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CLEOFE FINATI.
HAUTE COUTURE MADE IN ITALY

archetipo[®]

come unconventional
made in italy

PRODUCED AND DISTRIBUTED BY ARCHETIPO SRL - UDINE - ITALY - TEL. +39 0432 570710

SHOWROOMS CLEOFE FINATI:

ITALY - SCHWEIZ - JAPAN - USA

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Stefania Vismara

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L'identità stilistica di una maison racchiusa in un'unica parola dall'origine antica. Archetipo: un richiamo filosofico che proclama l'essenza più pura di una creazione spogliata del superfluo. La purezza nell'essenzialità delle linee unitamente alla ricercatezza dei tessuti, hanno così creato un design giovane, esclusivo e di straordinaria eleganza sartoriale, opera di un brand vincente, ormai famoso negli atelier più prestigiosi a livello internazionale.

Tre brand proposti: Cleofe Finati, Archetipo e A come Unconventional, tutte rigorosamente 100% Made in Italy, motto imperativo di altissima qualità che nel corso degli anni ha sempre contraddistinto le creazioni della prestigiosa maison italiana.

Al Total Look proposto, si uniscono la ricerca costante di più di 200 tessuti in fibre naturali assolutamente in esclusiva, controlli rigorosi sui singoli capi, il servizio atelier e su misura, la precisione dei riassortimenti in 5-6 settimane, il costante rapporto di comunicazione e collaborazione con i buyer, al fine di realizzare un prodotto sempre vincente e l'immagine pubblicitaria moderna dal grande impatto emozionale.

2 Lasciatevi quindi rapire dall'eleganza e dalla preziosità delle creazioni Sposa, Sposo e Cerimonia proposte da Archetipo: la maison esclusiva per vivere con straordinaria passione i vostri momenti più belli.

The stylistic identity of the maison is reflected in the meaning of the ancient term. Archetipo, a philosophical concept which refers to the purest essence, which in fashion means eliminating "every feature" that is not essential, without affecting the garment's style and cut. Essential lines, coupled with fabric sophistication, allow us to create an exclusive young style, the work of art of the winning brand that has become a landmark for the most prestigious ateliers and boutiques worldwide.

3 Three presented brands: Cleofe Finati, Archetipo and A come Unconventional are all 100% Made in Italy that is a motto of the highest quality that always distinguishes creations of the prestigious Italian maison. Together with the Total Look Archetipo supplies the careful and continuous selection of more than 200 exclusive natural fabrics, quality control of every single piece, the atelier alterations and Made-to-Measure service, the reorders delivered in 5-6 weeks, the direct relationship with the retailing Partners, the constant and effective sales support and the strong branding and advertising.

Let the elegance and preciousness of bridal collections by Archetipo extort your admiration. The exclusive maison makes you live the most beautiful moments with an extraordinary passion.

Die stilistische Identität von einem Maison, das in einem einzigen Wort der antiken Herkunft eingeschlossen ist. Archetipo: philosophischer Hinweis, der die reinste Essenz ohne Unnütz verkündigt. Die Reinheit in der Wesentlichkeit der Linien zusammen mit der Forschung von Stoffen hat so ein junges und exklusives Design von einer aussergewöhnlichen Schneiderkunst und Eleganz kreiert, ein Werk von einem erfolgreichen Brand, der in den renommiertesten internationalen Ateliers schon berühmt ist.

Drei vorgeschlagene Brände: Cleofe Finati, Archetipo und A come Unconventional, alle rigorös 100% Made in Italy, das imperative Motto von höchster Qualität, die im Laufe der Jahre die Kreationen vom renommierten italienischen Maison immer gekennzeichnet hat.

Zu dem vorgeschlagenen Total Look schliessen sich die permanenten Forschung von mehr als 200 Naturstoffen mit Exklusivrecht, strenge Kontrolle von jedem Anzug und Atelierservice auf Mass zusammen und auch Nachbestellungen in 5-6 Wochen und ständige Geschäftsbeziehung von Kommunikation und Zusammenarbeit mit den Händlern, um schliesslich ein erfolgreiches Produkt mit modernem Image und grosser emotionaler Auswirkung zu realisieren.

Also lassen Sie sich von der Eleganz und der Kostbarkeit der Kreationen von Archetipo Brautkleider, Herrenanzüge und Abendkleider entführen: exklusives Maison, um Ihre schönsten Momente mit aussergewöhnlicher Leidenschaft zu leben.

4 L'identité stylistique d'une maison exprimée par un seul mot aux origines antiques. Archetipo: un concept philosophique qui exprime l'essence la plus pure d'une création où ce qui était superflu a été enlevé. La pureté dans les lignes essentielles avec le raffinement des tissus ont créé un design jeune, exclusif et d'extraordinaire élégance, l'œuvre d'une marque gagnante, désormais distribué dans les ateliers les plus prestigieux au niveau international.

Trois marques proposées: Archetipo, Cleofe Finati et A come Unconventional, toutes rigoureusement 100% Made in Italy, un impératif qui est garantie de haute qualité et dans les années a caractérisé les créations de la maison italienne. Au Total Look proposé s'ajoutent la recherche constante sur plus de 200 tissus en fibres naturelles en exclusivité, des contrôles rigoureux sur le produit, le service atelier et le sur mesure, la précision dans les réassorts en 5-6 semaines, le rapport continu de communication et collaboration entre le service commercial et les acheteurs afin de réaliser un produit qui est toujours gagnant et une image publicitaire moderne et au fort impact émotionnel.

5 Laissez-vous ravir par l'élegance et la classe des créations mariée, marié et cocktail proposées par Archetipo, la maison exclusive pour vivre avec passion extraordinaire vos moments les plus beaux.

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TIMELESS SUITS



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TIMELESS SUITS



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 come **unconventional**
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BACKSTAGE STORIES

SÌ SPOSITALIA - MILAN JUNE 23 2013



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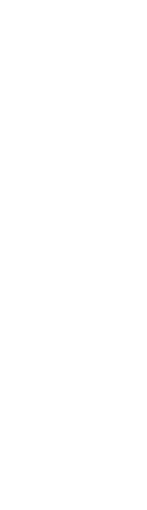
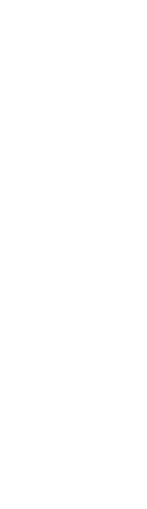


F A S H I O N S H O W C O L L E C T I O N S 2 0 1 4

SÌ SPOSITALIA - MILAN JUNE 21 - 24 2013

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SÌ SPOSA ITALIA COLLEZIONI

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A V E R Y G L A M E V E N I N G

TERRAZZA MARTINI - MILAN JUNE 23 2013





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