



JJIL

COMPANY PROFILE

1 *THE COMPANY*

NOTHING OVERWHELMING COMES WITHOUT PASSION.
HOWEVER, NOTHING COMES TO ESTABLISH ITSELF
WITHOUT EFFORT AND DEDICATION.

An emerging star in the Italian and international fashion scene, JIJIL is the trademark of total look clothing for women and little girls, launched in 2012 by the company D.G. Group of Andria, in Apulia.

It is a project with an original and sophisticated style, which relies on a careful research and selection of materials; all is fueled by a constant experimentation expressed through surprising combinations of fabrics and modeling lines that enhance femininity, for a very competitive value for money.





2 *THE* BRAND

Experimentation

Questioning reality to better understand all its aspects and nuances. Be lively and curious; testing the new to enhance the tradition.

Italian style

Designing and creating with taste and refinement. Work is art where the effort is expressed with inspiration and precision, to give life to a quality beautiful thing.

Research

Perseverance in knowledge. Because the knowledge must be bolstered, the materials must be tested, the trends must be found and interpreted to always offer topical and effective solutions.

Femininity

Aesthetics and sensuality. A unique dimension, expression of style and identity. Goal and, at the same time, starting point for each project and proposal.

Enthusiasm

This is what leads and links us. We strongly believe in what we do, combining passion and will, thought and planning

TOTAL LOOK THAT MIXES FASHION AND CASUAL, ALWAYS WITH SOPHISTICATION. THE SWEATSHIRT COMES EMBELLISHED WITH JEWEL APPLICATIONS, STUDS, ALL-OVER PRINTS, ALL MADE ACCORDING TO THE BRAND GENES. A NEW STYLE VISION, WHICH GIVES AN ADDITIONAL TOUCH TO THE EVERYDAY LOOK. SKIRTS, TROUSERS, JACKETS AND COATS, SHORTS AND T-SHIRT COMPLETE THE RANGE.



3 STYLE & ORIGINALITY

Glamour, refined, with precious details and productions but, above all, original for taste and modelling, new for combinations and applications.

The strength of the brand is its original style. The most fashionable trends are only ideas; research is ongoing, while the experimentation is a real mission.

Being sure that the new things are created, rather than found, the staff of fashion designers works to test the result of style mixes, selecting new materials and developing exclusively hand-made productions.

