

**BLUFIN** S.p.A.



## **Blufin and Gimel announce the new world licensing agreement for Miss Blumarine collection**

Blufin S.p.A., Italian company of luxury ready-to-wear, and Gimel S.r.l., important industrial reality for kidswear, announce their new licensing agreement for the world production and distribution of the Miss Blumarine collection.

The new long-term license, starting from the Spring Summer 2025, envisages the strengthening of the range's international distribution and is part of a wider plan reviewing of the strategies for the licenses in Blufin portfolio.

The Miss Blumarine collection represents a miniature interpretation of the brand's creative universe. A hint of romanticism, a sophisticated and iconic style and a special attention towards research and quality of materials are the ingredients that make this offer dedicated to little girls and newborns unique and exclusive.

Marco Marchi, Sole Director of Exelite S.p.A., states: *"We are very satisfied of this agreement which witnesses the birth of an important development project for the brand Miss Blumarine. I am sure that our companies will be able to collaborate to the further success of this license, always coherently with the identity of the brand, in the context of an increasingly competitive market"*.

Cecile Beaurain, CEO of Gimel S.r.l., says: *"We are excited to handle the Miss Blumarine license in step with the company's strategy. With this new collaboration, Gimel strengthens its position in the kidswear world and keeps following its mission: to convey love and dedication for the creation of each garment, guaranteeing the highest quality and attention to the needs of the little ones"*.

**Blufin S.p.A.** officially started operations in 1988, but the story began eleven years earlier, in 1977, when Anna Molinari and her husband Gianpaolo Tarabini Castellani founded Blumarine. A family business in the best Italian tradition, at the end of 2019 Blufin has been acquired by Exelite S.p.A., in the person of its Sole Director Marco Marchi, with the aim of further expanding and renewing the presence on the global market. In full respect of the roots, Blumarine's identity has been harmonized with the present, focusing on romanticism, freedom, inclusion; playing with the contrasts that are the essence of the moment we are living.

**Gimel S.r.l.**, founded in 1977 and with almost 50 years of expertise in the kidswear world, is a historic, reference company for the production and distribution of children's clothing. Quality, reliability and passion are among the elements that have allowed Gimel to be a leader in the industry. Over the years, the company has become a partner of well-known brands in the fashion scene. The current CEO, Cecile Beaurain, aims to further strengthen the company's position thanks to an important focus on Made in Italy, synonymous with quality and well-made, and a highly qualified team that takes care of the whole process of partnership projects: from product design to its distribution.