



IL BORGO
CASHMERE
SINCE 1949

COMPANY OVERVIEW

BORGO SAN LORENZO – FIRENZE

HISTORY



- ❖ Established in 1949, **Il Borgo Cashmere** is the quintessential example of **Italian heritage**, combining **unique artisanal know-how** with the latest in **creative and technical innovation**.
 - ❖ The **Fredducci family** has built Il Borgo Cashmere over three generations, with a passion for producing only the **highest quality cashmere products** and a **strong commitment to the local community**. The **superior quality** of our products is **highly esteemed by leaders** in the luxury goods industry.
- ❖ Il Borgo Cashmere's roots originate from **Borgo San Lorenzo** in **Mugello**, a few kilometers from Florence in Tuscany. This area was loved by the Medici Family for its **history, culture, and artistic expression** combined with a landscape of **rolling hills and countryside**. **Its friendly, peaceful, and hard-working people are an integral part to its wide-spread appeal**.
- ❖ Starting **from a small, family-oriented team** at the beginning of the Nineties, today our collections are developed by **over 100 people** in Mugello. This group has been carefully selected based on **excellent skills in knitwear and specialisation** in manufacturing.
- ❖ Initially focused on producing **knitwear products** for some of the most renowned brands in the luxury goods world, Il Borgo Cashmere is increasing its focus to deliver **top luxury cashmere products** directly to end consumers. Wholesale partners like **Bergdorf Goodman** and **Neiman Marcus** have responded with great enthusiasm.
- ❖ Over time, **our product range has also expanded**. We offer deep and broad collections for **men, women and infants**. A capsule collection for **furnishing and decorative products** has also been created.

HISTORY

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Albertina Landi

“Era il 1949, un momento storicamente difficile, ancor più per chi era una donna come me, ma sono sempre stata una persona forte, determinata e con tanta voglia di fare. Grazie a questo e, con l’aiuto di mio marito e dei miei figli, abbiamo creato una grande e sana azienda: *Il Borgo Cashmere*.”

*1949 was a very difficult moment in time, even more so for a woman like me. However, I have always been a strong person, determined with lots of desire to work hard and create something greater than myself. Thanks to this, and with the help of my husband and my children, we created a very special company.
«Il Borgo Cashmere».*



Maria Cristina Landi

“Un uomo vale quanto la sua parola, perché nella sua parola risiedono i suoi valori. Io e mia moglie Cristina ci siamo infatti sempre comportati con serietà e proprio per questo non abbiamo mai perso un cliente. Questo è stato il pilastro con cui ha sempre lavorato la nostra squadra o meglio, la nostra famiglia.”

A man is worth as much as his word, because in his words reside his values. My wife Cristina and I have always treated our work with the utmost seriousness and as more than just a job, and for this we have never lost a client. This approach has been the pillar which our team, or better our family, has always lived by.



Roberto Landi

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Serena Landi

CEO



Franco Fredducci

CEO



**«Io e mia moglie abbiamo investito più nelle persone che nelle macchine.
La nostra forza si racchiude in tecniche antiche, tramandate da madre in figlia, che a distanza di 70
anni riescono ancora ad emozionare»**

**«My wife and I, we have invested more in the people than in the machines.
Our strength is in antique techniques, passed down from one generation to the next. Even
after 70 years, we continue to be inspired and moved by the work of these artisans.»**

Matteo Fredducci

Human Resource Director



**La nostra è una famiglia unita.
Crediamo che solo grazie ai rapporti
personali e alla collaborazione di
tutto il team si possano
raggiungere grandi risultati.**

*Our family is a united family. We
believe that people make a great
difference, and by working together
we can achieve great results.*

Elia Fredducci

Sales Director



**Ogni giorno attraverso le nostre
creazioni cerchiamo di stupire ed
emozionare.**

**Solamente quando gli occhi si
illuminano comprendiamo di aver
raggiunto il nostro obiettivo.**

*Every day we look to delight
and move people through
the products that we create*

*Only when people's eyes
light up as a result of our
products, we say that we
have reached our objective.*

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PHILOSOPHY



We use a **highly selective approach to suppliers**: Franco Fredducci is directly involved in the selection and sourcing of raw materials through the best Italian suppliers.