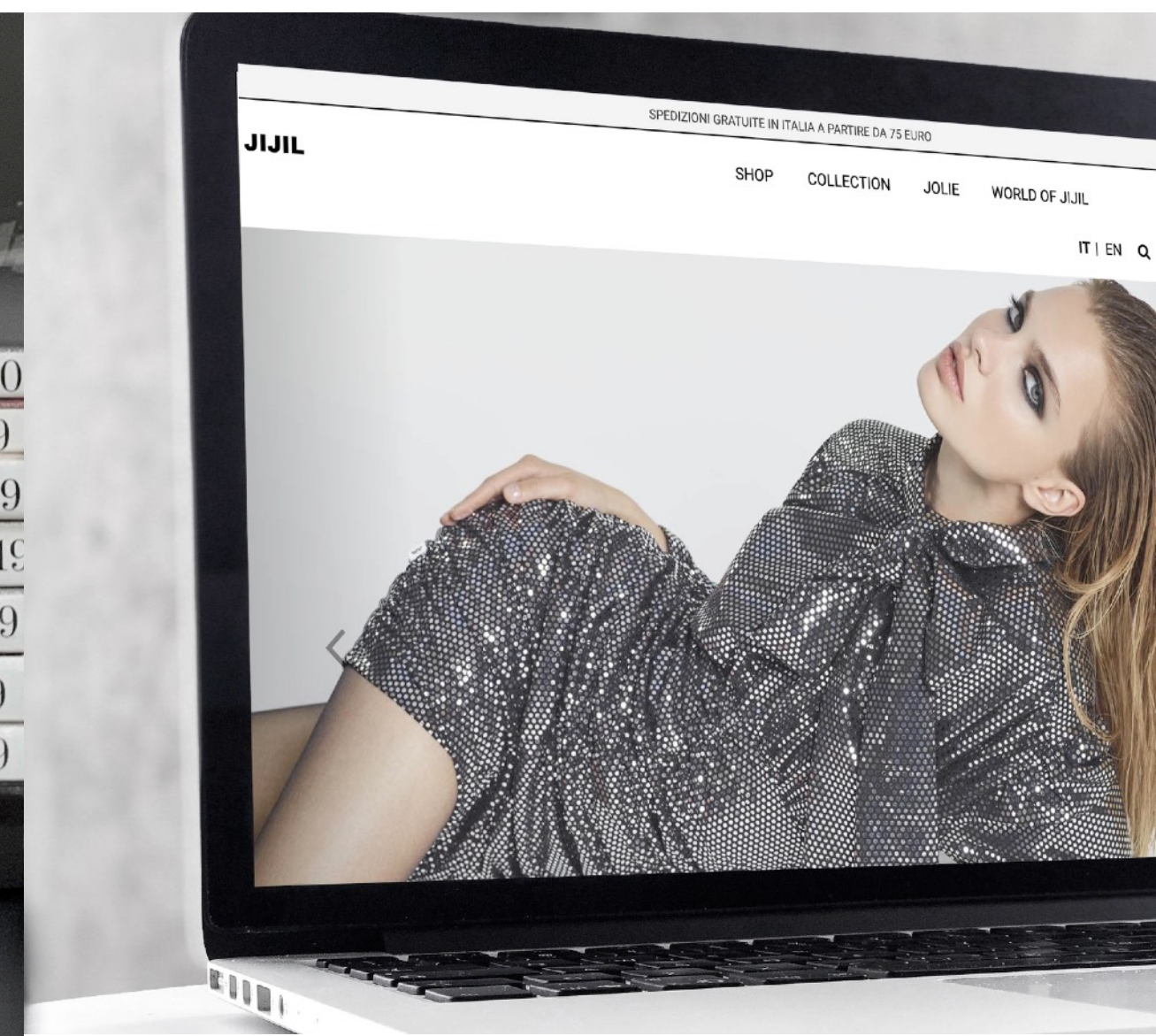
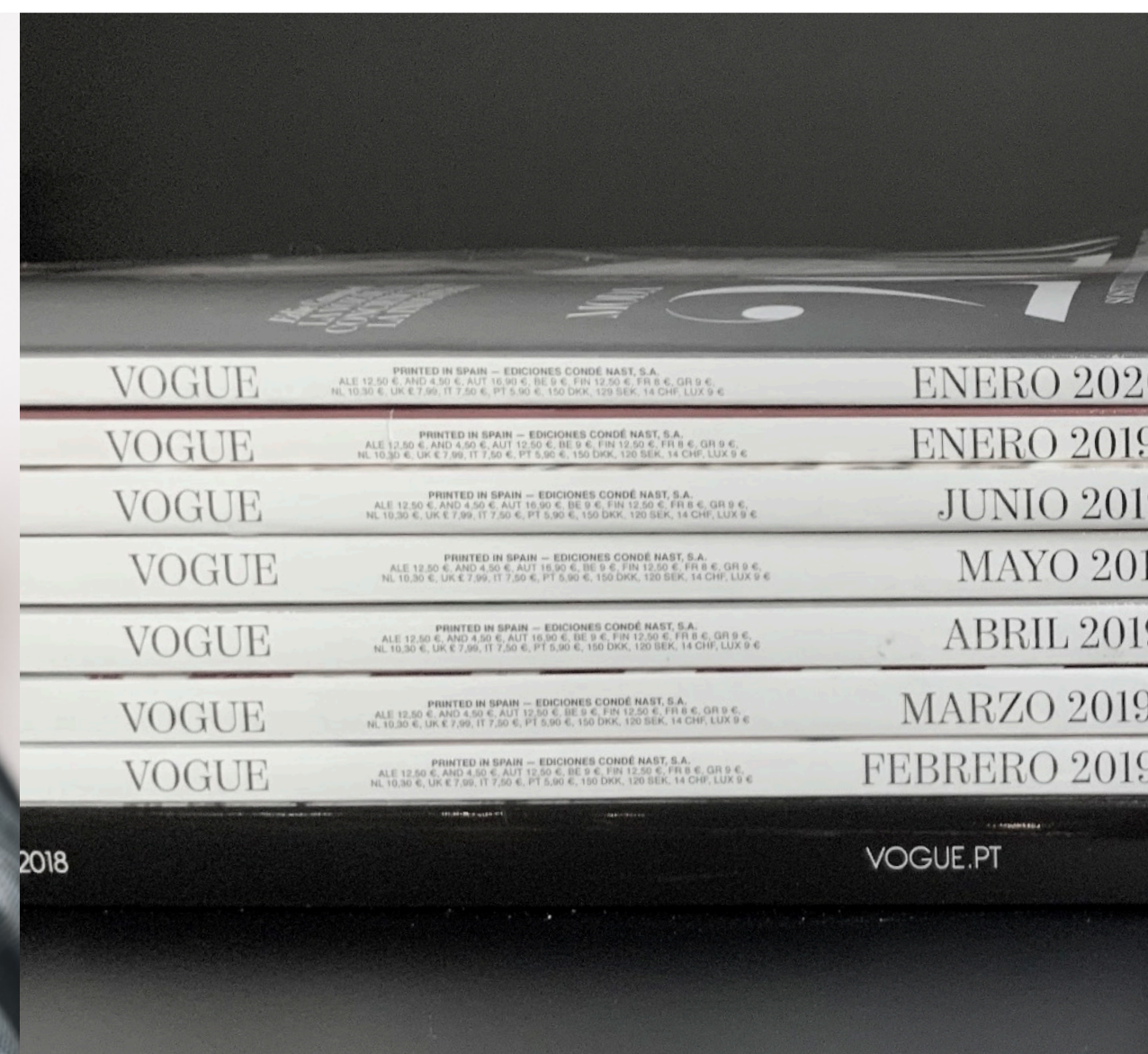
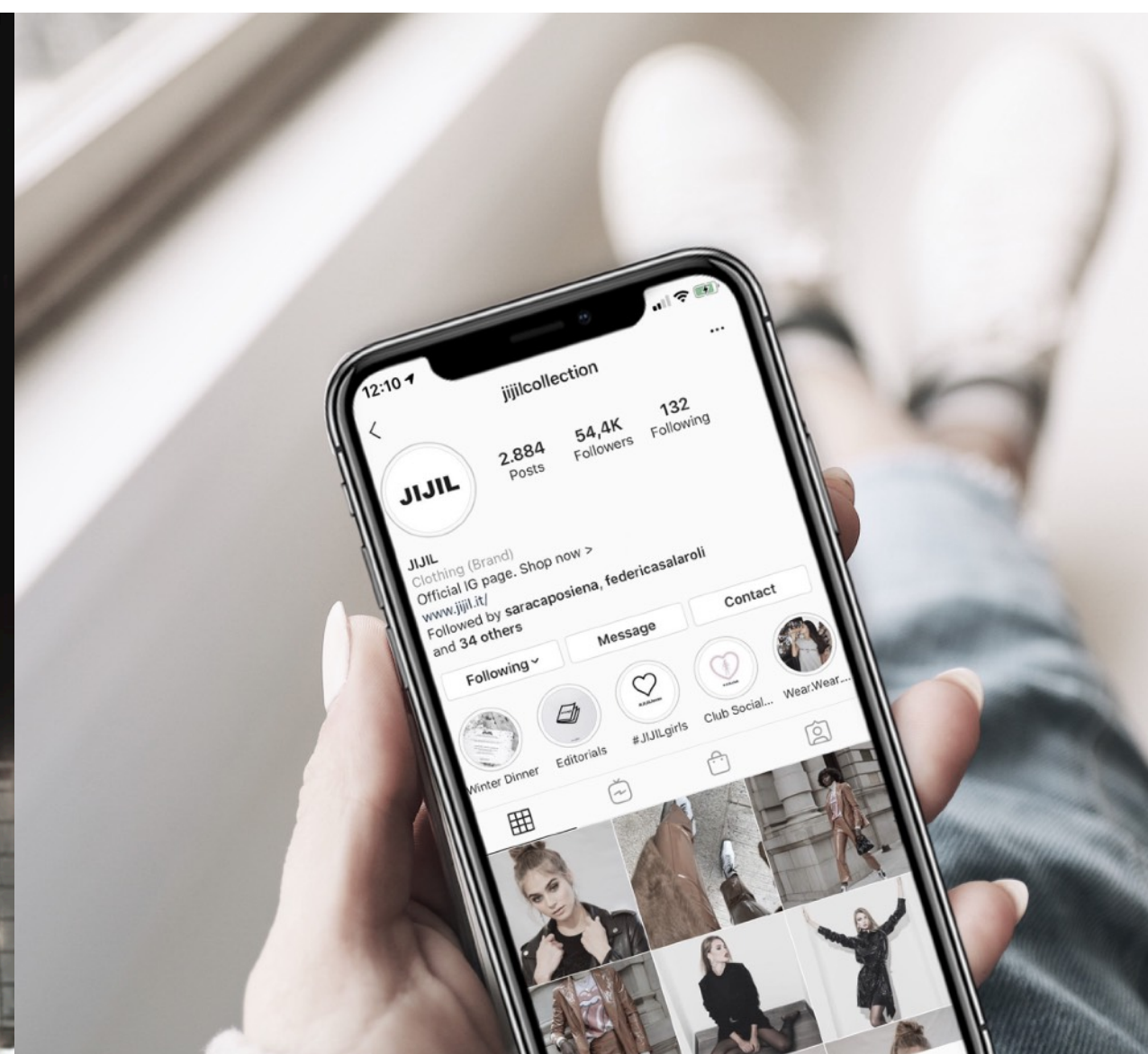
Each collection is a discovery, along which the stylistic interpretation of current trends developed by the brand stands.

