



## THE ITALIAN EXCELLENCE PROJECT BECOMES EXELITE New perspectives and international leap for the Group led by Marco Marchi

Carpi, XX April 2024 - A new chapter opens in the Italian fashion sector: 5 years after the birth of Eccellenze Italiane Holding (EIH) in 2019, the project is renewed with contemporary ambitions, an even broader and global perspective and a new organizational structure under the name of Exelite.

The turning point was marked by Marco Marchi, founder in 1995 of Liu Jo, a reference brand in the contemporary premium segment, and subsequently of the innovative aggregation project that with his strategy has grown to reach 500 million in revenues, becoming a recognized reality in the Italian fashion system. Exelite, which includes the companies already included in the EIH ecosystem: Liu-Jo Group, Liu Jo Luxury, Liu Jo Uomo, Blumarine, Eli and Digital Boite, aims at strategic consolidation, the promotion of talent and the enhancement of the distinctive know-how of Italian companies starting from the fashion sector.

"Exelite is a platform for the aggregation of dynamic realities that aims to give an evolutionary boost to entrepreneurial initiatives through financial and structural synergies, taking into account the macro-dynamics on the market and maintaining at the same time respect for the identity of individual companies," says **Marco Marchi** "In an increasingly competitive and selective global market, this project aims to catalyze Italian entrepreneurial excellence towards a global competitive scenario."

The main objective of Exelite is to enhance the brands by focusing on the international level: in a context of deep socio-economic transformation, it is strategic to renew this all-Italian aggregative project, increasing its strength and recognition abroad. In this sense, the renaming makes manifest a change of direction to make a difference as a global player in the fashion sector but not only.

In fact, in the new name of the Group reside simultaneously its history, its way of acting and its projection into the future. Composed of the union of two concepts, the essential one of excellence, the essence of the Group's research and modus operandi, and light (lite), which expresses the group's attention to shedding light on and positioning realities with high growth potential.

"Today, every business initiative cannot be separated from a continuous analysis of the evolution of international dynamics and the Exelite Group is ready to face them with determination, always committing ourselves to enhance the unique characteristics and potential of its various brands, while maintaining coherence and identity. Being part of a larger group offers us not only greater business opportunities but above all access to managerial expertise and relational networks, thus accelerating internationalization processes. Diversity is our strength: there are realities within Exelite that have a global vocation, others more European and others even more oriented towards Asia. Together, we form a strong and promising aggregative project" concludes **Marchi**.

### **Barabino & Partners**

Stefania Bassi  
s.bassi@barabino.it

e:elite

Mob: +39 335.62.82.667

Giorgia Serra

[g.serra@barabino.it](mailto:g.serra@barabino.it)

Mob: +39 348.63.42.366.