

P448[®]



P448®

1. Who we are

**P448 IS A
STREETWEAR
SNEAKER
LABEL; A TRULY
CONTEMPORARY
BRAND WHOSE
COLLECTIONS
ARE DESIGNED TO
EMPOWER THE
INDIVIDUAL.**





2. Vision

P448 seeks to unite. Inclusive and diverse, it is an evolution of the traditional family portrait and serves as an embodiment of contemporary culture.

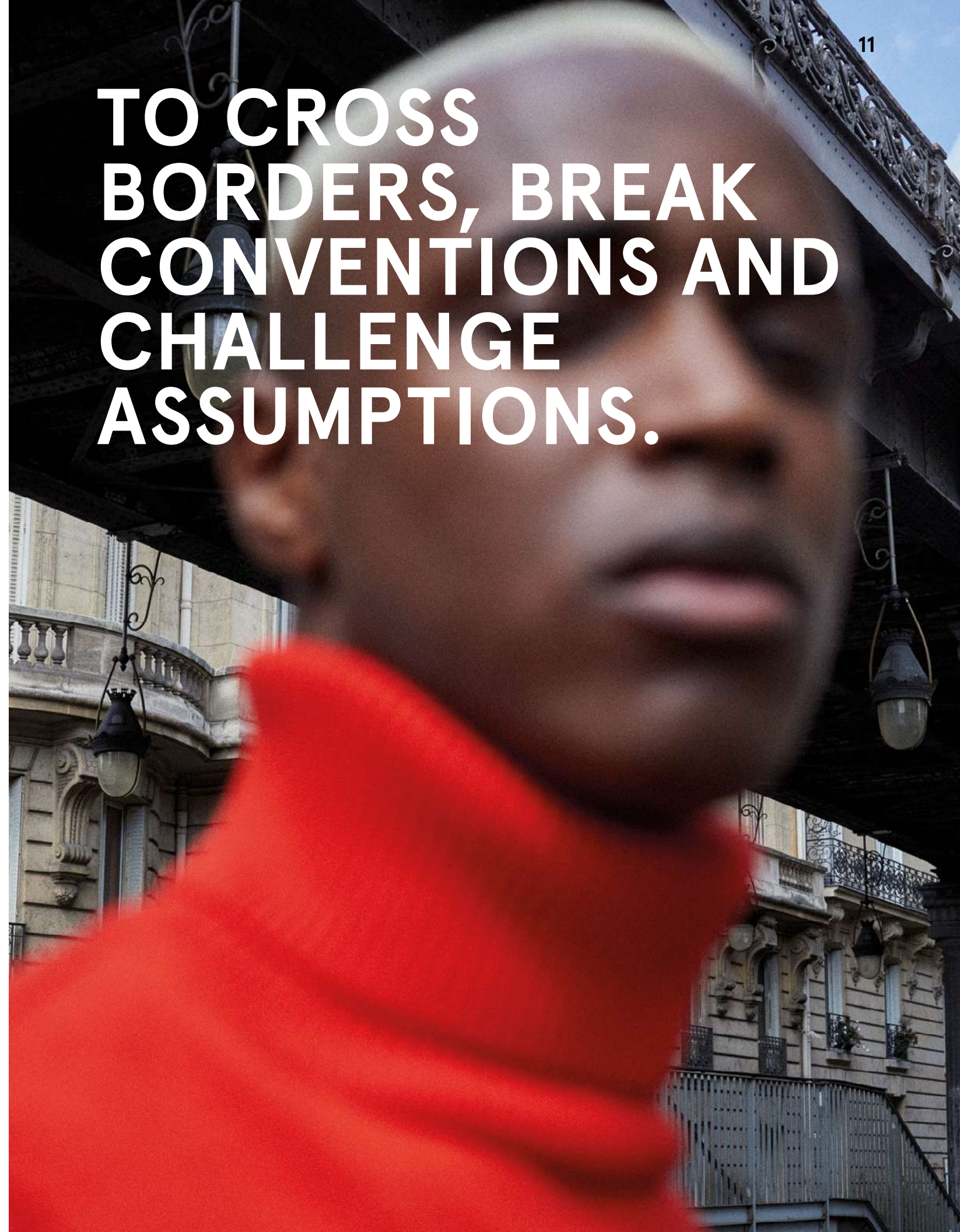
We see our brand and our consumers as a family that is united by shared values.



3. Mission



**TO CROSS
BORDERS, BREAK
CONVENTIONS AND
CHALLENGE
ASSUMPTIONS.**



4. Values



DIVERSITY

**THE POWER LIES
IN THE DIVERSITY
OF THE PEOPLE.**



Authenticity

The most genuine things in life are raw and real. Our brand is candid, free-spirited

and relatable. We don't follow the rules of fashion, we are led by the people.

AUTHENTICITY

**THE MOST
GENUINE THINGS
IN LIFE COME
IN THE RAWEST
FORMS.**

Our brand is candid,
free spirited and
relatable. We don't
follow the rules of
fashion we follow the
People.

NO MORE FUSS. LET'S GET REAL.

UNITY

**A SENSE OF
BELONGING IS
WHAT CONNECTS
US. WE BELIEVE
IN THE POWER OF
INCLUSIVITY.**



5. Brand Story

P448 is an Italian footwear brand rooted in diversity and inclusivity. Inspired by the power of the individual, we are an evolution of the traditional family portrait and serve as an embodiment of contemporary culture.

Founded in 2014 by Marco Samorè and Andrea Curti, P448 is based on their shared philosophy of 'mixing and matching'.

This ethos drives everything from the style aesthetics to the team DNA.

