



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 35 exclusive boutiques worldwide and is in the process of opening new ones in the international Fashion Capitals. The brand is represented in more than 30 countries through 350 retailers.

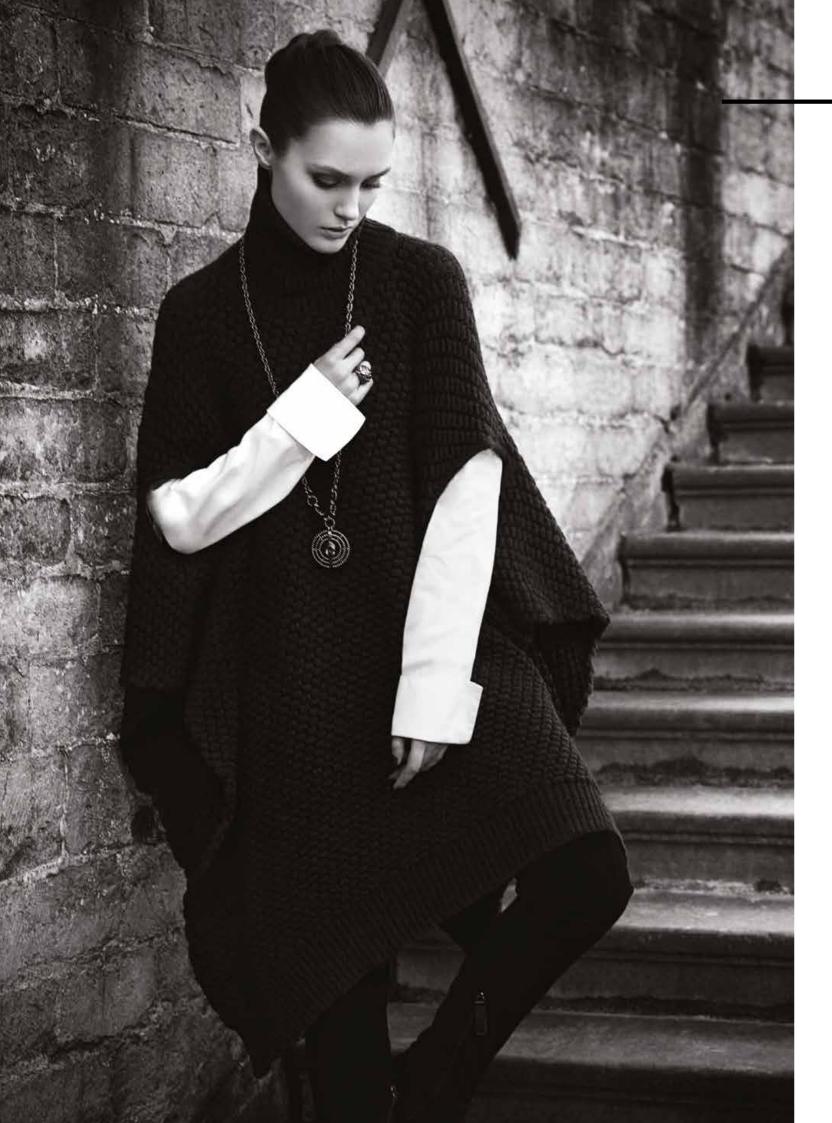
Our global approach of bringing art, design and fashion together has resulted in a modern and contemporary collection; an evolving ode to femininity, body and soul. Our philosophy believes that fashion is an art and a creative force for expressing your true self.

Sarah Pacini

A way of life, a way of expression.



