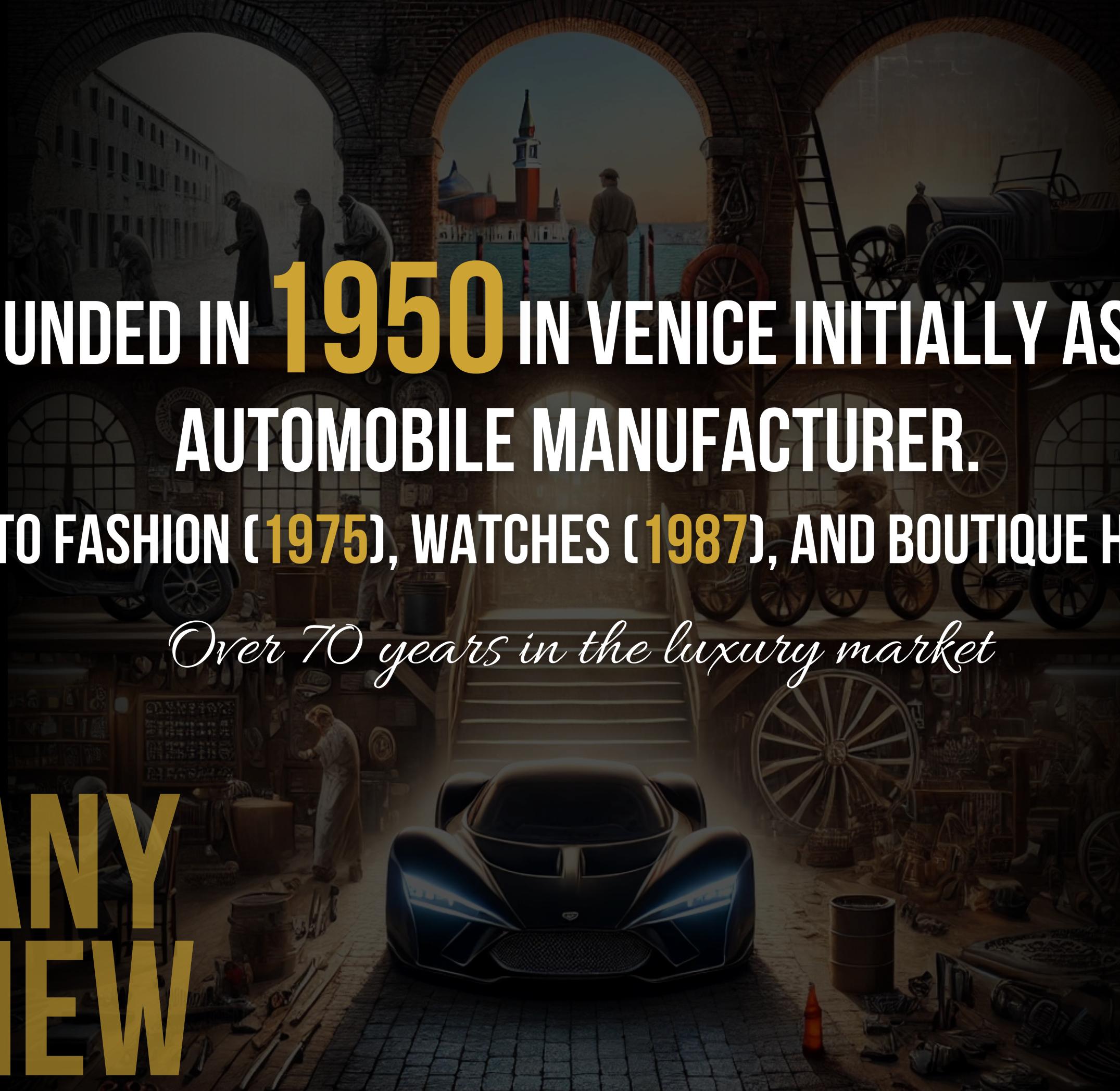


# SERAFINO





FOUNDED IN **1950** IN VENICE INITIALLY AS AN  
AUTOMOBILE MANUFACTURER.

EXPANDED INTO FASHION (**1975**), WATCHES (**1987**), AND BOUTIQUE HOTELS (**1995**).