As the brand grew, Jacopo Barbieri and Giampaolo Ghirotti joined the team. The P448 family is a dynamic mix of individuals who are united by a collective consciousness.



6. Made in Italy

All P448 products are all 100% made in Italy. Each sneaker is conceived and manufactured by master craftsmen in the finest factories in Italy, using rich materials, thoughtful details and best-in-class workmanship.

From the selection of rich materials, to the cutting of the leather, to the manual stitching of the sole, every step of the production process

is executed with meticulous attention to detail.

Every P448 design is engineered to achieve perfection in both form and function. An expert team of skilled artisans is devoted to quality and comfort in both design and performance.



We

Speak to our audience as friends

Kind and inclusive

Cool yet not shallow

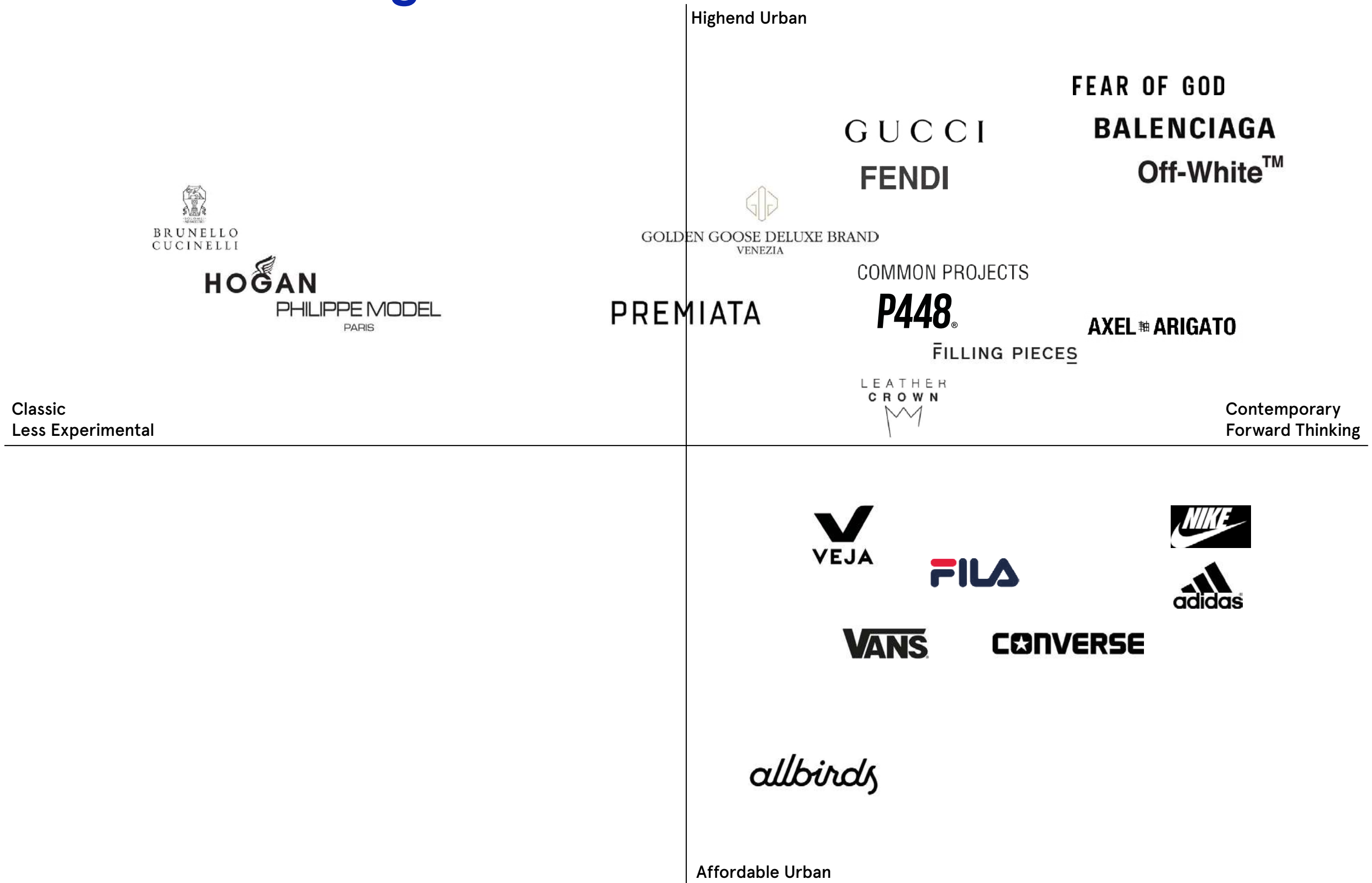
Are creative but accessible

Are genuine and relatable

Thrive on unity



7. Brand Positioning



8. Personas

Our target audience is not characterised by an age group, rather an ethos of free-spirited individualism. Our customers enjoy fashion but are not trend-victims and see style as an expression of their individuality. They are cool, authentic, effortless and look for comfort and ease.