Our suppliers are required to offer **top-notch quality, superior reliability, and an innovative approach** similar to the one of Il Borgo Cashmere.



Our manufacturing process is rooted in **ancient craft techniques - leveraging the unique skills of our artisans** - that are the basis of the beauty of our products, culture, and identity.

In addition to its internal production and quality control teams, Il Borgo Cashmere coordinates the work of forty women who **work from home in the arts of knitting, crochet, and macramé**.



There is great tradition of wonderful **hand-made products** in Mugello. This area, a wide green valley outside Florence, is striking because of its natural beauty and the diversity of its landscape.

Our products are **not only classic, but also contemporary and innovative** given Franco Fredducci's creative genius and focus on R&D and new proposals.

CRAFTSMANSHIP AND INNOVATION



TUSCAN TRADITION SINCE 1949

A significant part of our production involves techniques that are **not able to be replicated by industrial machines**. Tricot, crochet, tatting, macramé, sewing, and trims with different materials are some of the handcrafted techniques which make **our products recognised, beautiful, and unique**.



THE IMPORTANCE OF OUR PEOPLE

Wonderful products are created by **wonderful people** who express themselves through their work and feel **fulfilled by the satisfaction of our customers**. Our **people are the soul of our company**. They become not only a part of Il Borgo Cashmere, but also a part of the Fredducci family.



