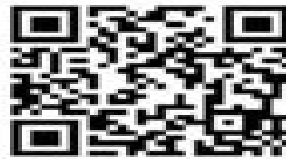


Max Mara Vs Zincko Essay



FASHION ECONOMICS
BUSINESS MODEL ANALYSIS
MAX MARA VS PINKO

SUBMITTED BY
YU XIMAN
XU SIDI
YANG CHENXIAO

[pic][pic][pic]

1; Introduction:

Max Mara is the best known name of a number of lines produced by the Maramotti family which include Sportmax, Weekend (lower priced with less expensive fabrics), I Blues (separates), Penny Black and Marella (lower priced), Pianoforte (evening clothes), Max and Co, and Marina Rinaldi (for larger sized women). It is one of the largest if not the largest manufacturers of women's clothes in Italy. What is more, Max Mara Group is one of the most important groups worldwide today, with 23 brands, and more than 4,500 employees in the different premises and estimated revenue of over \$2 billion.

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3; The Business Model;

A: The company position

Max Mara, king of Italy's ready to wear revolution

As well acknowledged, Max Mara is the symbol of made in Italy! The Max Mara Group treasures and constantly develops its know how regarding the manufacture of garments.

For this reason a company of the Group is dedicated to representing the excellence of Made in Italy products as regards the manufacture of women's coats and suits. But the firm's beginnings were rather humble by comparison. After more 60 years developing, now Max Mara is a model and reference point for Italian and international prêt à porter. Max Mara is famous for its classic style, luxury fabric and unique technical skills in knitting textile.

The value of the company products:

Max Mara is famous for its classic style, luxury fabric and unique technical skills in knitting textile. Love for tailoring and a passion for dressmaking are key aptitudes handed down by the great grandmother of the founder, Marina Rinaldi, who in 1850 owned and managed an important atelier in the centre of Reggio Emilia: everything was done by hand with great attention to detail and the finishing touches. Max Mara pursues the continuous improvement of the quality of Max Mara products. The firm also maintains a respected modern art collection that is frequently displayed to the public. The result is skilfully manufactured coats, short coats, jackets and suits that become true works of art, unique

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Léo Pomar



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