Zoë Kravitz



Finn Wolfhard



FKA Twigs



Hanne Gaby Odiele



Luka Sabbat



Cara Delevingne

9. Our Soundtrack



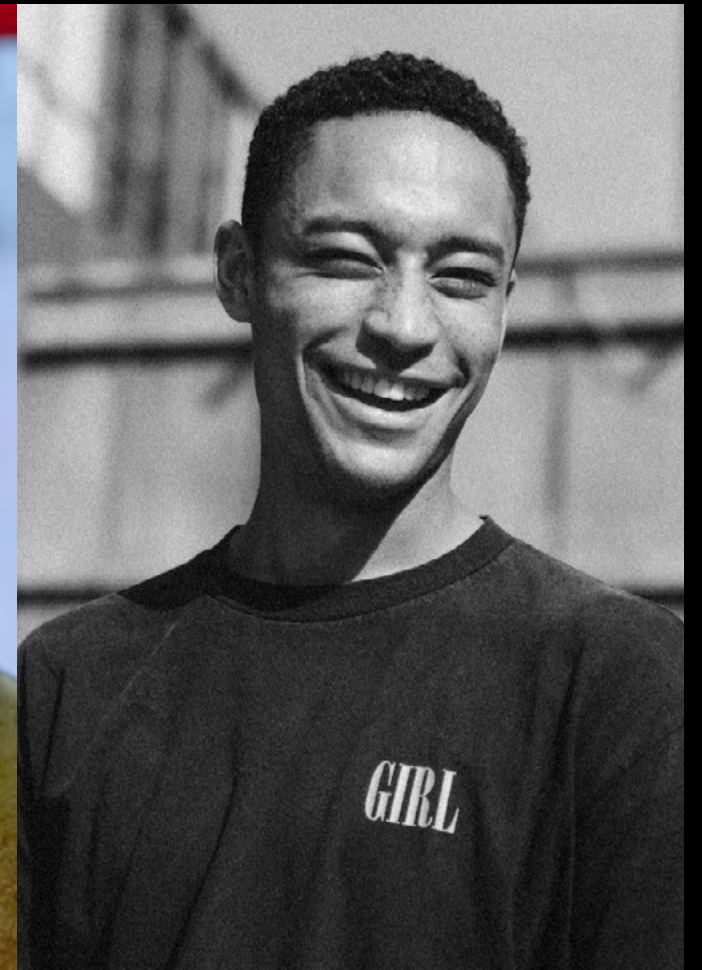
Kendrick Lamar



Loyle Carner



Anderson Paak



Polo & Pan

10. Sustainability

This is RE:new
LESS WASTE.
LESS CONSUMPTION.
SAME SPIRIT.

Make a choice.
Make it sustainable.
RE:new by P448® is
an exclusive capsule
collection made with
at least 50% natural
recycled leather fibre.