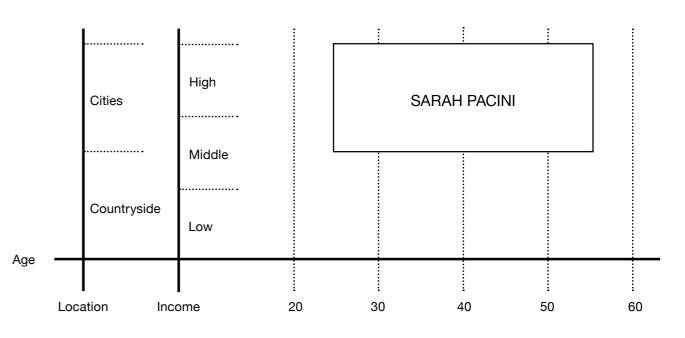


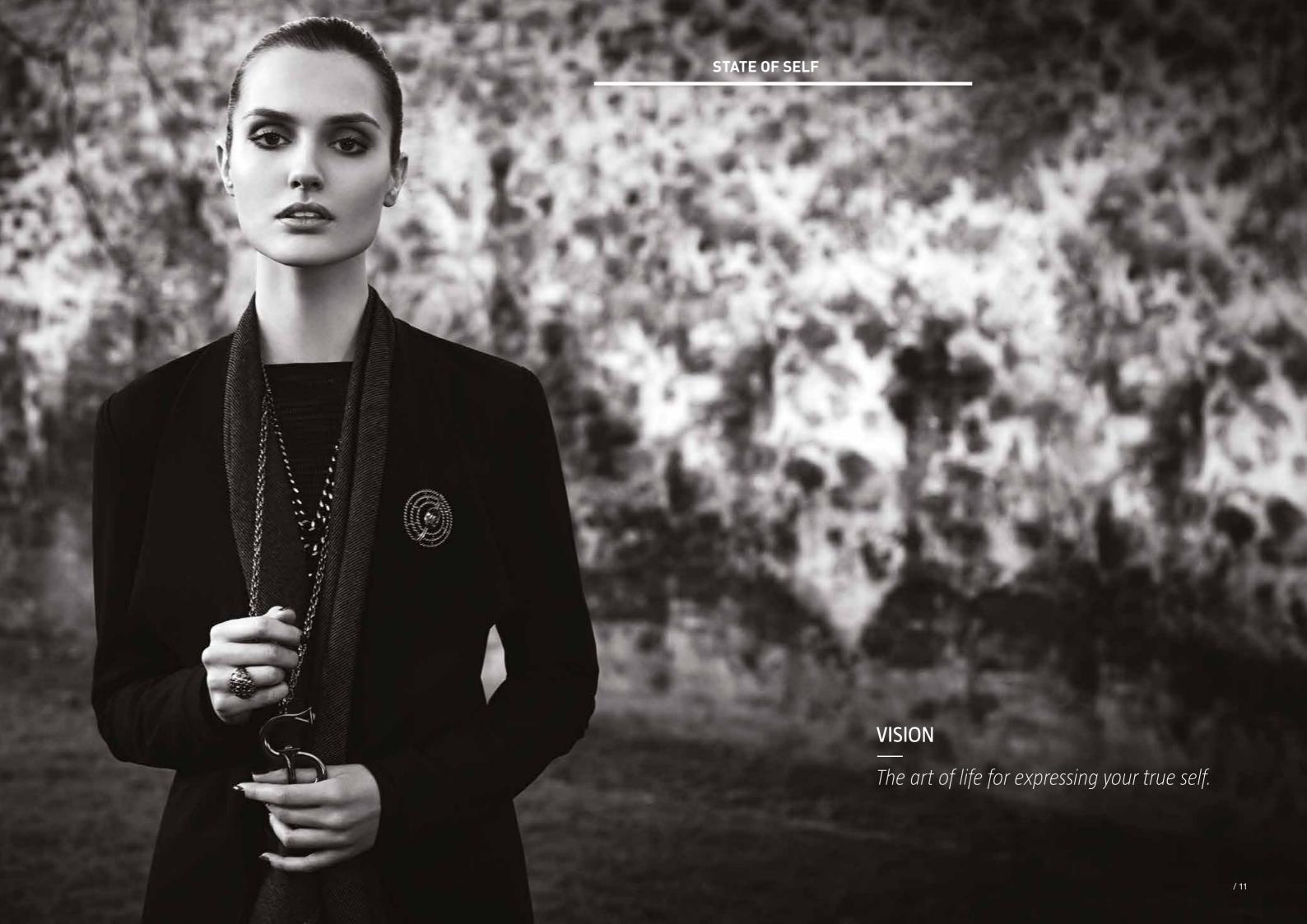


CUSTOMER PROFILE

