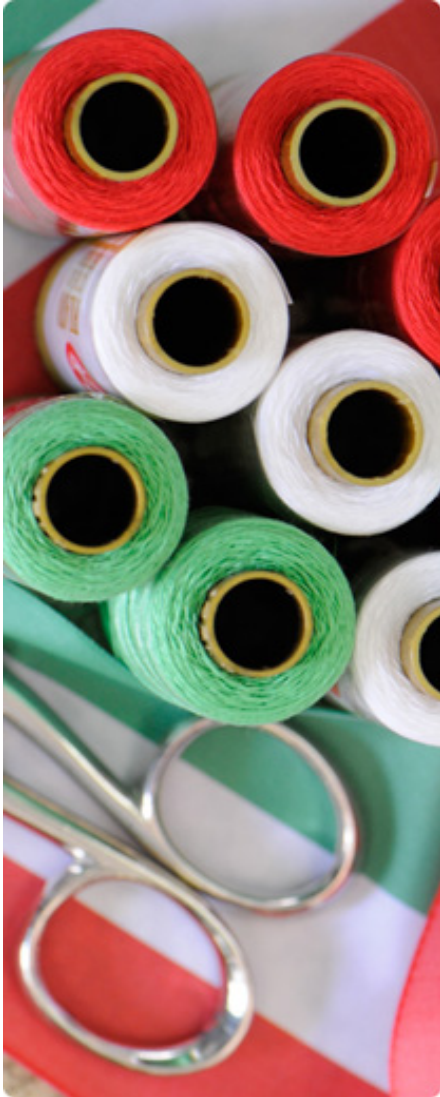


R G S T U D I O C O N S U L T I N G



R G S T U D I O
FASHION PROFESSIONALS



Who we are

R G S T U D I O is a consulting company, established in 2005 by Vincenzo Rao, specialized in the fashion industry. It works in collaboration with major Italian companies and well-known designers; its mainly focus is high range clothing.

Vision

R G S T U D I O uses its expertise and knowledge of the Made in Italy to serve businesses developing projects where style, quality, service and customer focus are considered as the cornerstones of success.



What we do

R G S T U D I O offers businesses strategic and operational consulting services. It assists both the setup project, and that of execution. It proposes and verifies strategies, plans times and modalities of program implementation, business processes, organizational structures and internationalization.



What we do

Its deep knowledge of the Made in Italy and its peculiarities make R G S T U D I O an ideal partner for those Italian and foreign companies who wish to start or focus projects of fashion in the high-end market, both in formal, elegant, and casual sportswear.



Areas of work Activities



- Complete management of the start-up of new projects.

- Defining the strategic plan and the marketing mix: Brand concept, Merchandising plan, Positioning, Distribution, Communication, Internationalization.

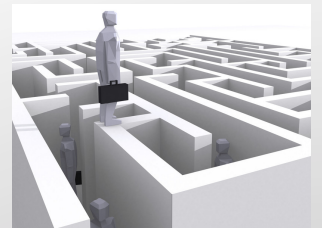


- Brand Management.



Areas of work Activities

- Analysis, reorganization and control of the business processes with particular focus in the global design.



- Research, organization and coordination of creative teams and products.

- Research on industrial partners for the development of fashion collections.



- Distribution: market analysis, organization of sales networks.

Areas of work Case histories



Gianfranco Ferrè
SpA Definition
repositioning
strategy: Brand
identity, Mission and
Strategies, Product
positioning and
distribution.

Areas of work Case histories

Cerruti 1881 - Business unit set-up. Founding and head of the Division of Cerruti 1881 Woman.



Areas of work Case histories

I'M Isola Marras - Start-up new collection:
Organization, Consumer Target, Positioning,
Merchandising plan, Distribution strategy,
Communication, Supplier research for knitwear,
leather, accessories.



Areas of work Case histories



HIGH Start-up new brand: Brand concept, Mission, Consumer target, Positioning, Merchandising plan, Distribution strategy, Communication.

