

PT

TORINO

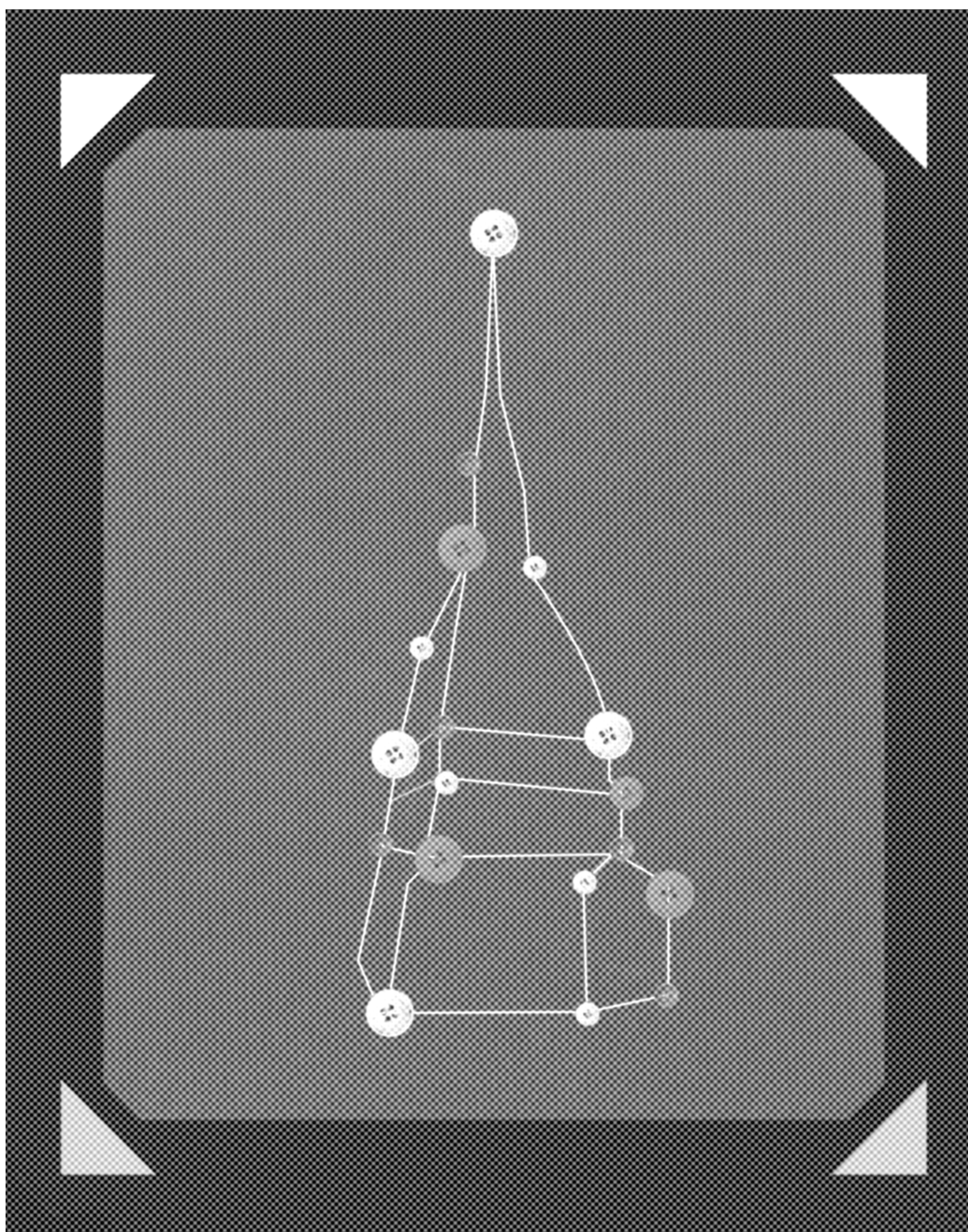
BRAND PROFILE

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BORN AND RAISED IN TURIN



Italy, 1968

The vibrant atmosphere and outstanding creative fervor of this era are the background for the birth of PT, founded in Turin by Mr. Pierangelo Fassino. A far-sighted entrepreneur, Pierangelo turned his thriving family business from a fabric wholesaler into a successful trouser specialist selling 80,000 pairs every season. The company kept growing throughout the 1970s and 1980s, and in the 1990s the time was ripe to spark a new stage in its development.