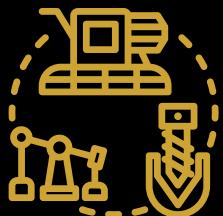
*Over 70 years in the luxury market*

# COMPANY OVERVIEW

# AGENDA



## 1. KEY ROLES AND ORGANIZATION



## 2. SECTOR BREAKDOWN

COMPETITION ANALYSIS

OPPORTUNITIES AND FUTURE GROWTH

NEXT STEPS AND IMPLEMENTATIONS



## 3. TARGET MARKET, VISION AND MISSION



## 4. SOCIAL IMPACT AND ADDED VALUE



# KEY ROLES AND ORGANIZATION



**CEO & IT**

Andrea Fumagalli

**COO**

Yacine Adli

**CFO**

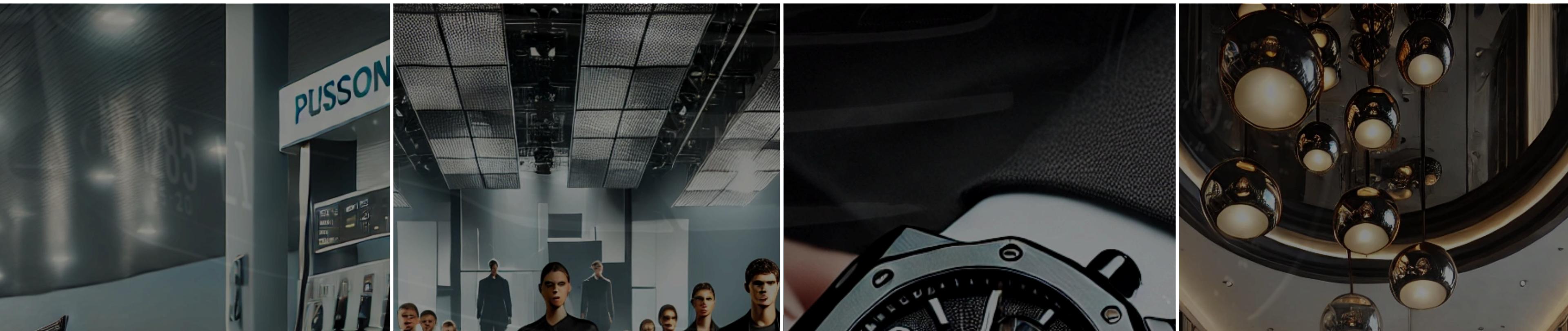
Pezzutti A.

