

Company Overview:

Antica Murrina is an Italian jewelry manufacturer and retailer of very unique, traditional and mid-high-end Venetian glass jewelry. The company was founded in the 1960s in Venice, Italy and has since grown to over 600 shops in Italy and 1,200 worldwide. Having now achieved much success in Western markets, the company is turning its attention towards Asia Pacific with a goal to enter the Singapore market. Much of Antica Murrina's success so far has relied on their strategic product placement in multi-brand shops and shops-in-shops found mainly in department stores and airports, while leveraging highly effective marketing strategies and initiatives. Each product is individually hand-crafted by skilled glass artisans and has an end user value on average of about USD\$100. The Art Director and team of designers rollout new jewelry collections each season and are considered key trendsetters in this fashion niche. Antica Murrina has a flagship store in Venice, 2 foreign production sites and a staff of over 300 employees.

Opportunity:

Antica Murrina is searching for a distribution partner in Singapore which is managing a network of jewelry shops with a portfolio of comparable and complementary products, but which would not compete directly with Antica Murrina. Based on our market research, we believe Singapore's current market size, demographic make-up and consumer preferences as well as its predicted growth and evolution, makes it one of the most attractive APAC territories for Antica Murrina jewelry. Ideally, Antica Murrina would like to work with only one distributor which has capacity to actively promote the Antica Murrina brand in the market. Moreover, networks in Malaysia and Indonesia would be considered highly favorable and attractive, as Antica Murrina has a view for possible further expansion into this market in the coming years.

Additional Company Details:

- Headquarters: Italy
- Presence: Global
- Products: Unique handcrafted contemporary Venetian glass jewels including necklaces, bracelets, earrings ring, etc...
- Current Distribution Channels: Agents, distributors, airlines (e.g. Air France, British Airways, KLM), cruise ships (e.g. Carnival), and international airport duty free shops
- Target Customers: Woman who wants to express its identity, establish oneself and pamper yourself with AMV jewellery.
- Staff: 300+ employees
- Track Record: 2,500 retail shops, 65 agents, 15 distributors, 40 countries
- Website: <http://www.anticamurrina.com/>

Additional Notes:

- AM is the only contemporary style interpreting the tradition and art of Venice
- Spring/Summer and Autumn/Winter collections are released each year in line with the latest fashion trends
- Extremely high quality glass material sourced exclusively from the Island of Murano, some products also incorporate silver leaf and 24kt gold leaf
- Shop corners and shops-in-shops from 10 to 25m² are highly effective in identifying the brand, while single brand shops from 30 to 40m² express a clear visual impact and stimulate demand

Attachments:

- Antica Murrina Presentation

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ANTICA MURRINA®

VENEZIA



PRODUCT



COMMUNICATION



**INTERNATIONAL
VISIBILITY**



RETAIL PROJECT



Antica Murrina

UNIQUE
HANDMADE
GLASS JEWELS.

A synthesis of craftsmanship
and stylistic vocation
always attentive to fashion
and trends.

RESEARCH

Every
single bead
is part
of a precious jewel



COMMUNICATION

ANTICA MURRINA®
VENEZIA

THE NEW

fashion
collection

Vernissage



ADVERTISING CAMPAIGNS

THE NEW PROJECTS

VISUAL

Window appeal



INTERNATIONAL VISIBILITY

ANTICA MURRINA®
VENEZIA

AN INTERNATIONAL NETWORK

A matching which creates

A WINNING TEAM

AUSTRALIA

JAPAN

GREECE

SPAIN

FRANCE

GREAT BRITAIN

NORTH AMERICA

GERMANY

BELGIUM

SLOVENIA

CENTRAL/SOUTH AMERICA

POLAND

UKRAINE

POLAND

RUSSIA

ITALY

AUSTRIA





WHERE WE ARE

THE RETAIL PROJECT

ANTICA MURRINA®
VENEZIA

THE RETAIL PROJECT

RETAIL NETWORK

*throughout
the world*

CANNES

DUBAI



VENICE



KIEV



THANK YOU

ANTICA MURRINA®
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