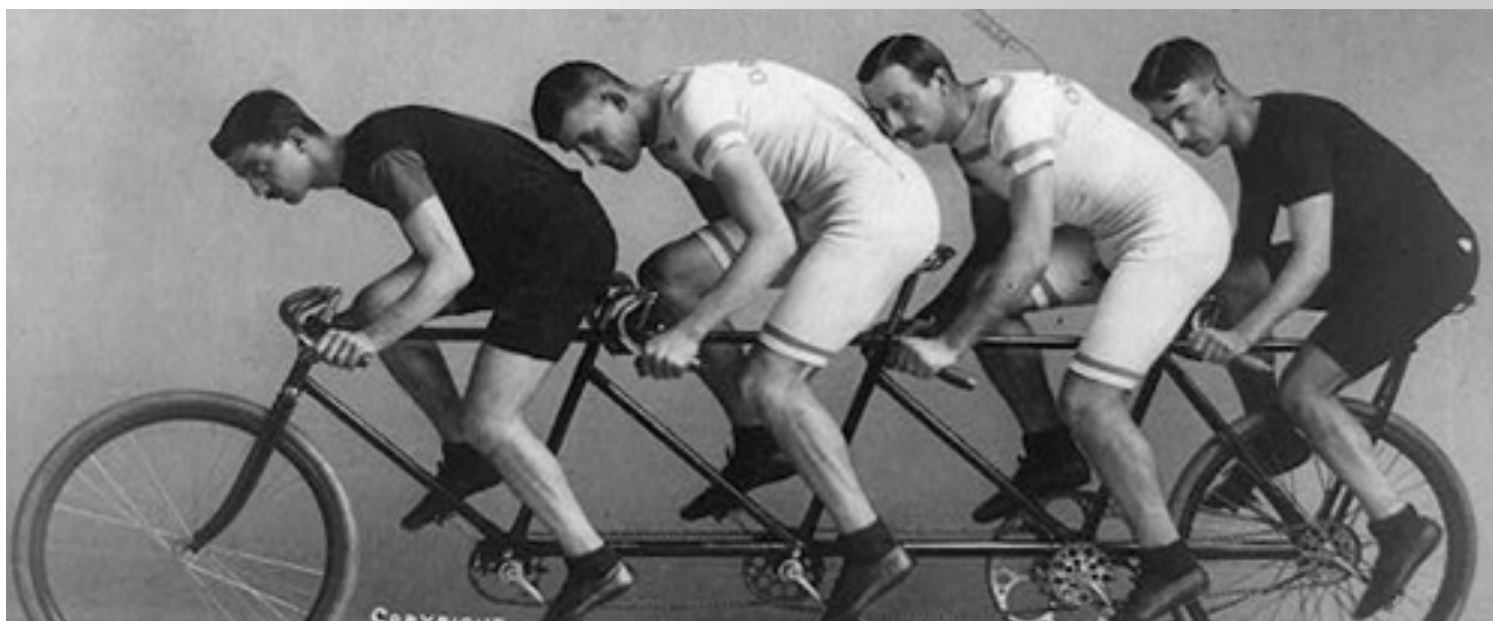
Areas of work Case histories

Fabi Start-up Men
Collection: Brand
concept, Mission,
Consumer target,
Positioning,
Merchandising plan,
P r o d u c t
development.



Our expertise

- The twenty years experience as business managers, leads us to work in each project with enthusiasm and with a profound sense of belonging to the company's internal resources.
- The consolidated experience in the start-up of new businesses, from strategy to action plans, encompassing all business processes and organization.
- Knowledge of the methodology that adjusts the creative and industrial process with the Made in Italy highest standards.





Vincenzo Rao Biography

Vincenzo Rao, CEO of RGS STUDIO, has an experience of over 25 years in collaborations with the most important Italian clothing / fashion companies.

He has a deep knowledge of the Made in Italy and its values; he has always had global responsibilities - and thus also in international markets - on business management. The areas of his intervention include: Style, Organizational product, Distribution, Marketing and Internationalization.

After graduating from University of Turin he has spent 10 years as Manager of Gruppo GFT, a former European leading apparel company, which was licensee for the production of brands of prêt-à-porter, such as: Giorgio Armani, Christian Dior, Valentino, Calvin Klein, Emanuel Ungaro, Claude Montana.

He held management positions of the highest level for these fashion houses: Maska (Division Manager), Cerruti 1881 (Division manager), Gianfranco Ferrè (Marketing director), Antonio Marras (Head of division).

He also personally supervised the start-up brands which are emerging in the fashion world: I'M Isola Marras; FABI; HIGH by Claire Campbel.



Vincenzo Rao

Biography

The actual programs see him mainly operates in the Chinese market, where it follows personally two projects. The first concerns the development and distribution of a men cloathing collection with positioning in the high-end segment of the market. The collection is designed in Italy, manufactured and distributed in China. The second project sees him involved in the process of internationalization of a Chinese high-end luxury brand.

R G S T U D I O C O N S U L T I N G

Contacts

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