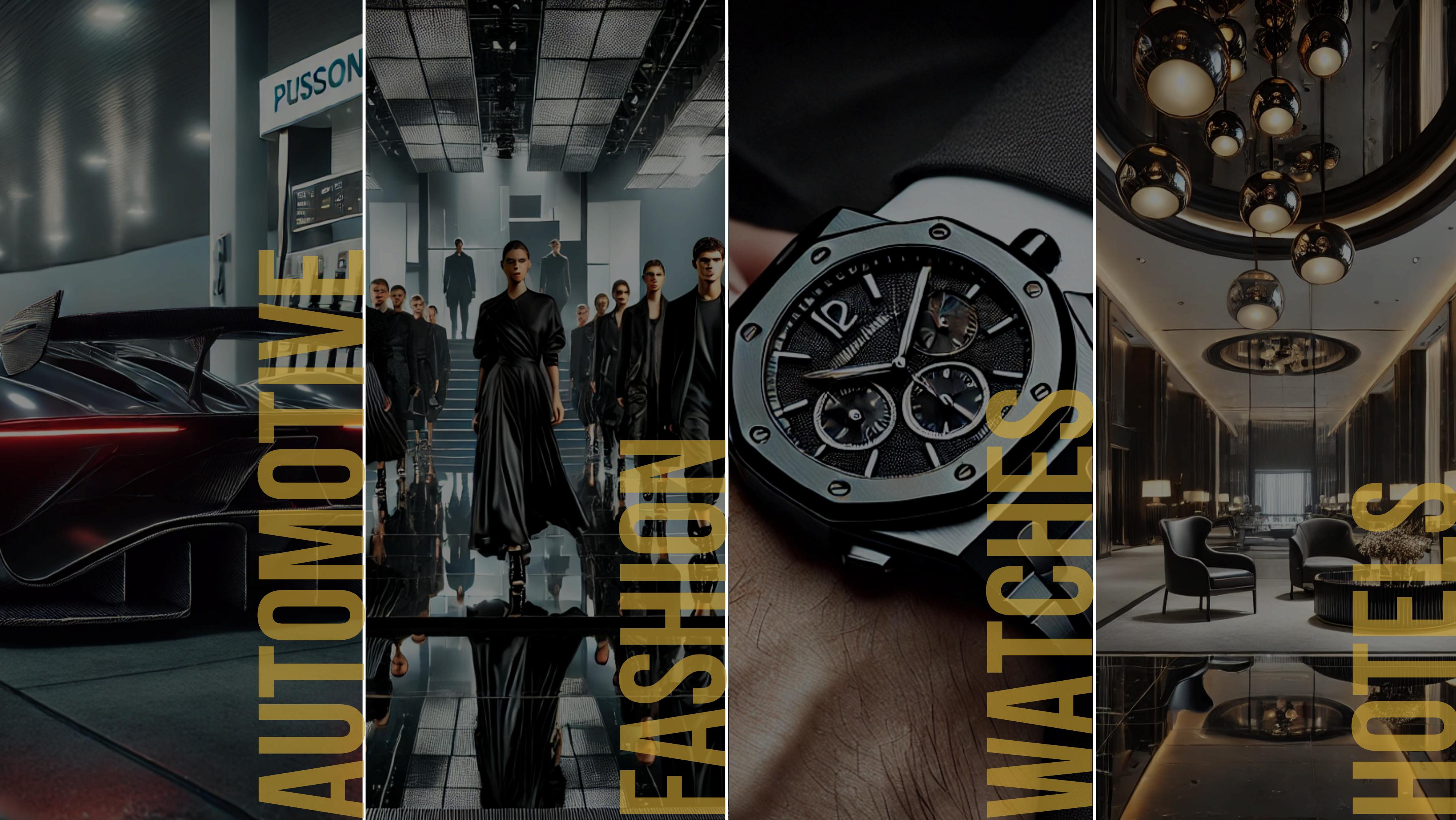
**HR**

Amato G.

**CMO**

Incorvaia G.





LUXURY  
AUTOMOTIVE

LUXURY  
FASHION

LUXURY  
WATCHES

LUXURY  
HOTELS

# PRODUCTS

Custom luxury automobile starting from \$300k targeting collectors & high-profile individuals

# COMPETITION ANALYSIS

Main competitors as Rolls-Royce, Ferrari & others luxury automotive brands

Future Problems: We anticipate that the next generation of car buyers will increasingly favor electric vehicles and technologies that prioritize sustainability and autonomous driving.

Future Goals: Develop a line of luxury electric vehicles with cutting-edge AI systems, using sustainable materials and energy-efficient technologies to meet the evolving demands of eco-conscious consumers.

# BRAND AMBASSADOR

Lewis Hamilton



1950

WE  
AUTOMOTIVE  
ASSETS  
LUXURY  
WATCHES  
WATER

# 1975

## PRODUCTS

Bespoke handcrafted clothing starting from \$10k targeting Fashion connoisseurs & celebrities

## COMPETITION ANALYSIS

**Main Competitors:** Gucci, Prada & others luxury clothing brands

**Future Problems:** Younger consumers are expected to lean towards slow fashion, emphasizing ethical production, transparency, and eco-friendly materials.

**Future Goals:** Launch a collection focused on sustainable, ethically sourced fabrics and circular fashion models, providing high-end fashion that aligns with environmental values and modern trends.