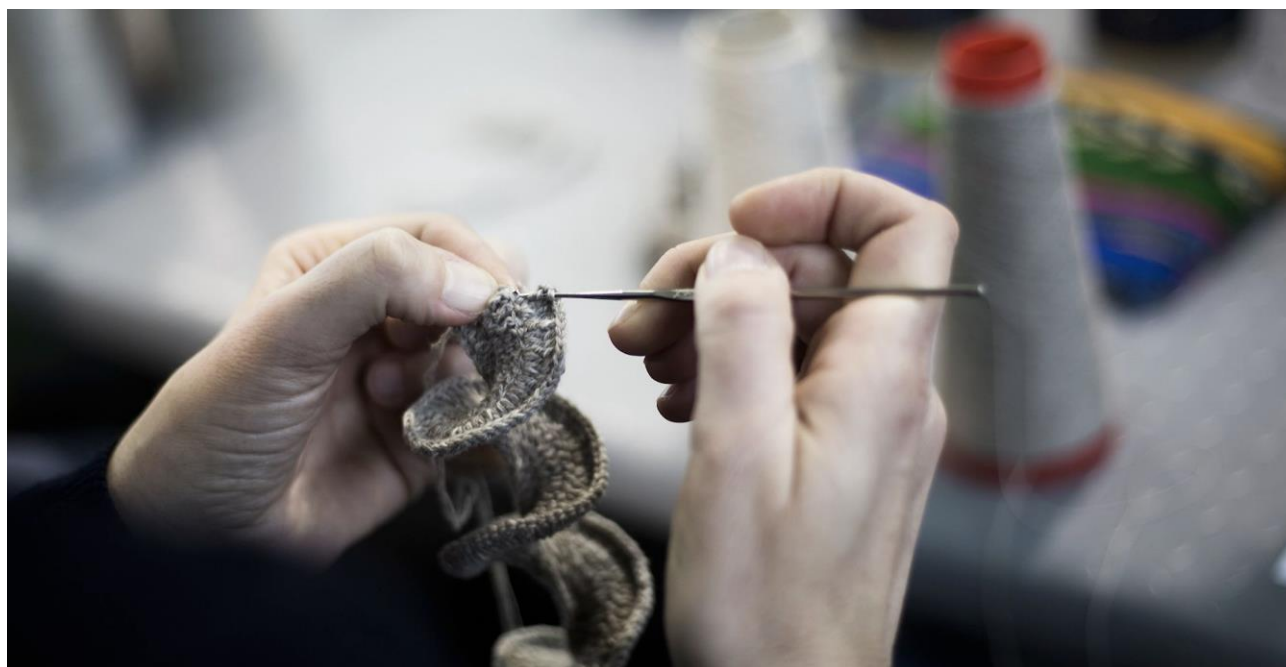
RESEARCH & DEVELOPMENT AND THE CREATIVE NATURE OF FRANCO FREDDUCCI

Il Borgo Cashmere invests **between 13% and 15% of sales into research and development**. This is used on new manufacturing techniques as well as new yarns, producing **over 1,000 prototypes every year**. **Franco Fredducci has been the mastermind** behind our development: from original accessories to today's collections in menswear, womenswear, babywear, and home.



REGION – II MUGELLO

- ❖ Home to Medieval Lordships (the Guidi and the Ubaldini), Royal Families (the Medici), and Visionary Artists (Giotto and Beato Angelico), Il Mugello provides a **unique blend of history, culture, and tradition**.
- ❖ Il Borgo Cashmere's passion for **craftsmanship and hand-made products** is inspired by the beauty of the **Tuscan landscape** and the **strong artistic heritage** that resonates throughout the valleys.
- ❖ We are committed to **promote the distinctness of our region**. We **open our factory** to tourists and fellow citizens with yearly events. (i.e. Artisans in Villa, Flower Fair, and A Visit from the "States" in 2016).



KNITTING SCHOOL

- ❖ Il Borgo Cashmere aims at **preserving the original knitting techniques** for the production of its handmade beautiful products given that **fewer people today learn them** at home or at workshops as happened for centuries.
- ❖ In 2013, Franco Fredducci decided to create the Knitting School "**Il Borgo**" which offers local people in Mugello the opportunity to learn how to bring ideas and materials to life.
- ❖ The Knitting School provides a **constant new talent pool** that allows us to increase our production without compromising on the **quality and craftsmanship of our cashmere products**.

EXCLUSIVITY

- ❖ Our **exclusive collections** combine the top quality of our raw materials, the craftsmanship of the production processes, and a unique and contemporary taste. These three elements come together to express **the lifestyle of Il Borgo Cashmere**.
- ❖ The understanding of our production processes and the appreciation for **the sustainability, dignity, and ethics of Il Borgo Cashmere** represent key aspects in the decision making process of a **sophisticated and discerning consumer base**.
- ❖ The desirability of our brand has strengthened through a **very selective partnership approach** as well as a **distribution model** which allows the production or sale of our products exclusively in a **limited number of locations globally**. Only those offering the highest-quality luxury experience and product offerings are selected.



Only at
BG



VALUES AND CORPORATE RESPONSIBILITY



- ❖ We have a strong commitment to only working with **socially responsible suppliers** and ensuring a **high-quality work environment**. We believe in the respect of all individuals and their well-being.

- ❖ We are strongly **focused on our community**. We organize a number of events to **support the growth of our community and Il Mugello**.
 - ❖ **“Book for a Break Time”**: We help the Borgo San Lorenzo library in supporting foster children’s love of reading.
 - ❖ **“Sport Support”**: We believe in sport as a way to develop leadership and team spirit. We support a number of athletic teams and activities in the community.

- ❖ We believe in **equal opportunities for all individuals**.
 - ❖ **91%** of our employees are **women**.
 - ❖ Our knitting school has helped people **regain the skills needed to re-enter work**.

PRESS COVERAGE



Forbes / Leadership / #LikeABoss

DEC 31, 2017 @ 11:22 PM 643

The Little Black Book of Billionaire Secrets

Artisans Of Business: Creating Exquisite Italian Cashmere



Raquel Baldelomar, CONTRIBUTOR
I cover executive wellness, the creative process and work-life balance
FULL BIO
Opinions expressed by Forbes Contributors are their own.

TWEET THIS

"To grow a company you have to invest in people," Fredducci says.