As soon as he joined the business, Mr. Edoardo Fassino, Pierangelo's son, set out to launch the company's own high-end international trouser label: PT Torino. With an offer ranging from superb men's trousers to luxury denim, PT Torino soon extended to include glamorous women's trouser and denim collections.

Today, PT is a major player on the global fashion playground, with brands distributed in over 40 countries worldwide and five prestigious showrooms in Milan, Tokyo, Munich, New York and Turin.

DETERMINED. DEVOTED.



Specialization is our DNA. We focus on making trousers that are purely and simply luxurious on the inside and out. By combining authentic innovation, disrupting creativity and extensive know-how, throughout 50 years of history we managed to make this dedication our signature. Every single pair has a story to tell, a narrative expressed through outstanding sartorial details, fine fabrics and unique styles.

PT

TORINO

MAN

Objects of Desire

From formal to smart casual, our range of high-end men’s trousers is the result of sartorial perfection, design research and superb materials. We put a lot of effort in searching for the perfect fit because a pair of trousers that fits perfectly is a pair of trousers you will always go back to. Taking our job seriously also means adding a dash of playfulness to the mix and experimenting with colors and shapes: that is why every season we develop a range of over 60 exclusive fabrics, 800 different shades and 50 models.





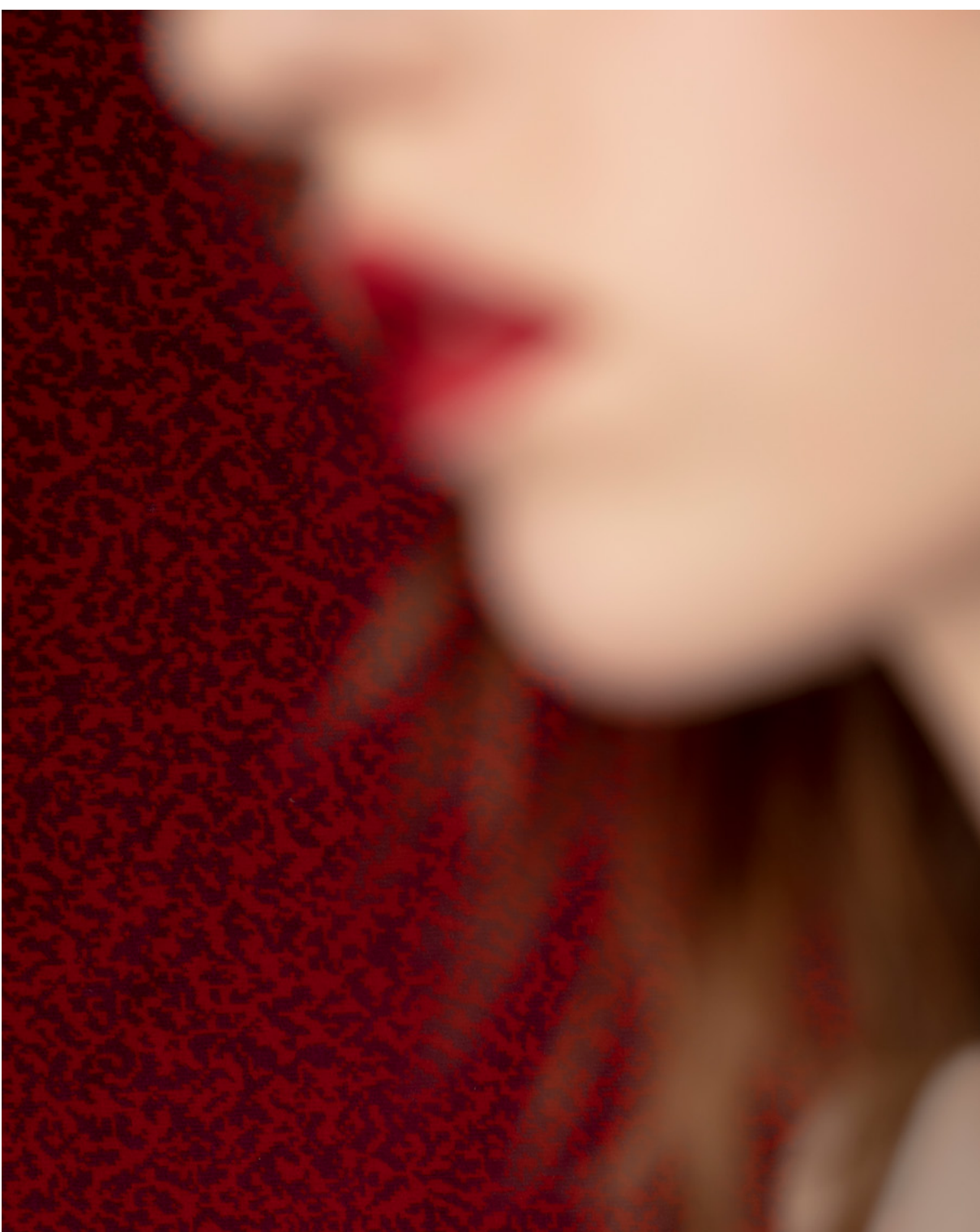
PT

TORINO

WOMAN

Everyday Glamour

Enjoy the luxury of owning a pair of trousers that are both trendy and durable. Tailored on the idea of a sophisticated and fashion-oriented woman who refuses to compromise on quality, our trousers are always gifted with a glamorous, cosmopolitan touch regardless of their style. Ranging from formal to smart casual, they are enriched with details designed for different occasions and moments of the day.





