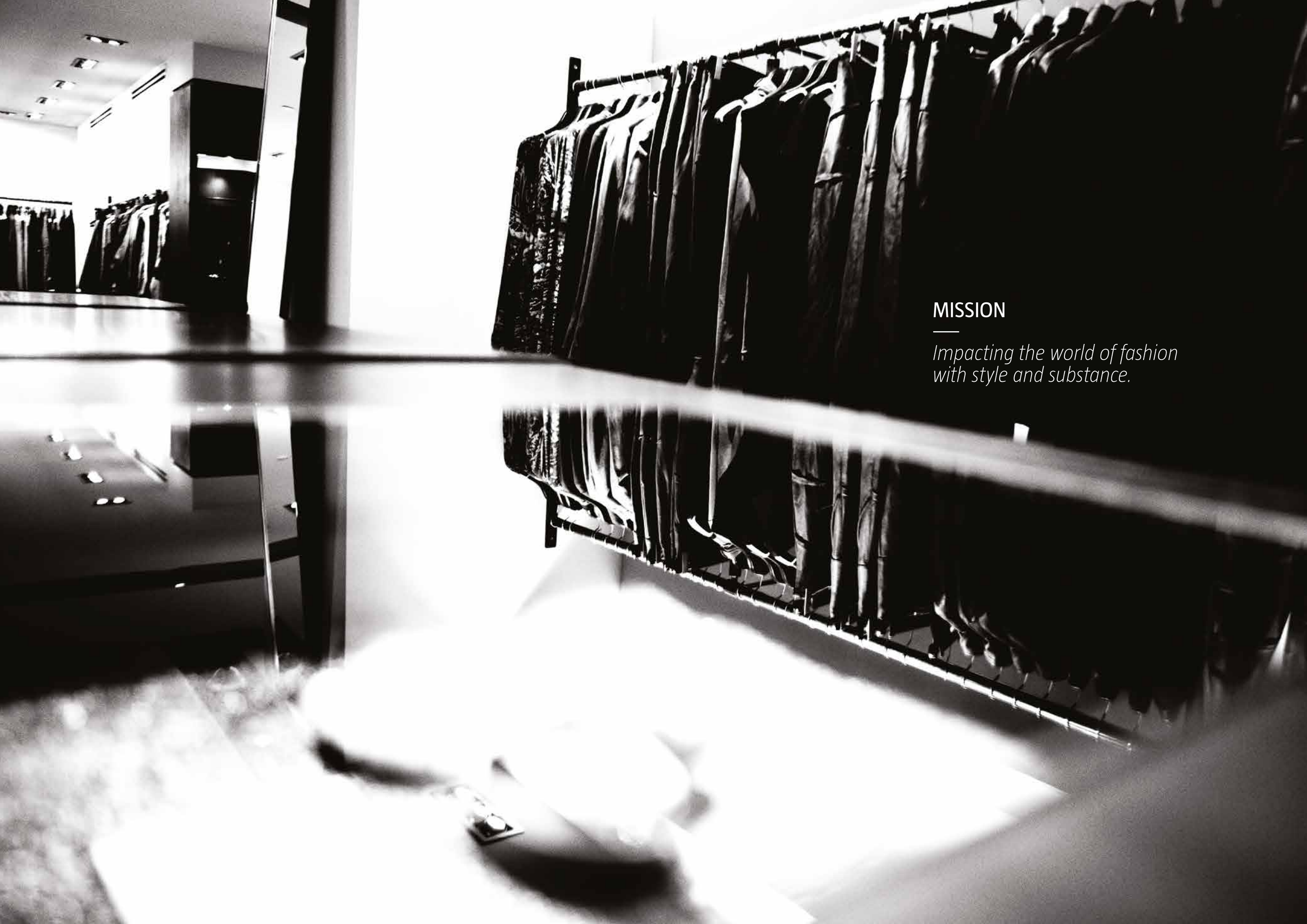
BRAND POSITIONING

Sarah Pacini is positioned as an innovative and creative brand in the medium to high price range.



VALUES

Lead by example.
Integrity. Creativity. Harmony. Confidence.



MISSION

Impacting the world of fashion with style and substance.

B

EXCLUSIVE
BOUTIQUE CONCEPT

HARMONY AND MODERNITY DEFINE THE SPACES

Architecture and Design
The architecture is a mixture of stone, wood, metal and concrete, creating a modern environnement and showcasing the brand at its best. The harmony and purity of clean lines offer a perfect setting for the timeless beauty of the collection.

Exclusive Boutiques
Floor space: between 100 SQM and 250 SQM

Shop-in-Shops
Floor space: between 40 SQM and 100 SQM

WORLDWIDE PRESENCE

Our business model entails a harmonious international expansion through Exclusive Boutiques in the fashion capitals of the world, shop-in-shops in Duty Free areas and prestigious department stores, and a network of high-end multibrand stores.

EUROPE

Austria
Belgium
Bulgaria
Cyprus
Denmark
Estonia
Finland
France
Germany
Greece
Ireland
Italy
Latvia
Lichtenstein
Lithuania
Luxembourg
Netherlands
Norway
Poland
Portugal
Slovenia
Spain
Sweden
Switzerland
United Kingdom

AMERICAS

Barbados
Canada
Chile
Mexico
United States of America

ASIA

Japan
Kazakhstan
Russia
Republic of South Korea
Ukraine

MIDDLE-EAST

Egypt
Israel
Kuwait
Lebanon
Saudi Arabia

OCEANIA

Australia
New Caledonia
New-Zealand

AFRICA

Democratic Republic of Congo
Senegal
South-Africa

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