One of the best places to seek artisans of business is the region of Florence, Italy—the birthplace of Michelangelo, Leonardo da Vinci and Filippo Brunelleschi. The area is still brimming with the same artistic, passionate and creative spirit of the past. One local business that exudes these characteristics is Il Borgo Cashmere in Borgo San Lorenzo in the region of Mugello.

IL CASO/1

Il re del cachemire che piace agli arabi
“Passione e creatività”

PROVATECI voi a vendere un gollino di cachemire per 10mila euro. Franco Fredducci, titolare de “Il Borgo Cashmere” di Borgo San Lorenzo, lo fa regolarmente. L’ultimo lo ha venduto ad una signora taglia 62, appartenente ad una famiglia reale araba. Ma non sono cose che accadono a caso.

«L’azienda fu aperta nel 1949 da una donna, la mamma di mia moglie e oggi conta oltre 50 persone, 24 dipendenti in azienda e una trentina di lavoratori a domicilio, a cui paghiamo i contributi», racconta Fredducci. Che a 53 anni, nonostante il titolo di “re del cachemire di Borgo San Lorenzo”, prova adesso a conquistare Firenze. Aprendo a settembre il primo negozio in via Tosinighi: «È il nostro primo punto vendita. Non intendiamo certo lanciare la sfida a Gucci o Hermès, ma sarà un negozio vivo, un negozio-laboratorio dove non solo si vende ma si produce. Perché è la trasformazione che rende il capo unico», dice Fredducci.



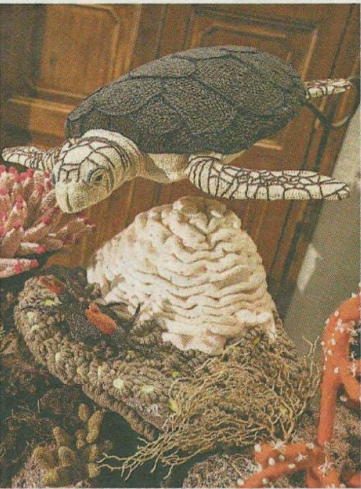
Franco e Serena Fredducci

Come si arriva sul podio? «Con tanta ricerca e creatività. Nel materiali e nel confezionare un prodotto contemporaneo. Un prodotto artigiano, fatto a mano e su misura, ma capace di sedurre anche una ragazza di 20 anni», rivendica il “re del cachemire” mugellano. «Non ci si arriva con la pubblicità, il nostro è stato un lavoro porta-a-porta, fatto di passaparola. E così che abbiamo conquistati clienti arabi e americani», aggiunge. Con il lavoro d’equipe altamente professionalizzato: «Quel golf di cachemire aveva una pelliccia di visione e cuciture in pelle fatte a mano. Qualcosa come 30-40 ore di lavoro. Il risultato del gruppo al 90% costituito da donne che abbiamo assemblato», racconta il titolare del “Borgo Cashmere”.

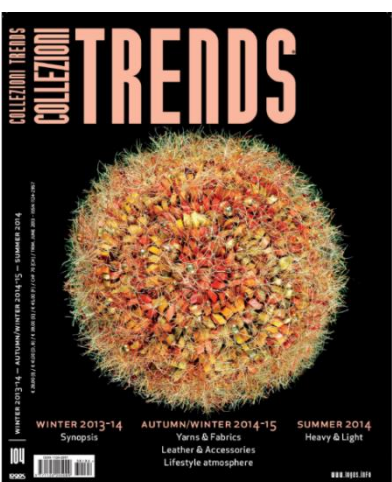
IL NEGOZIO
A settembre apriamo il nostro primo punto vendita a Firenze

«Le maestranze sono la nostra vera ricchezza. Alla fine la nostra scelta di non lasciare l’Italia per la Romania negli anni Ottanta, come tanti hanno fatto, ci ha pagato. Perché la prima necessità, per un’azienda artigiana, è la formazione», dice ancora Fredducci. Che a settembre, subito dopo la pausa estiva, con la sua azienda terrà un corso di 900 ore riconosciuto dalla Regione: «Il tempo resta contro di noi, dobbiamo fare formazione in fretta. Ma se lo facciamo il nostro futuro non potrà che essere roseo, perché possiamo realizzare dei prodotti unici, che sulla piazza nessuno realizza».