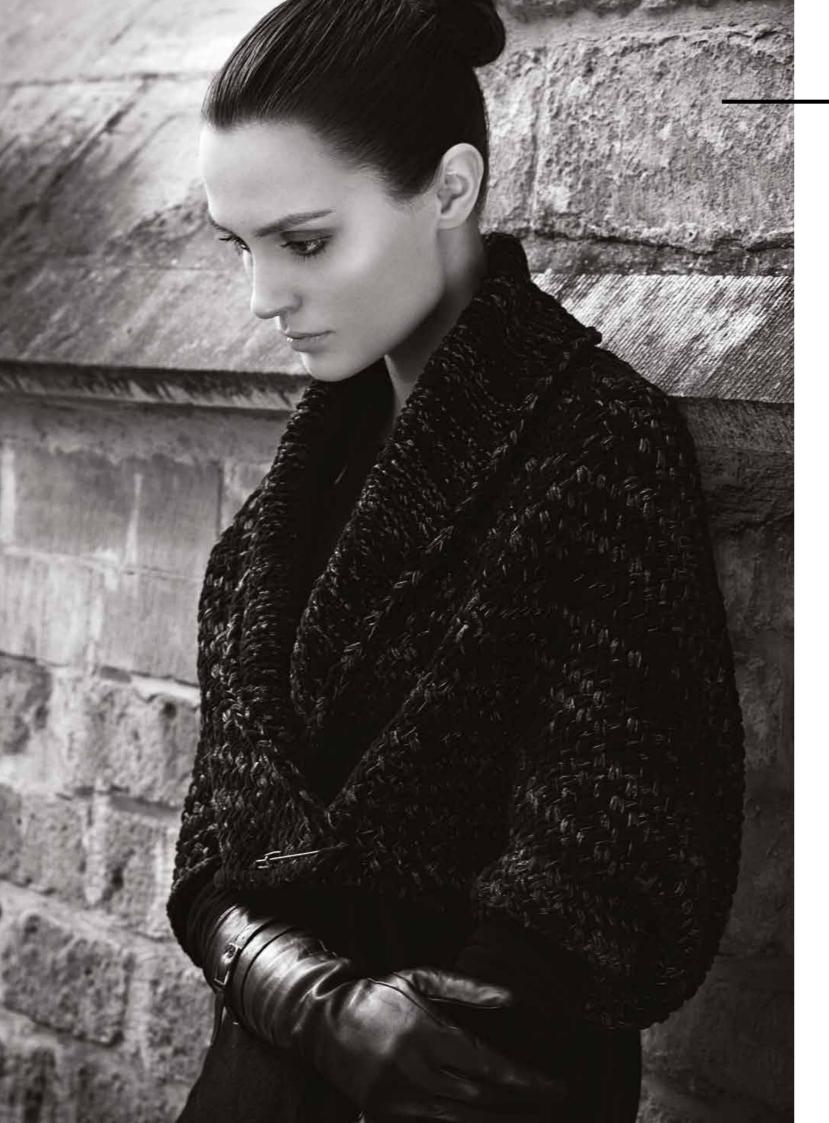
WOMEN OF SUBSTANCE

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.









