

ANNA MOLINARI

BLUFIN AND FRANCO ROSSI ANNOUNCE THE NEW LICENSING AGREEMENT FOR ANNA MOLINARI COLLECTION

Blufin S.p.A., Italian company of luxury ready-to-wear, and Franco Rossi S.r.l., an important knitwear company, announce the new licensing agreement for the design, production and distribution of the Anna Molinari collection. The new five-years license will develop the Anna Molinari brand in the premiumwear sector. The first collection will be available on the market starting from the first quarter of 2025.

The Anna Molinari collection, with an iconic and distinctive identity, is designed for a contemporary and sophisticated woman, focusing on fine materials, simple but decisive lines, impeccable details and evolved volumes that blend into a timeless vision.

"We are proud to announce this partnership which represents the perfect union between the manufacturing excellence of Franco Rossi and an iconic brand such as Anna Molinari, part of the historical heritage of Italian fashion. For Anna Molinari, Franco Rossi represents a guarantee of the production chain richness and strength and of the know-how linked to knitwear, a category that has marked the success of our brand. We created a partnership that aims to ingrain an evolution respecting the codes that have constituted the strength of Anna Molinari brand." – says Marco Marchi, Sole Director of Exelite.

"We are thrilled to be able to work on such an iconic and refined line as Anna Molinari. This partnership represents not only an opportunity to strengthen our presence in the premiumwear sector, but also an important step towards the evolution of our company. The Anna Molinari collection perfectly aligns with our vision of discreet and timeless luxury and will have a prominent position within our portfolio of licensed brands, taking advantage from Franco Rossi's experience, skills and production network. We can't wait to present this collection to the public." - states Paolo Rossi, CEO of Franco Rossi.