

Financial KPIs

- 2016 revenues: 1.25M Euro
- 57% growth versus 2015 revenues
- >200 selling points in Italy, Germany, Austria, Switzerland and Netherlands
- Expected breakeven in 2018

Investment Round

- Capital need: 1M Euro
- Pre-Money Valuation: 5.7M Euro

Use of Money

- Increase penetration in the European market
- Complete the management team
- Strengthen online presence
- Disruptive marketing campaigns
- Open own concept store
- Enter US and Asian market



INNOVATION AND ECO-SUSTAINABILITY IN FASHION: A LAND OF OPPORTUNITY

One of the major market trends in fashion is for sure sustainability: more than half (57%) of all shoppers say “sustainability” claims are influential to their apparel purchase, but just 23% “always or usually” buy clothes marketed this way¹. We think this is driven by the fact that, especially in Europe, sustainable & ethical clothing is perceived as old-fashion and lacking glamour dramatically². By offering fashion clothes designed by a Star Designer like Ivana Omazic and producing them following the highest ethical and sustainability standards, RE-BELLO is addressing exactly this unfulfilled demand.

THE COMPANY

Founded in 2013, RE-BELLO is the first “Made in Italy & Europe” fashion label where sustainability, design, innovation and transparency go hand in hand. The brand stands for an outstanding total look including jackets, tops, knitwear, dresses and trousers for women and men made of premium sustainable materials like bamboo, eucalyptus, nettle, cypress, beech wood, upcycled wool, natural dyed wool, naturally tanned leather and PET newlife. Combining responsible innovation and design, RE-BELLO is changing the consumer perception of ethical & sustainable fashion, therefore addressing the demand for more glamour eco-friendly clothing.

THE TEAM

- Daniel Tocca (Co-founder & CEO) – Passionate entrepreneur started Re-Bello after completing its Master in Entrepreneurship and New Business Venturing from the Rotterdam School of Management
- Daniel Sperandio (Co-founder & COO) – Previous working experience in the consulting business (Tefen) and as a business developer (Dr. Schaer)
- Emanuele Bacchin (Co-founder) – Significant experience in investment banking and private equity with top tier institutions in London and Zurich
- Antonio Batticciotto (General Manager) – Former CEO of Maliparmi, joined the company recently with a stock option plan to execute the business plan in the next 3 years
- Ivana Omazic (Art Director) - She worked with Romeo Gigli, Miuccia Prada and Jil Sander and was creative director of well-known labels such as Celine and Maison Martin Margiela

INVESTORS

- L-Venture Group
- Italian Brand Factory
- 3 business angels

1. (Cotton Incorporated Survey 2013)

2. Marie-Cécile Cervellon et al., 2009