

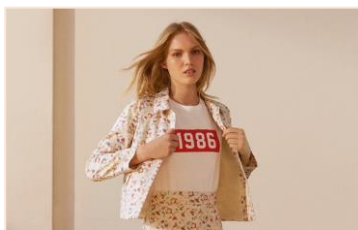
MAX&Co.

BRAND MILESTONES



1951

Max&Co. belongs to Max Mara Group that was founded by *Achille Maramotti* in the centre of Italy



1986

Since 1986, **MAX&Co.** has been inspiring young generations to express their personality through fashion.



2020

Signed Agreement with Marcolin for the production and the distribution of Max&Co. Eyewear Collections

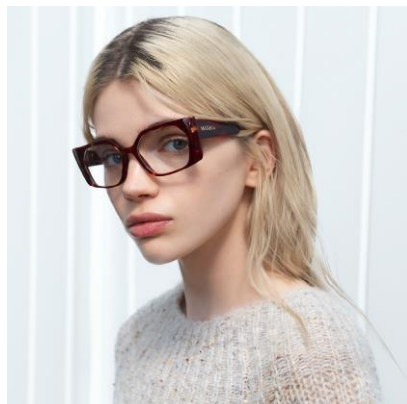
BRAND ESSENCE

Quality, originality and versatility. These are the key ingredients that have made MAX&Co. one of the leading contemporary fashion brands worldwide and a wardrobe favourite of stylish women, whether they are pop stars, street-style icons, creatives, scientists, or students on their graduation day. MAX&Co. takes great care in creating ingeniously sophisticated designs which balance form and function, an approach that starts with the **careful choice of materials** and **attention to colour, texture and detail.**



TARGET CONSUMER

MAX&Co. consumers are young and independent women looking for trendy, playful, elegant dresses and accessories able to represent their unique way of being.



MAX&Co.

KEY PRODUCT STORIES



TEE LOGO

Attract new target consumers, link with MAX&Co.



STRIPE&GO

Create teasing on the category through special innovative design concept.



GO FOR MAXI

Attract younger consumers through the special design&colors



MAX&Co.laboration

Participation in core business special capsule designed by Lorenzo Posocco – VIP stylist

RELEASE 251: HIGHLIGHTS

COLLECTION GRID

Sun 10 styles
Opt 12 styles

CONTEMPORARY CONCEPT: Classic, Iconic, Everyday life and bold design



MO0136

Collaboration project – Lorenzo Posocco



MO0128

MO0131



MO0130



MO05177

MO05182

MO05184

MO05185

APROPOS CONCEPT: Trendsetter, Femininity, Colorful and refined details



MO0123 | ADV



MO0125



MO5175 | ADV



MO5179

PETITE COLLECTION: for teenagers or women with small faces



MO0124



MO0127



MO5181



MO5183