11. Advertising

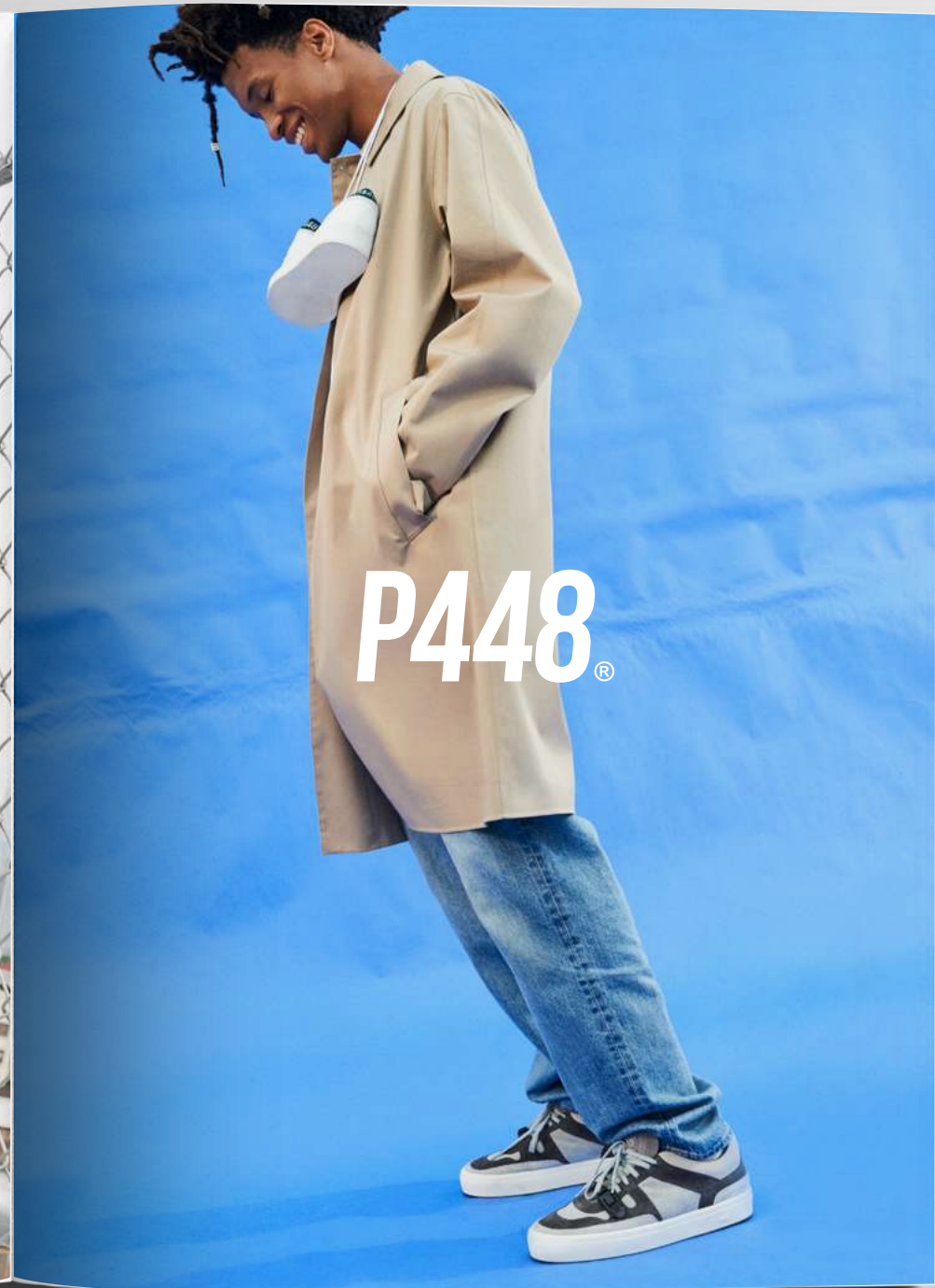


P448.com



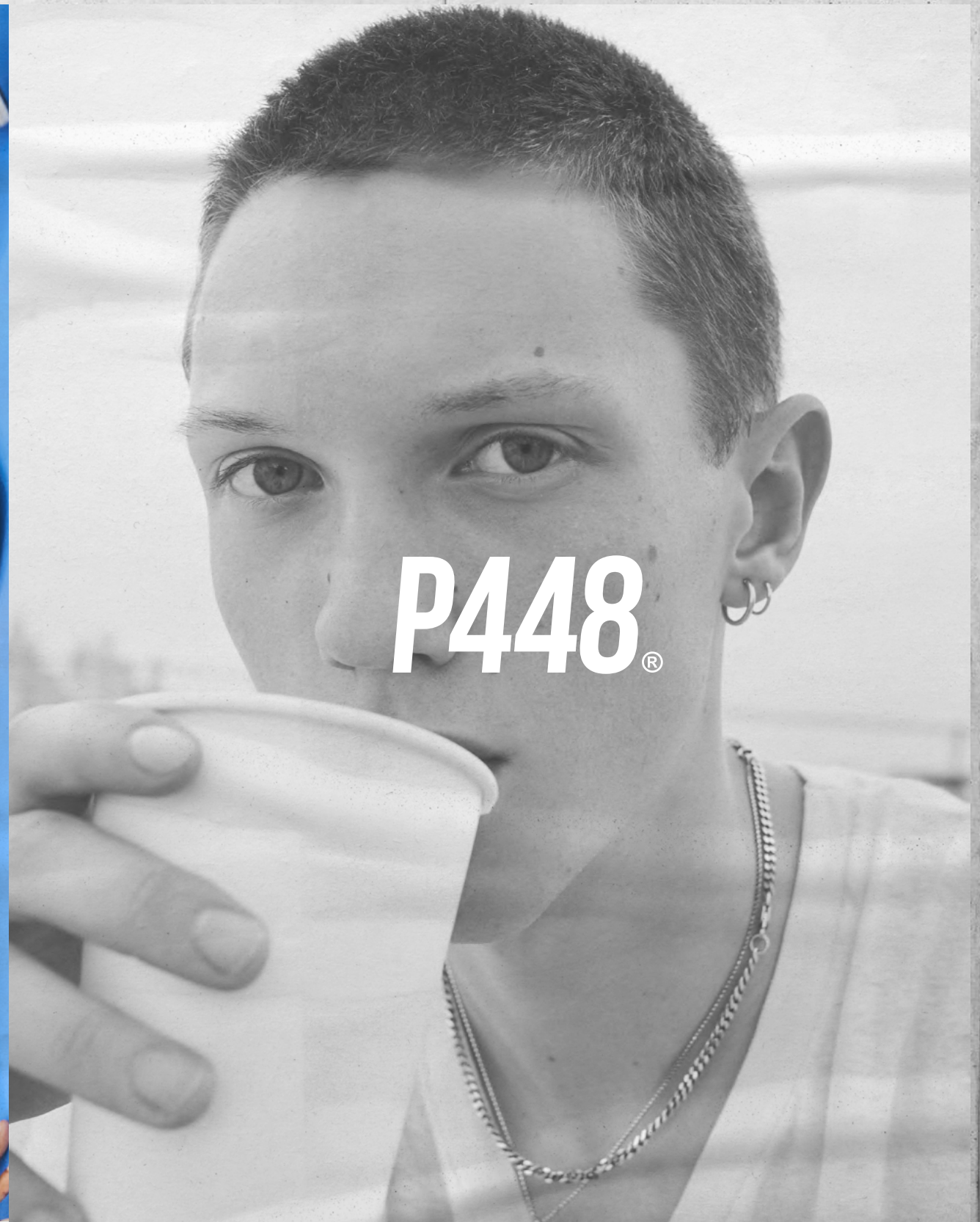
P448®

Milan
New York

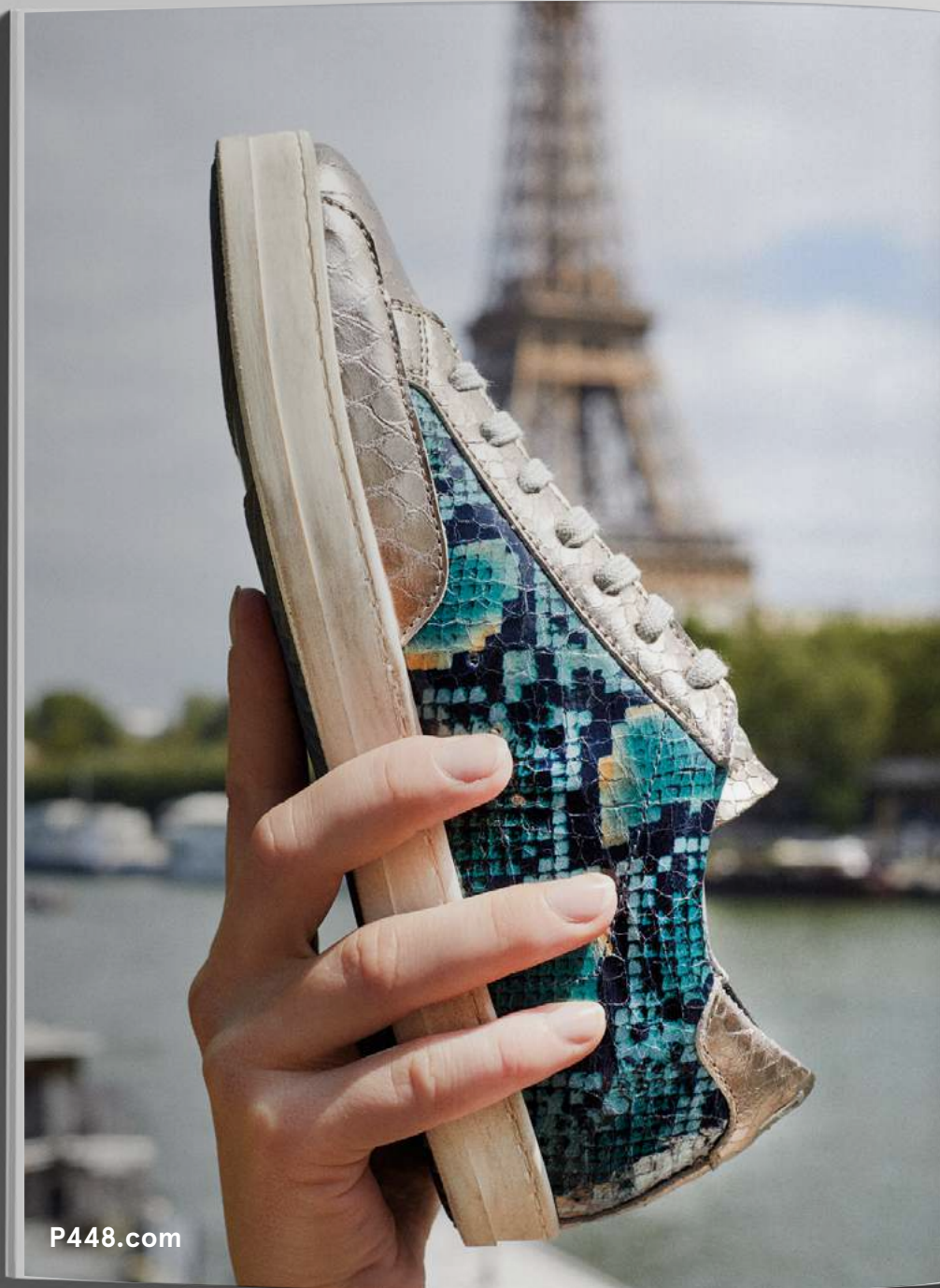




P448.com



Milan
New York

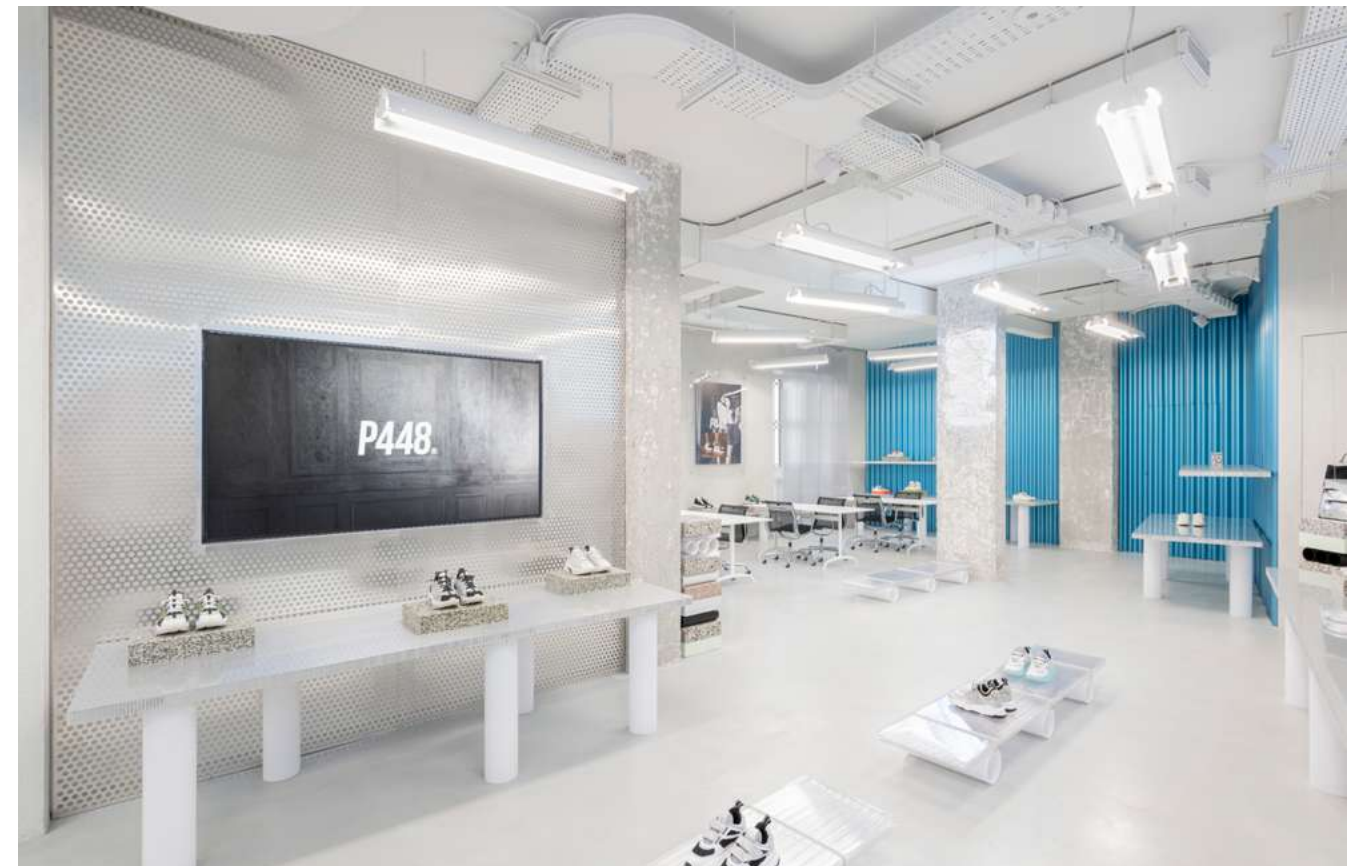


12. Offline Branding

Milan Showroom

In January 2019, P448 debuted an innovative showroom concept designed by worldrenowned Italian Architect Studio PiuArch on the iconic Palazzo Serbelloni in Milan.





Pitti immagine



Top Partners

P448 has a worldwide distribution, and its footwear is offered by high-end department stores and online retailers.



Milan / New York
London / Hong Kong
Paris / Melbourne
Amsterdam/Tokyo



Our Partners.

Nordstrom
 Bloomingdales
 Anthropologie
 Selfridges
 Lane Crawford
 Printemps
 La Rinascente
 David Jones
 Takashimaya
 ShopBop.com
 Luisaviaroma.com

