



**Liu Jo brand consolidates in Menswear Collections.  
Liu Jo Uomo is born, a new joint venture to develop the Menswear project.**

Carpi, Nov. 14, 2023 - The Liu Jo Group announces an important project for Men's Collections.

The company, which heads the leading Italian brand, has in fact finalized the acquisition of 51 percent of Liu Jo Uomo S.r.l., a Newco established with the contribution by Co.ca.ma. S.r.l. of the activities related to the production and marketing of Liu Jo-branded men's collections. Co.co.ma remains a shareholder in the joint venture while retaining the remaining 49 percent stake.

Co.ca.ma, a historic company in Naples, has been the licensee of the brand's men's collection since 2012. The founder, Giuseppe Nardelli, will retain full involvement in the project, in the role of CEO of the newly formed company.

In these 10 years of activity, Liu Jo Uomo collections have developed steadily reaching important positions in the premium men's segment, especially in the domestic market and in selected European countries. With the establishment of the Joint Venture, Liu Jo intends to consolidate its presence also in men's collections in Italy and strengthen its expansion in foreign markets, where the Group has an established presence.

*"The birth of Liu Jo Uomo is an important moment for our Group. We want not only to consolidate Liu Jo's menswear but also to make it even more synergic with the Brand's other collections"-said Marco Marchi, Chairman and Sole Director of the Group-"Liu Jo Uomo has in recent years produced extremely interesting numbers, the new agreement will maintain Campania's culture and excellence in menswear, enriching it with Liu Jo's business experience and financial solidity. This combination promises to achieve excellent results. The project is ambitious but rooted in a 20-year collaboration between entrepreneurs, I am convinced that there are all the prerequisites to follow the success of the Liu Jo women's line."*

*"This operation is the crowning achievement of the success achieved so far with the men's project. The strategic idea, matured several years ago, was to launch a men's collection capable of offering versatile products for different occasions of use focusing everything on the contemporary reinterpretation of the iconic Italian style. A vision that today is confirmed to be a winner"-said Giuseppe Nardelli, founder of Co.ca.ma and director of the new company Liu Jo Uomo S.r.l.*

# LIU·JO

## MILANO

### **Liu Jo**

Liu Jo is an Italian brand established in the mid-1990s in Carpi, a knitwear manufacturing hub known for its excellence. It is the brainchild of Marco Marchi who fueled it with his vision for a brand embodying contemporary, identity-driven, and liberating fashion geared at celebrating feminine beauty through women's empowerment. Building its foundation on creativity and the quintessentially Italian flair for intuition, the company has telegraphed its identity through clothing, accessories, footwear and jewelry, conveying a contemporary and highly recognizable lifestyle. Across the years Liu Jo has remained true to its original vision continuously aiming - and even more so today - to act as a loudspeaker for important values such as free self-expression, sharing a contemporary, identity-driven fashion statement and conveying its own idea of beauty. Liu Jo is currently available in 45 countries through a distribution network comprising over 280 flagship stores and around 5,000 multi-brand retailers worldwide.

### **Co.ca.ma srl**

*Co.ca.ma Srl was founded in 2004 from the intuition of entrepreneur Giuseppe Nardelli. The company, active in the marketing of prestigious Italian and international fashion brands, was chosen in 2012 by Liu Jo S.p.A. as a strategic partner to be entrusted with the licensed management of the Liu Jo UOMO brand.*