PT

TORINO

DENIM / MAN

Iconic Jeans

Heritage materials meet groundbreaking treatments and washes in this unique collection of jeans designed in Italy. Our denim is made from the best American, Japanese and Italian denim fabrics, and crafted with PT's stylistic DNA in mind. We devote time and focus to developing the perfect fit and to those tiny details that make a pair of jeans truly luxurious.





PT

TORINO

DENIM / WOMAN

The Ultimate Girl's Jeans

Our women's jeans are truly designed and conceived for women, by bringing the best of the denim heritage to the feminine wardrobe and adding a dash of glitter and allure to the mix. Like most girls, we are obsessed with the way our jeans fit, so regardless of the style or shape, our denim will always look gorgeous in all the right places.





DISTRIBUTION

Selling more than eight hundred thousand trousers every year, we are present in the best multibrand stores worldwide. With more than 1000 clients globally, we own more than two thousand square metres of showrooms, between Turin’s headquarters, New York, Tokyo and Milan. Four wonderful exhibitig spaces where we host more than five thousand guests every year.



TOP CLIENTS

EUROPE

Italy	Milan	Biffi
Italy	Rome	Cenci
Italy	Bologna	Folli&Follie
Italy	Flero	G&B
Italy	Milan	La Rinascente
Italy	Trani	Nugnes 1920
Italy	Legnano	Vinicio
Italy	Luisa Via Roma	Firenze
UK	London	Fenwick
Germany	Hamburg	Braun
Germany	Munich	Lodenfrey
Denmark	Copenhagen	Bindesboel
Sweden	Stockholm	Rose & Born
The Netherlands	Amsterdam	Oger
Belgium	Bruxelles	Crossword
Belgium	Bruxelles	Degand
Russia	Moscow	Bosco di ciliegi
Spain	Barcellona	Santeulalia
Switzerland	Carouge	Bongenie
Switzerland	Zurich	Jelmoli