“Borgo Cashmere” non è solo cachemire però: «Facciamo abbigliamento e molte cose anche per bambini, comprese le cuspide doppie per neonati». Magli calzin per la business class di un’importante compagnia aerea. Sconfinando però anche nell’arredamento, visto che sono state realizzati mobili e lampade da interni. Ovviamente, non per tutte le tasche. Solo prodotti ricercati e d’eccellenza. Che, per quanto sgradito e poco politicamente corretto possa apparire, hanno sempre più un buon mercato. (m.v.)



MANI ESPERTE
Una delle creazioni del “Borgo Cashmere” (sopra) che ha anche una linea di arredamento d’interni. Sotto l’interno del negozio Aquafior di Firenze dove Cheloni realizza le sue essenze



WOMENSWEAR FW2020



WOMENSWEAR FW2020



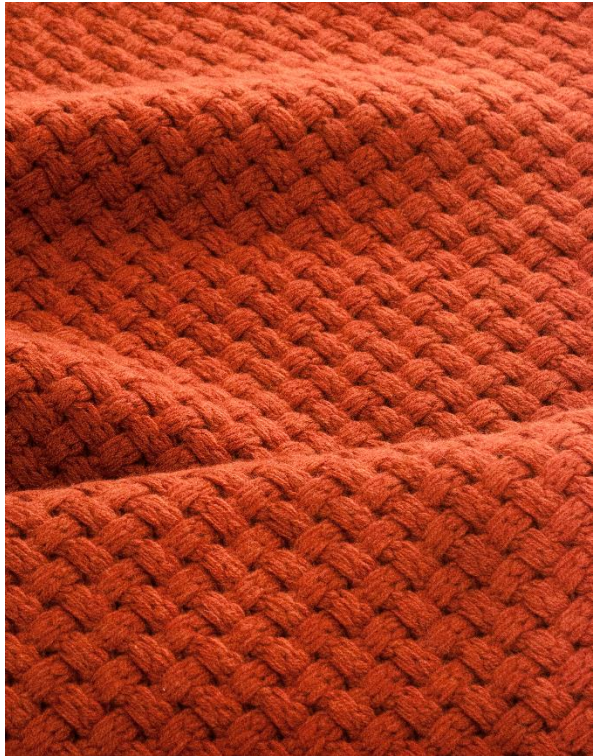


MENSWEAR FW2020

MENSWEAR FW2020







UNIQUE CREATIONS



Showroom – Milan – Via Santo Spirito, 14

In 2018, “Il Borgo Cashmere” has opened its headquarter in the heart of Milan, in Via Santo Spirito 14.

An inspiring place where you could appreciate our projects and our latest collections.



The Store – Florence via De' Tosinghi, 46/R



In 2017, the first store of “Il Borgo Cashmere” opened in the heart of Florence’s luxury, high-fashion district.

This beautiful, modern store provides a perfect background to highlight the elegant and unique cashmere pieces produced by our artisans.

