

# ANNAPURNA

## COMPANY PROFILE

Annapurna is a name that evokes extraordinary landscapes and in particular, a mountain in the Himalayas where goats grow their thick protective fleece hiding the soft, warm “duvet” that has made them so famous. Moreover, one of the few peaks over 26,000 feet to have been conquered by an all-women expedition, as Aida Barni, president of the company delights in relating. An imaginative and fascinating name for a company that produces high quality knitwear made of the finest cashmere. A name of promise then, a symbol of a target to achieve for a woman who decided to enter the business world at the end of the seventies at the top of a difficult sector of the market.



Established in 1978, Annapurna S.p.A. has become one of Italy's – and the world's – leading manufacturers of high quality cashmere knitwear with the labels Annapurna and Aida Barni. The company employs 34 workers and has a turnover of around 10 million euros. Annapurna utilizes all sorts of machinery available on the market, from the cotton looms till the latest and most advanced knitwear machinery on every gauge. The production capacity is around 120,000 pieces per year. All the production cycle is made in Italy, most precisely in the company plants of Prato and Perugia.

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The success of Annapurna and its rise to top can be attributed to the passion, dedication and vision of its founders – Aida Barni and Pier Luigi Galli.

Aida Barni, president and art director of Annapurna, was one of the first people to contribute to the expansion of Italian cashmere knitwear worldwide. Her innovative designs and unique use of colors, textures and styles challenged the norm and set a new standard in the knitwear industry. It was through her efforts that brought “Made in Italy” cashmere to the front of the fashion world. Assisting Mrs. Barni with her ideas and creations is her husband Pier Luigi Galli. “A walking encyclopaedia of cashmere” according to Woman’s Wear Daily (WWD), Mr. Galli is one of the world’s foremost yarn specialists and cashmere experts. Together, and with the help of their four children, they provide the world with the most luxurious, highest quality cashmere knitwear available.

Each garment in the Annapurna collection is the result of extensive and precise research and study conducted specifically for the fine cashmere fibres and fabrics. Since quality is a priority, Annapurna only uses two-ply cashmere yarn in its cashmere knitwear because of its softness, strength and resistance to pilling. To further enhance the quality of the cashmere fabrics, and thus the finished products, Annapurna also uses high tech looms and machinery. It is these fine details that have made Annapurna cashmere one of the finest in the world. If to these you add an organization which has succeeded in combining the solid tradition of craftsmanship with the sophisticated demands of the international market, you have the reasons for Annapurna’ success.

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However, this is not enough. Since Mrs. Barni's first premise of 200 m<sup>2</sup>, she understood that to be distinguished in the cashmere market she first had to offer something different from the sober but unchanging "English style". Therefore, while respecting the severity of classic lines, she has always enriched her garments with fashion features. Flanked by an equipe of designers, each year in her Milan showroom she presents elegant and unusual collections which are the most up-to-date expression of current trends. Annapurna's colour research is carried out with passion and flair, so that every season colours are enriched by new shades. Inspiration comes to her during walks in the hills of Tuscany, through the woods in the lee of Dolomites, but also by looking through history books on French 1700's theatre.



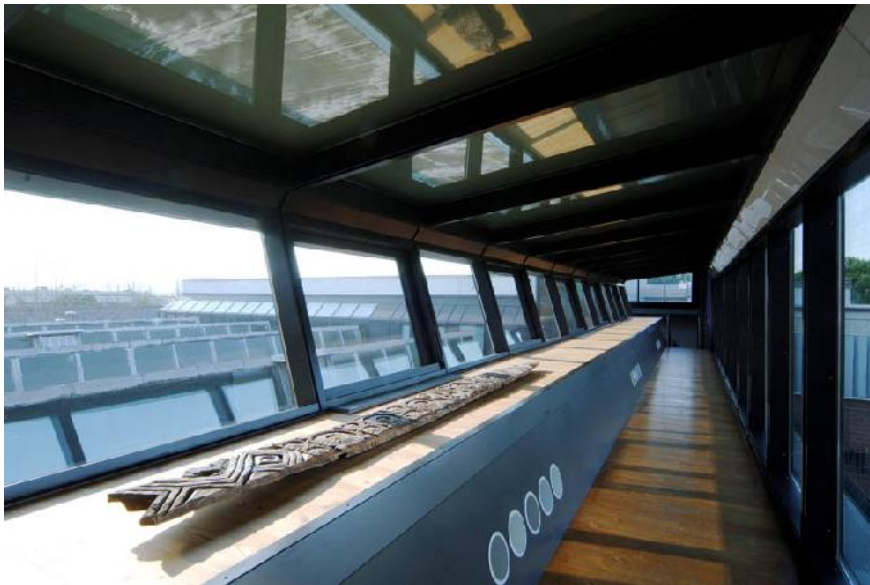
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During the last few years, when fibers of inferior quality and often of synthetic origin invaded the market, Aida Barni was not enticed by easy gain. However, her very distinct company's philosophy has been rewarded.

A philosophy which not only relates to knitwear production, but also extends to a relationship of trust and collaboration with the customers. Those who require such luxurious, elegant garments not only expect quality products, but also a quality distribution service.

For the ultimate in luxury living there is the home collection, a line of cashmere bedding, blankets, pillows, robes and slippers. Each item of the collection is made of only natural fabrics and materials such as cashmere, silk, linen, rose buds, a blend of dried flowers and cherry seeds. The entire collection is environmentally friendly, completely hypoallergenic and absolutely pure.

Aida Barni's endless passion for this aristocratic fiber has led her to publish a book by Claus A. Froh and Pier Luigi Galli which tells the whole fascinating story of cashmere starting from the time of the Great Mogul passing through Eugenia de Montijo (the wife of Napoleon III) who was famous for her stupendous cashmere shawls.



P.S. – In June 2000, the President of the Italian Republic Carlo Azeglio Ciampi appointed Mrs. Aida Barni Cavaliere del Lavoro of the Italian Republic. On Dec. 27<sup>th</sup> 2002, moreover, Mr. Galli was appointed by the “Presidenza del Consiglio dei Ministri” Commendatore Ordine al merito della Repubblica Italiana