## BRAND AMBASSADOR

**Zendaya**



**FASHION**

**WATCHES**

**CLOTHING**

**AUTOMOTIVE**

# 1987

## PRODUCTS

Super limited luxury watches costing more than 200k for high-ranking people

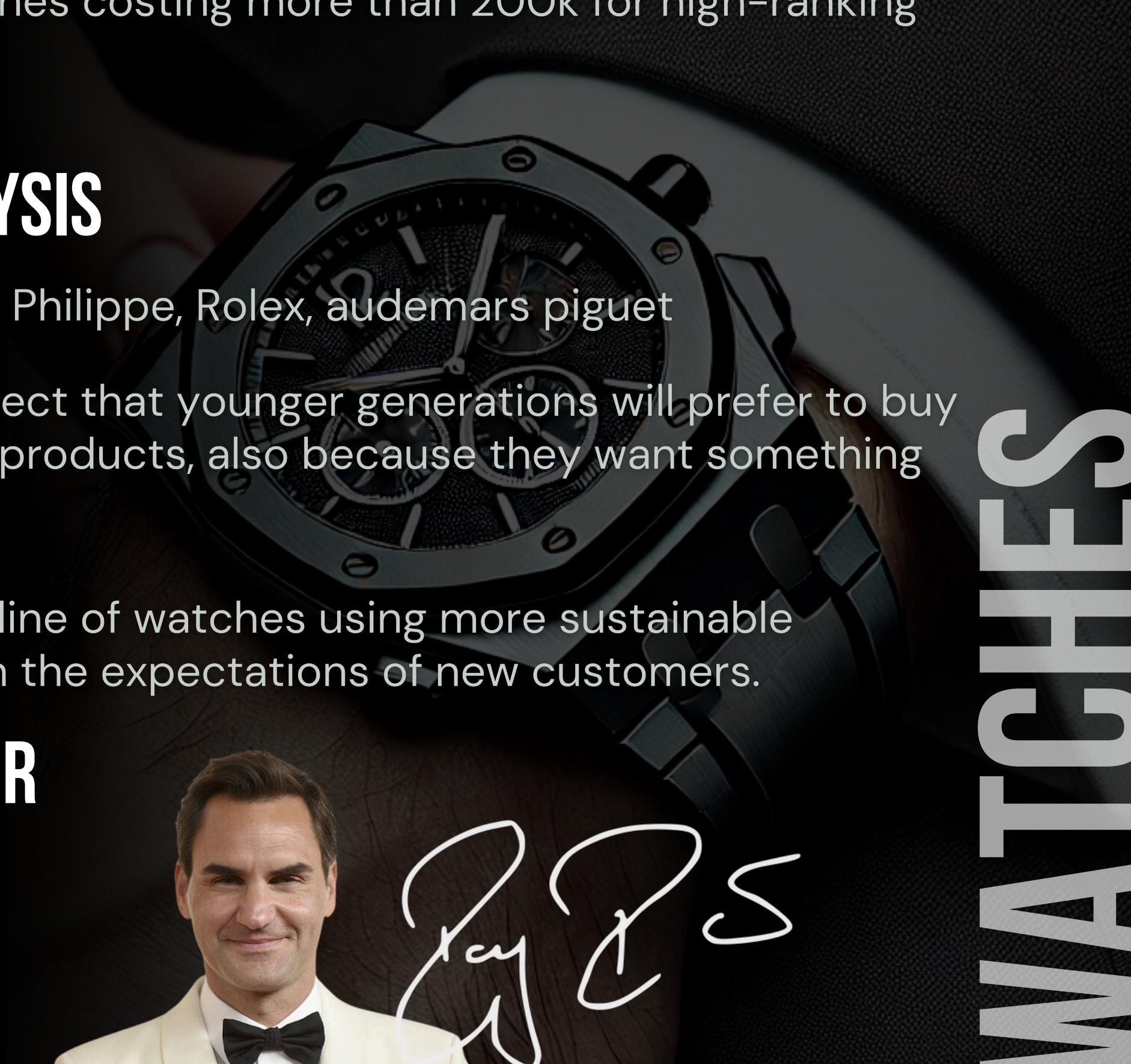
## COMPETITION ANALYSIS

**Main Competitors:** Patek Philippe, Rolex, audemars piguet

**Future problems:** we expect that younger generations will prefer to buy smarter, more minimalist products, also because they want something more eco-friendly.

**Future Goals:** Creating a line of watches using more sustainable materials to better match the expectations of new customers.

**BRAND AMBASSADOR**  
**Roger Federer**



**1995**

# PRODUCTS

Exclusive luxury hotels starting from \$2,000 per night, catering to elite travelers and lovers of exceptional experiences

# COMPETITION ANALYSIS

**Main Competitors:** Four Season & Hilton

**Future Problems:** Future generations are likely to prioritize eco-friendly accommodations and personalized, tech-driven experiences, seeking sustainability without compromising on luxury.

**Future Goals:** Create eco-luxury hotels that integrate smart technology and sustainable practices, offering personalized services while minimizing environmental impact, aligning with the expectations of environmentally conscious travelers.

# BRAND AMBASSADOR

## George Clooney





# MARKET TARGET

WE FOCUS ON SERVING A SELECT GROUP OF **HIGH-END CUSTOMERS** WHO EXPECT THE VERY BEST IN **LUXURY**.

OUR TARGET MARKET INCLUDES ENTREPRENEURS, BUSINESS LEADERS, BILLIONAUX AND CELEBRITIES AND PUBLIC FIGURES: HIGH-PROFILE INDIVIDUALS LOOKING FOR EXCLUSIVE AND UNIQUE PRODUCTS.

OUR MAIN MARKET REGIONS INCLUDE:

- **EUROPE**: SERAFINO'S HOME AND A KEY MARKET FOR LUXURY.
- **NORTH AMERICA**: A GROWING MARKET FOR OUR PRODUCTS AND SERVICES.
- **ASIA AND THE MIDDLE EAST**: FAST-GROWING REGIONS WITH A RISING DEMAND FOR PREMIUM PRODUCTS.

