



Joint venture in petwear for the Liu Jo Pets collection

The project evolves in the aggregative logic of Exelite after an initial collaboration on a commercial agreement with the start-up Me Pet

Liu Jo, an internationally renowned Italian contemporary brand, and Me Pet, a start-up specialising in the design, production, marketing and distribution of clothing and accessories for pets, have set up a JV that represents the evolution of the international exclusive agreement signed in 2021, for the licensing of the Liu Jo Pets brand lines.

The project stems from a careful study of the market and its competitive scenario on an international level, which highlighted an interesting business opportunity in the creation of a petwear proposal that could combine exclusive design, high quality and respect for the environment and our four-legged friends.

Moreover, in summer 2024 Liu Jo Pets expanded its offer with the launch of the Beauty line, consisting of 100% natural products free of petroleum derivatives and GMOs. The line includes shampoo, conditioner, coat care sprays and soothing creams in totally recycled and recyclable packaging.

Statement by Marco Marchi, sole director of Exelite: *'The joint venture with Liu Jo Pets fits perfectly into the aggregative vision of the Exelite project, which stands out for its ability to integrate different businesses into a single, solid ecosystem. Thanks to Exelite's wealth of functional and business expertise, the collaboration with Liu Jo*

EXELITE S.p.A.

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Pets represents a strategic opportunity to further enrich our portfolio of products and services.'

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

Me Pet

Me Pet is the initiative of Michela Rubini, an entrepreneur with over twenty years' experience in the fashion industry and a great passion for animals inherited from her father.

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