REST OF THE WORLD

USA	New York	Barneys
USA	New York	Saks Fifth Avenue
USA	Westport	Mitchells
USA	Seattle	Marios
Canada	Toronto	Harry Rosen
Japan	Tokyo	Barney's New York
Japan	Tokyo	Beams
Japan	Tokyo	Estnation
Japan	Tokyo	Isetan
Japan	Tokyo	Light Up
Japan	Tokyo	Tomorrowland
South Korea	Seul	Galleria
South Korea	Seul	San Francisco Market
South Korea	Seul	Shinsegae
Hong Kong	Hong Kong	Joyce Boutique
Turkey	Instambul	Vakko
Kazakhstan	Almaty	Saks Fifth Avenue

HOUR SHOWROOMS



MILAN



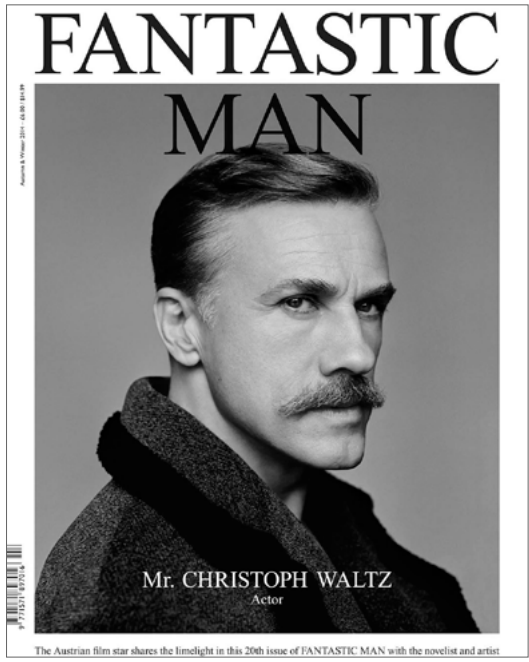
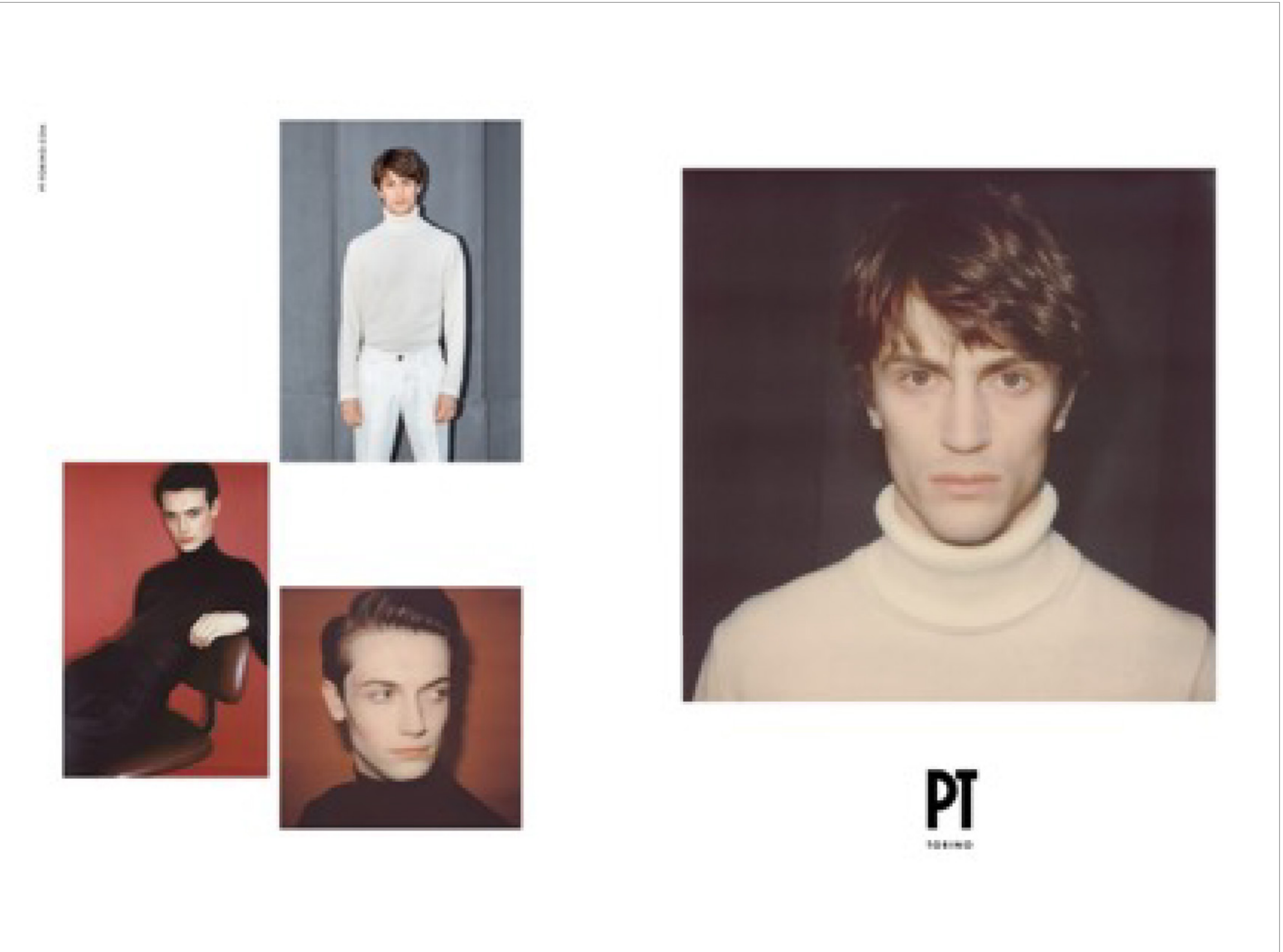
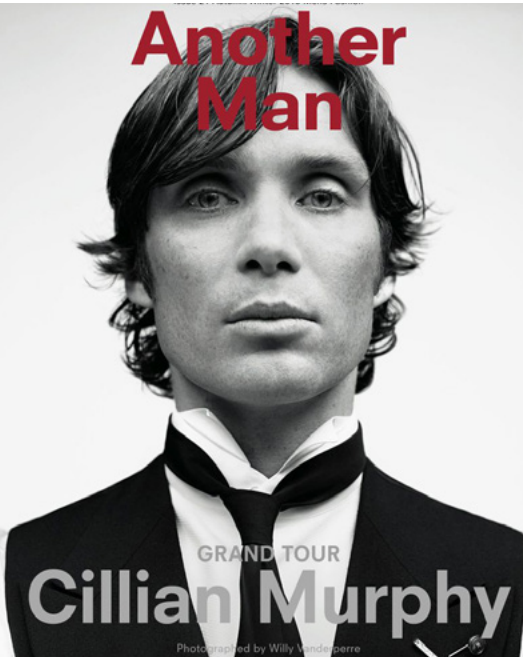
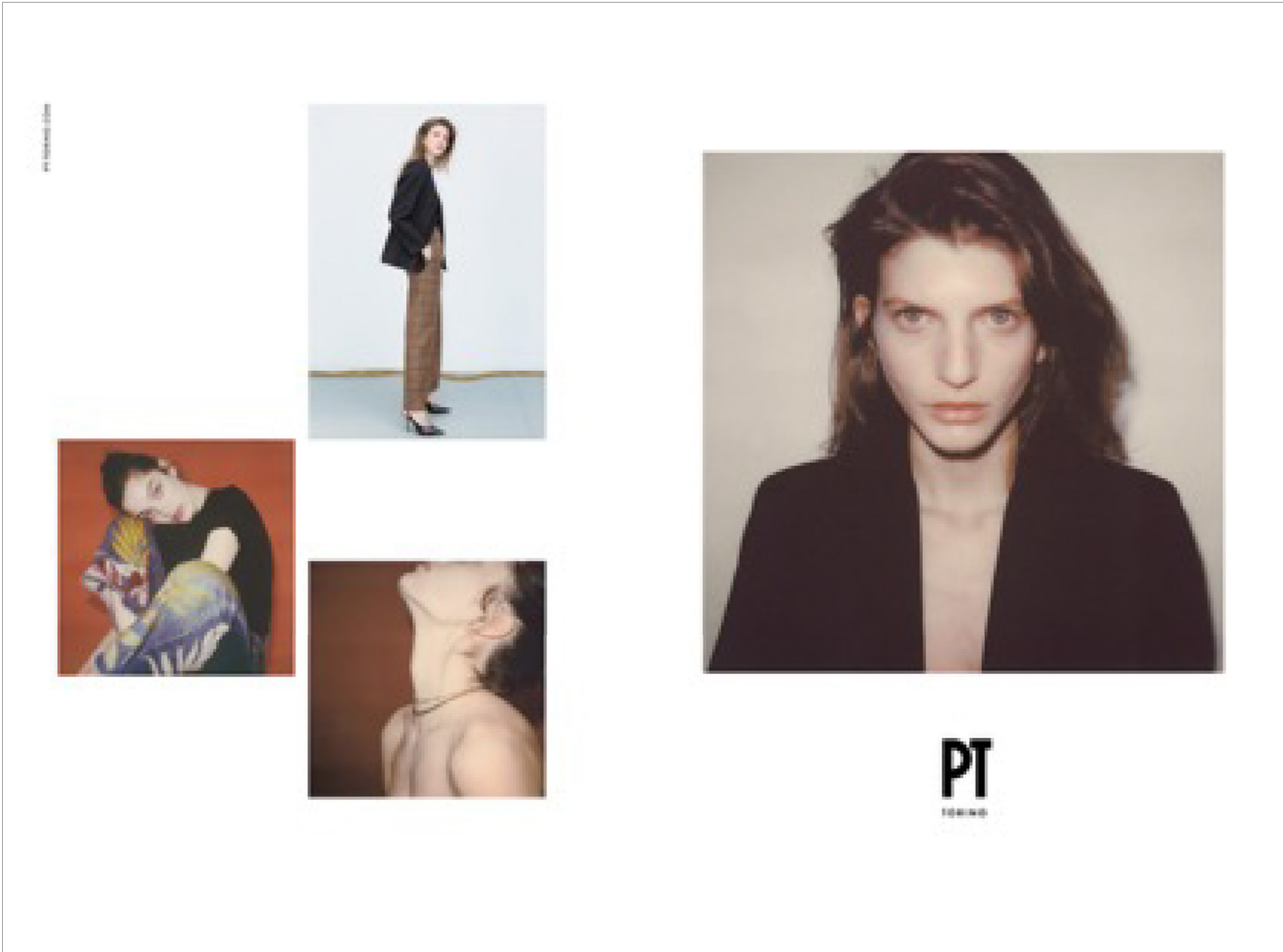
TOKIO



NEW YORK

ADV CAMPAIGNS

Communicating and promoting our brand it is the first step towards testing its effectiveness in the market. Throughout the years, we have strengthened our presence in the national and international press with major investments in media planning and global press & PR operations.



VISUAL MERCHANDISING

We invest every possible resource to reach out to our to final consumers and support the sell-out through a 360-degree multi-channel marketing and communication strategy. Online and offline, from our shop windows to our website, from traditional media to social media, the message is one, consistent, and tenacious.



PT
TORINO

is a brand produced and distributed by

COVER50 s.p.a.