Pop-up / Experimental Stores



Rinascente



Selfridges



13. Online Branding

#P448

#madeinitaly

#youcansurflater

#P448Lovers

#P448Star

Website: www.p448.com

US website: us.p448.com

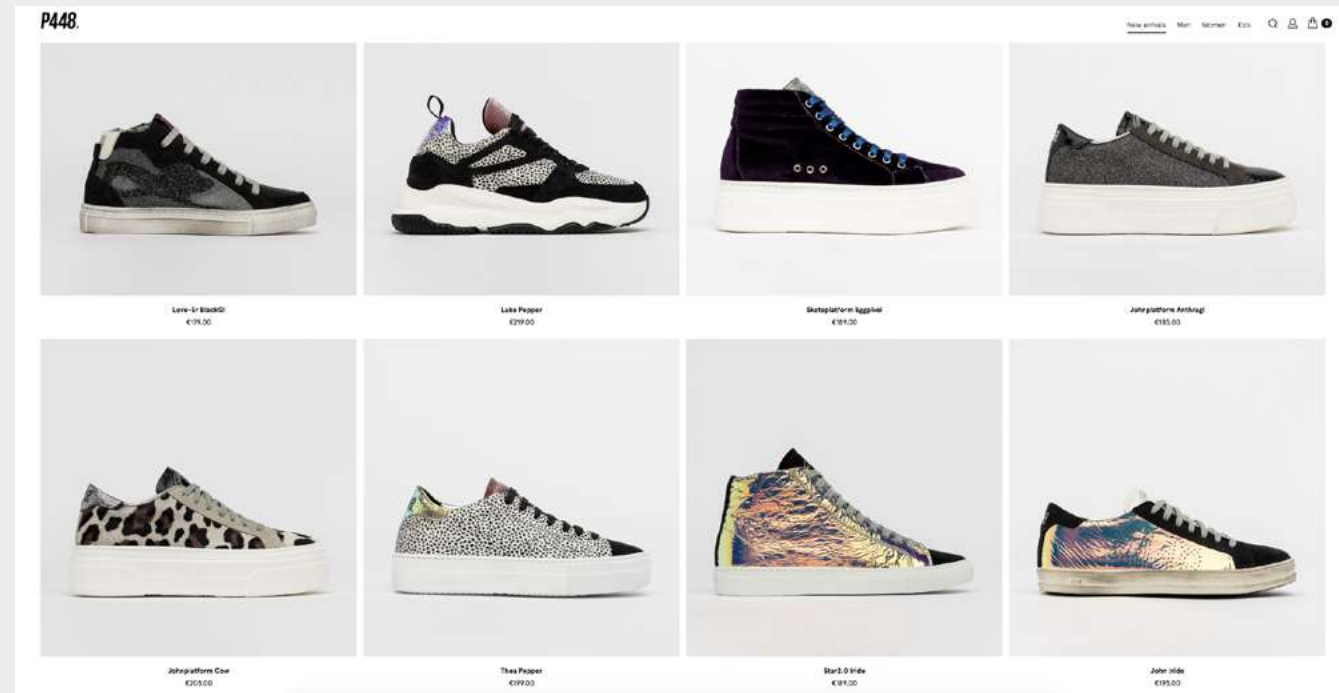
Facebook: @P448official

Instagram: @p448

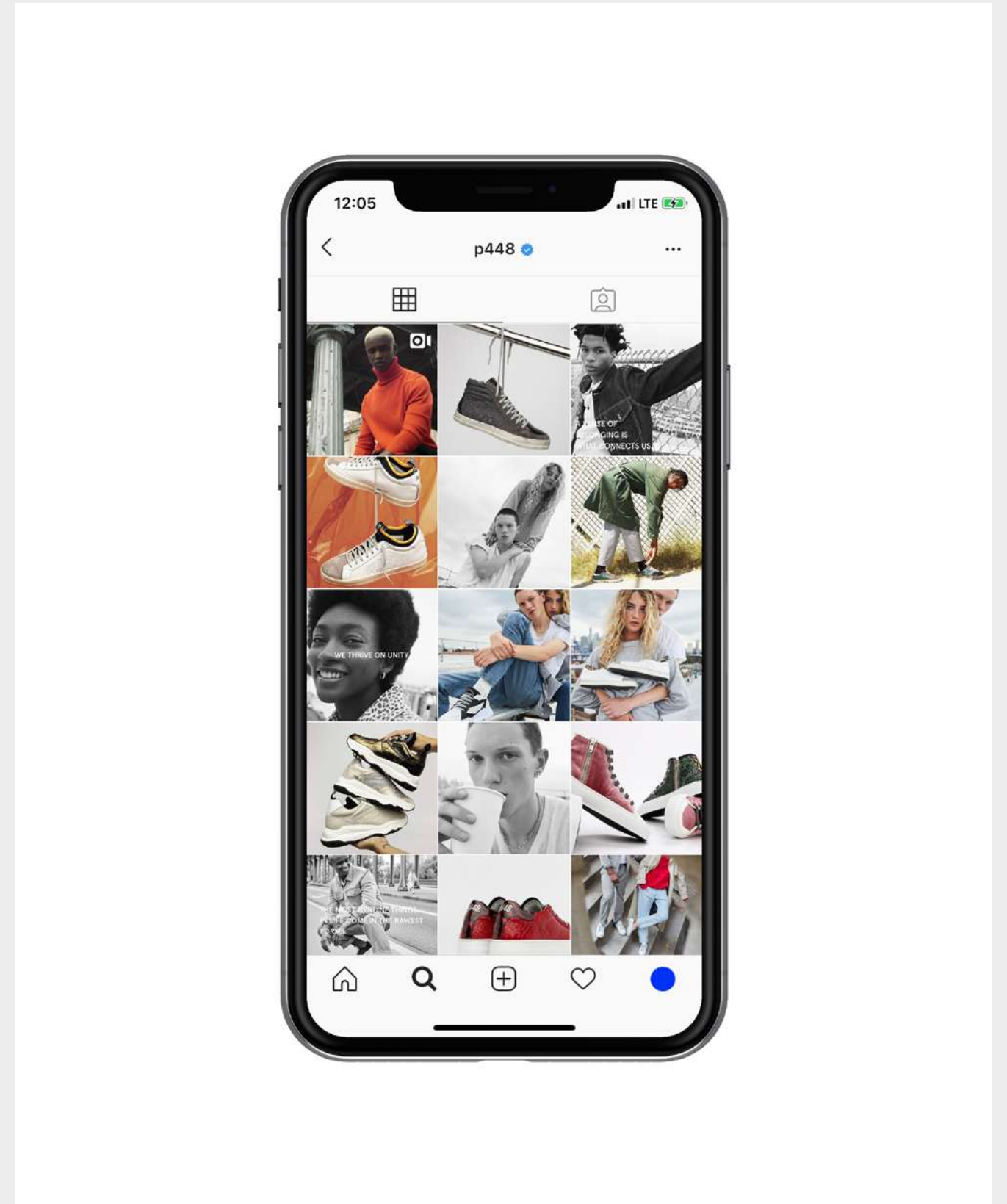
Website



E-commerce



Instagram



14. Celebrities

#P448Stars



Taylor Swift



Alpa



Jennifer Lawrence



Joe Jonas

15. Press

TextilWirtschaft
Business / Fashion



HOME / BUSINESS / INTERVIEW

THE INTERVIEW WITH ELI STUART WEITZMAN CEO WAYNE KULKIN

„Sneaker? Das ist das schwierigste Produkt.“

von Tobias Bayer am 20. Januar 2019

Wayne Kulkin war Chef von Stuart Weitzman. Jetzt ist der Amerikaner selbständig und hat sich an dem italienischen Sneaker-Label P448 beteiligt. Er wittert großes Potenzial für die "In-Betweens", also die Künstler und Handwerker im Sneaker-Business.

Wer den Namen Stuart Weitzman hört, denkt an Pumps, High-Heels und Ankle-Boots. Doch der frühere CEO der New Yorker Brand, Wayne Kulkin, mag seit jeher lieber Sportschuhe. „Ich kleide mich seit 40 Jahren gerne in Hoodies und Sneakers. Auch zum Anzug trage ich Sneakers“, sagt er.

Die Leidenschaft hat er zum Beruf gemacht. Kulkin hat die Gesellschaft StreetTrend LLC gegründet, mit der er italienische Brands weltweit nach vorne bringen will. Mit 30% ist er jetzt bei P448 eingestiegen. Das Label ist bereits in Top-Stores wie Harrod's, Selfridges, Liberty, Rinascente, Printemps und Neiman Marcus vertreten. Kulkin und seine italienischen Partner haben sich das Ziel gesetzt, den Umsatz in fünf Jahren von rund 8 Mio. Euro auf 50 Mio. Euro zu steigern.

ATTILA&CO

ELLE

ROUGE MODA KRASOTA ZVEZDY OTNOSHENIYA STIL'ZHIZNI GOROSKOPY VIDEO

Мода

Мода — центральная тема сайта, в которой собраны самые актуальные новости индустрии, фэшн-критика, обзоры модных трендов сезона, эксклюзивные фотосессии, а также StreetStyle из разных стран мира.