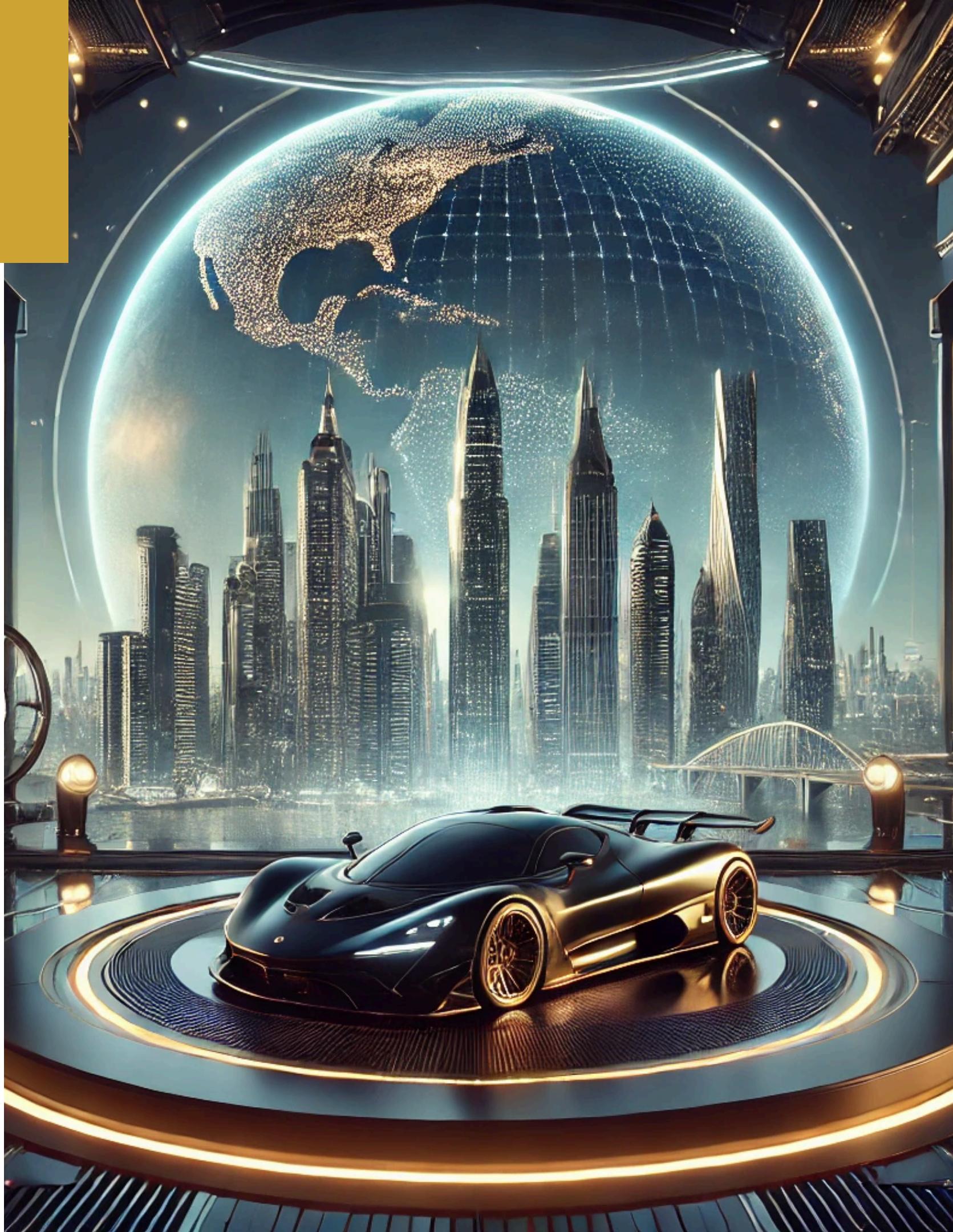




# VISION AND MISSION

SERAFINO HEAD TO BECOME THE **GLOBAL LEADER**  
IN LUXURY INNOVATION, MERGING CRAFTSMANSHIP WITH AI TO  
REDEFINE THE CUSTOMER **EXPERIENCE**

OUR MISSION IS TO OFFER PRODUCTS THAT COMBINE  
ELEGANCE, INNOVATION, AND ITALIAN HERITAGE WHILE  
PROMOTING AN EXCLUSIVE **LIFESTYLE**





# SOCIAL IMPACT AND ADDED VALUE

Serafino supports **sustainability** by using eco-friendly practices and responsible sourcing, while also working with local **artisans** to keep traditional craftsmanship alive. Our dedication to social responsibility strengthens our brand and helps the communities we work with, boosting local economies.

By combining tradition with innovation, Serafino provides personalized **luxury** experiences. Using advanced **AI** and custom design, we create unique value, making sure every interaction with our brand is special and meaningful.





**THANK YOU**

