

Max Mara Fashion Group \ The group \ At a glance

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With the drawing of this Love and the voice of this Calling \we shall not cease from exploration \and the end of all our exploring\ will be to arrive where we started\ and know the place for the first time.

Recognised throughout the world as the precursor of modern pret-à-porter fashion, the Max Mara Group is one of the largest international fashion houses and the first Italian clothing company. The company was formed (in 1951) with the aim of offering "haute de gamme" feminine clothing, produced according to excellent industrial processes. This is a record that the Max Mara Group has consolidated over time through a meticulous, luxurious style that has always achieved rising success on a world-wide scale, demonstrated today in more than 2,300 stores.

□□Sophisticated designer outlets open worldwide, not only on the most famous shopping streets of metropolises such as Milan, Paris, London, Moscow, New York and Tokyo but also in South Africa, Saudi Arabia, Bahrain, Australia, Brazil or New Caledonia. Even in China a network of over 245 sales outlets has been opened in less than ten years, extending from Beijing and Shanghai to Qingdao, Shenyang and Old Hangzhou. In total, the Max Mara Group has chosen to operate in 105 countries, both directly and through the other 10,000 multi-brand stores.

The company has pursued international ambitions from the outset, starting with its name: **Max Mara**. This sharp name is easy to pronounce in all languages.

CREATIVITY EXPERIENCE

□As well as coats and suits that the group started with, today the Max Mara Group produces all wardrobe categories with numerous accessories and complementary fashion items. The group offers an array of items created ahead of the times and building on the strongest fashion trends of the moment with a strongly recognisable personality. This is achieved through continuous innovation in terms of cuts and lines. □□

The group has followed a personal fashion philosophy that has always benefited the work of the collections, in relation to the personalities of collaborators and consultants. Therefore, creativity has never been intended as "pure innovation" and reliant on the abilities of an individual but developed through a combined production process involving several professionals. These include designers, product managers, fabric



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