НОВОСТИ ТРЕНДЫ ПОДИУМ ЗВЕЗДНЫЙ СТИЛЬ ПРАКТИКА STREET STYLE ТЕСТЫ

26 СЕНТЯБРЯ 2019 ПРЭКТОН АЙНА

Кроссовки недели: P448

Бренд, который мы давно ждали

Совсем скоро в России придет итальянский обувной бренд P448. Молодая марка была основана в 2014 году тремя дизайнерами — Анджело Курти, Марко Саморе и Якопо Барбери, — которые в значительной степени подвержены влиянию стритвара и винтажной эстетики (не самое банальное сочетание).

Кроссовки P448 изготавливаются с особым вниманием к деталям. Наш выбор — ирицидная модель John, «собранный» из замшевых и лаковых деталей с различными текстурами и принтами. Это наглядный пример того, что кичи все еще с нами, а как иначе объяснить микс из имитации кожи рептилии и шкуры леопарда, да еще и со шнурками яркого цвета. Благодаря сдержанному силуэту модель не выглядит слишком вычужденно, поэтому будет отлично сочетаться с базовым гардербом.

Кроссовки будут представлены в сети мультибрендовых магазинов No one.

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fashion MAGAZINE.it

BUSINESS MARKET TREND COMMUNITY CERCA

FRAN DI WAYNE KULKIN PER LE SNEAKER

Per P448 una showroom a Milano e poi Pitti: obiettivo 50 milioni

11 gennaio 2019



È ancora molta Italia nei piani espansionistici del marchio di luxury sneaker P448: proprio in questi giorni si inaugura a Milano la showroom di Palazzo Serbelloni, che servirà da base per l'espansione europea. A giugno Pitti Uomo farà da vetrina alle nuove collezioni live e, infine, il nostro Paese sarà probabile meta di una store opening, ma non prima di un paio d'anni.

raccontare il futuro di P448, che presenta scarpe da ginnastica per uomo, donna e bambino e fattura 8,2 milioni di euro, è Wayne Kulkin, cco di Stuart Weitzman, che da meno di un anno ha rilevato insieme fondo d'investimento italiano Penda, guidato da Paolo Grillo, una lista di maggioranza del brand di sneaker, lanciata nel 2014 da Marco More e Andrea Curti, che restano soci di minoranza.

«Siamo molto soddisfatti della nostra crescita internazionale - ha dichiarato Kulkin a fashionmagazine.it - . Chiudiamo il 2018 a circa 8,2 milioni di euro, in crescita del 36% rispetto all'esercizio precedente, ma positivi riguardo la nostra crescita futura e il nostro obiettivo è quello di raggiungere 50 milioni di euro entro il 2022».

Attualmente P448 è distribuito in 800 punti vendita tra Europa, con Italia primo mercato, e Stati Uniti (dove è già attiva una showroom a New York), attraverso importanti presenze in department store come Harrod's, Selfridges, La Rinascente, Printemps, Bloomingdale's.

Ma l'obiettivo è quello di spingere al massimo sull'internazionalizzazione. «Il brand - dice Kulkin - è nato ed è stato sviluppato come azienda italiana, ma la nostra prospettiva è di attivare altri mercati. Il potenziale di Cina, Usa e Russia è enorme e noi stiamo crescendo».

Quest'anno sono in cantiere anche i primi opening monomarca. «Aprire una serie di negozi in città chiave è uno dei nostri primi obiettivi», conferma Kulkin. Gli Usa avranno la priorità sull'Europa, dove il piano retail dovrebbe partire nel 2020.

«Siamo focalizzati su una strategia su tre livelli, corrispondenti ai tre macro mercati: Usa, Europa Occidentale e Asia. È nostra convinzione che, se riusciremo a costruire una brand loyalty in queste tre regioni, questo ci permetterà di continuare a mantenere e sviluppare una strategia globale», sintetizza il manager.

amb.

WWD

Brands to Watch at Pitti Uomo

Labels to check out at the Florentine trade show.

P448


Italian hip sneaker label P448 is making its official debut at Pitti Uomo with a booth at the Urban Panorama section and designed by The Milan-based Piuarch Studio, the architecture studio behind the Gucci Hub.

The brand, which was founded in 2014 by Marco Samore and Andrea Curti, features among its investors footwear veteran Wayne Kulkin's StreetTrend that in July 2018 joint ventured with Italian investment firm Penda Srl to purchase the design, manufacturing operations and brand assets of the label. The cofounders retained a 33 percent interest.

Along with presenting its offering of signature sneakers, which combine the use of unique color combinations and premium materials with a cool fresh street sensibility, P448 will unveil a sustainable capsule, including four unisex lightweight and highly resistant styles crafted from natural recycled leather. With this project, the brand aims to significantly reduce the environmental footprint associated with leather production, as well as the quantities of energy, chemicals and water used to manufacture its shoes.

In the more traditional line, P448 will present new versions of its John style, where the eye-catching sole enriched with a marble-like effect is combined with uppers in different color combinations, such as off-white matched with forest green, red and navy blue.

In addition, the low-top John will be displayed in gray leather treated to obtain a marble-like texture, as well as in black cracked leather with a tone-on-tone suede toe and neon details.



A style from P448's spring 2020 collection. Courtesy Photo

Chief executive officer Paolo Grillo said the brand will open its first flagship this year in New York's SoHo district. According to the company, which recently opened pop-up shops in London at Selfridges and in Milan and Rome at Rinascente, P448 next year will unveil a boutique on Milan's Via Montenapoleone.

Showroom P448
Palazzo Serbelloni

Corso Venezia, 16
20121 Milano - Italy
T. +39 02 36579065

info@p448.com
www.p448.com

P448.COM