

PRESS INFORMATION

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COMPANY

MAGIR (originally named Maglificio Magir) was founded in 1940 in the city center of Varese by **MA**ria **GI**udici **R**ossi who called the Company from the starting letters of her name and who was the grandmother of the managers that still run and own the total shares of the current Textile Group.

In almost 70 years the small Company became bigger and bigger and now can produce almost the total range of its offer in its own factories which are still located in the pretty town of Varese, in the North of Italy, between Milan and Switzerland; it is an industrial area but with a lot of green, in the district of the lakes and nearby the Alps mountains.



In 1999 a new big factory was opened in Tunisia specifically for the labour intensive part of the production cycle in underwear products line. Nowadays it can count on over 300 employees and its capacity has grown together with its skills in the production for a wider range.

Still the capital intensive part is completely made with modern and automatic machines in the three manufacturing factories in Italy with more than 14.000 sqm of covered buildings.

The Textile Group in the meantime opened also commercial branches in Switzerland (1991) and in The Netherlands (1996).

PRODUCT

The specialization and the direct control of the whole production cycle has been since the beginning an important issue in the Company. Still the research of new fabrics developed and produced with its own machineries, and the tested performance of each product are topic and constant achievements in the Company philosophy.

For most of the products Magir buys only the yarn; fabrics are made in its own knitting factory; the same happens for cutting, sewing, printing, ironing and more operations.

And of course also the design of the collections is entirely made by the internal styling office which can count on stylists and modelists who develop and create combining their skills with the over 70 years experience that lives in the Company.

The focus is on every kind of knitwear: both cut and sewed and fully fashion.

Yarns and fabrics, fit and finishing, every single detail is made to get a global quality. Thanks to unceasing investments Magir disposes of modern processes with the newest technologies.

Today, the Company presents a complete and wide Underwear Collection for man (www.alanredunderwear.com) and presents itself as “The White T-shirt Company”; Magir also presents a fashionable Prêt a Porter Collection for woman (www.alanred.com) with a balanced mix of service products offer and a trendy but very easy and affordable collection to fit the needs of young and active women.

In the F/W 2014 collection, first in Europe, **Alan Red** presents a totally new concept of dress that can be used without bra and which creates a push-up effect: it is the “dressUP – without bra” capsule.

BRAND

After a long and successful period spent to produce mainly for some of the most famous brands and department stores in Europe and U.S.A., in 1996 Magir management decided to launch on the market its own Brand: **Alan Red & Co.** The name, studied with an expert branding agency, was chosen in English to have an international attitude (as the Company always had and still has); it was chosen also because of its pronunciation which does not change in most of the languages; it starts with the letter A, so it is always listed on the top and it was also chosen because of the word “red” which is the English translation of the family name Rossi.

The debut Country was Holland because of the strong competition that allowed to refine the products and the strategy and because of the big market in spite of the small dimension of the territory that could minimize the initial logistic set up problem.

The Brand has a squared logo for the man Underwear collection:



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And an inline logo for the Prêt a Porter woman collection:



Man underwear collection shows the Heritage feeling: it's not a new coming in the business; behind these products there are over 70 years of experience and hundreds of people with selected skills for styling, developing, manufacturing, checking, ... products which are already successfully sold.

Woman prêt a porter collection presents an evident Italian design with a “softly and sexy” mood in the touch, in the shapes and fits, in the fabrics used and for a use in each shade of the day.

DISTRIBUTION

Alan Red products, both man and woman, are studies for a wide market.

Man has a large and deep offer that can satisfy and supply any consumer, being mostly a high quality service product.

Woman collection has a distinguish mood but easy to combine and with a quality softness in the materials and shapes which allow to distribute the products in single multi-brand stores with a selective offer as in high level Department Stores.

The consumers are Young women that likes the fashion details but they also wish to have products that can be used in several occasions.

Today, **Alan Red** products can be found, beside The Netherlands where it made the debut, also in Italy, Austria, Belgium, Bulgaria, Czech Republic, Finland, France, Germany, Hong Kong, Ireland, Luxembourg, Norway, Russia, Sweden, Switzerland.

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From the Spring/Summer 2014 collection, thanks to the recent co-operation with a brilliant and well established local distributor, also Japan will present Alan Red on its selected market.

Also a new retail branch was implemented in 2013 and the chain of 8 shops (in Italy) of the Company enlarged in September 2013 with the new opening of the shop in shop inside the Italian COIN Department Stores, starting from Rome.

Alan Red, as usual, also in 2014 will attend one of the most important fair in Europe: Who's Next in Paris, which is attracting buyers and retailers from the near markets and from the overseas markets.