BRAND POSITIONING

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

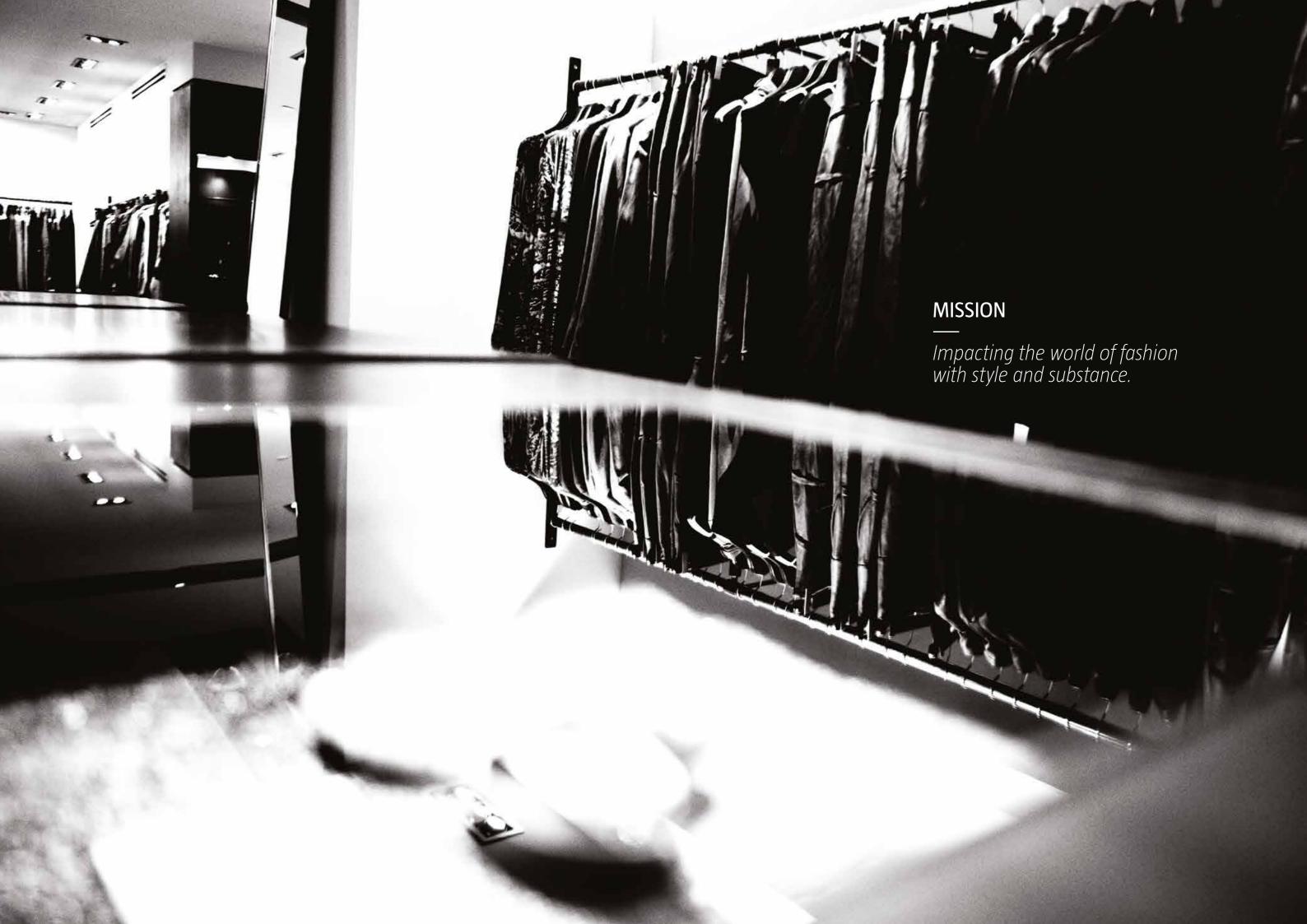




Price Range	High			SARA	:		
	Medium						
	Low						
Style		Traditional	Classic	Innovative	Creative	Advanced	











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