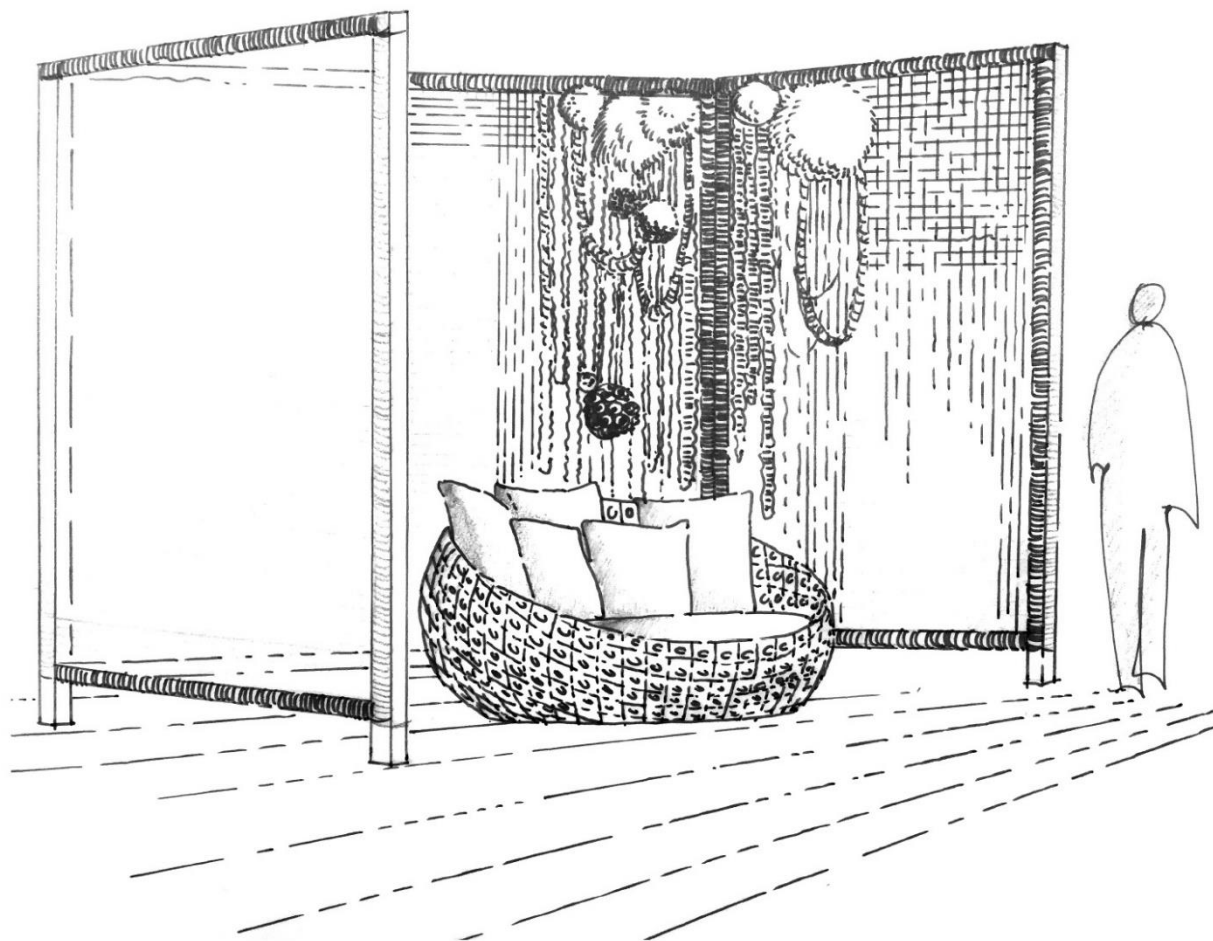


The Store – Florence via De' Tosinghi, 46/R

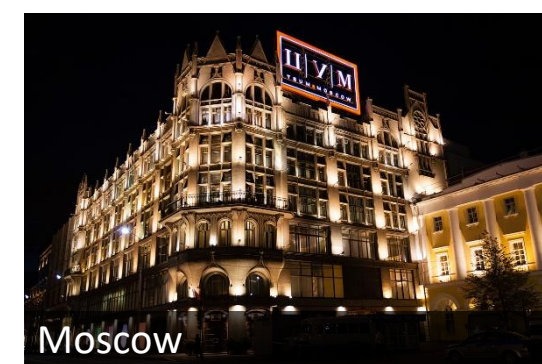


A cashmere home

*“Nothing is like home,
but nothing is better
than a cashmere home”*



Our products around the world





IL BORGO
CASHMERE
SINCE 1949

Il Borgo Cashmere S.r.l.

www.ilborgo.it

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