



THE ECCELLENZE ITALIANE PROJECT BECOMES EXELITE

New prospects and international leap for the Group led by Marco Marchi

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

The turning point was marked by Marco Marchi, founder of the Liu Jo brand in 1995, a reference brand in the contemporary premium segment, and subsequently of the innovative aggregation project that, with its strategy, has grown to achieve £500 million in revenue, becoming a recognized reality in the Italian fashion system. Exelite, which includes Liu Jo Group, Liu Jo Luxury, Liu Jo Uomo, Blumarine, Eli, and Digital Boite, aims to consolidate and promote the talent and distinctive know-how of Italian companies, starting with the fashion sector.

"Exelite is a dynamic aggregation platform that drives and enables evolutionary growth through financial and structural synergies, taking into account macro-market dynamics while maintaining respect for the identity of individual companies," says Marco Marchi. "In an increasingly competitive and selective global market, this project aims to catalyse Italian entrepreneurial excellence towards a competitive global scenario."

The main object 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 different as a global player in the fashion sector and beyond.

The Group's new name embodies its history, its way of working and its vision for 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.

The Group faces numerous challenges in an international landscape that remains highly uncertain. "Exelite's main commitment will be to promote the distinctive characteristics and potential of the various brands without forcing situations that could compromise their consistency and identity, which are fundamental for us. On the other hand, belonging to a larger group allows all companies to have greater investment capacity and to draw on managerial skills and relational networks to achieve internationalisation processes more quickly," says Marchi. "Some brands have an international vocation, others are more European, and still others are more Asian, and it is precisely in this diversity that the true strength of an aggregative project lies."



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