The combinations reveal all the experiments and research developed by the style department.

4 *Marketing* AND COMMUNICATIONS

Every year, considerable investments are devoted to the study and activation of marketing and communication strategies.

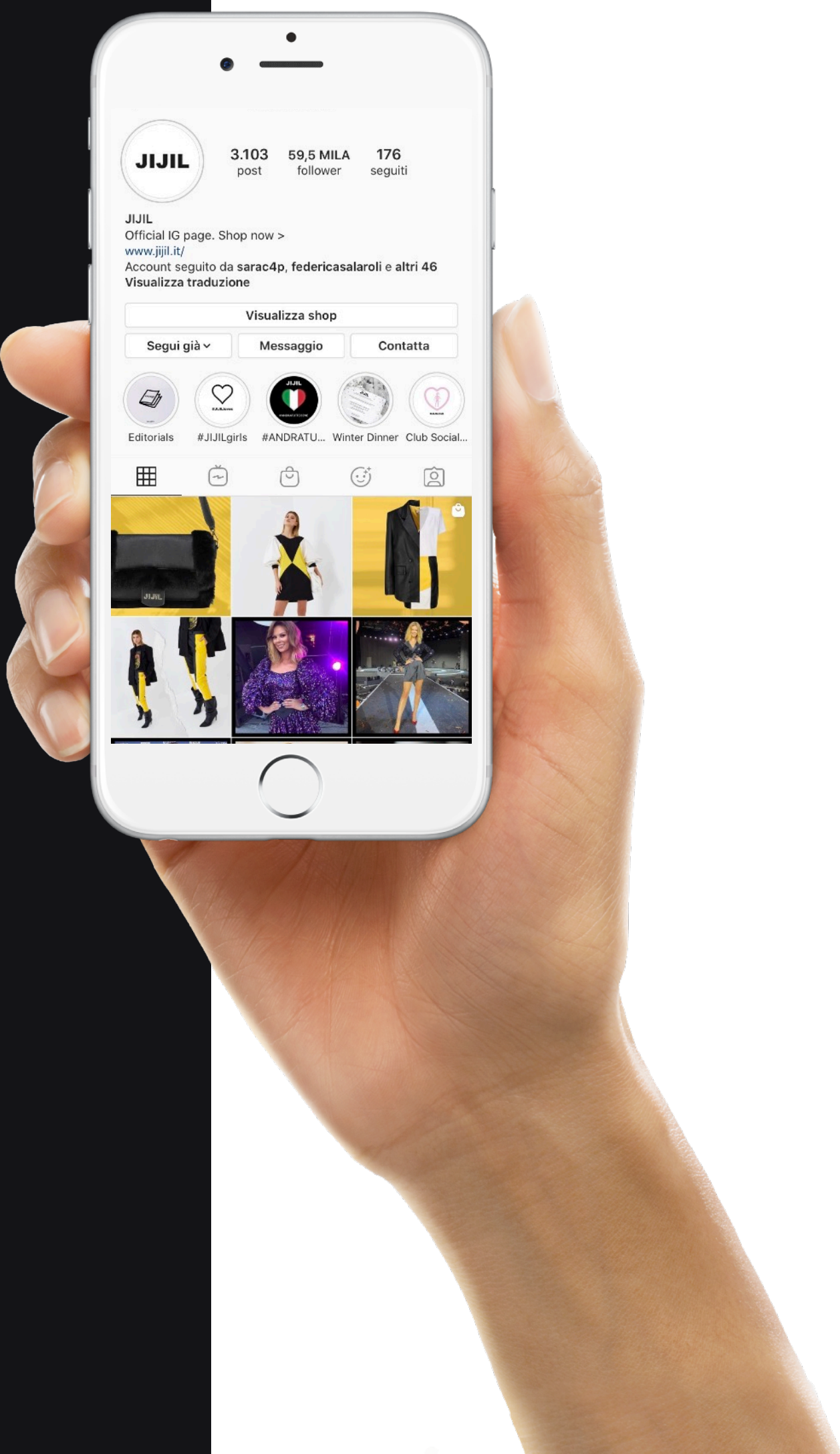
With the collaboration of partners and professionals in the industry, the company draws up B2B plans and solutions to support the sales network, and B2C solutions directed to the end user, such as by posting campaigns in the major Italian and foreign cities, spreading in the most important national and international newspapers and magazines, photo shooting and catalogues, press office activities, PRs, editorials and endorsements and working with influencers from around the world.



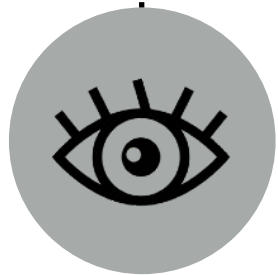
5 INSTAGRAM SOCIAL MEDIA

As the world is becoming digital we need to implement and dedicate time to strategise and maximise the use of **social media**.

We work with top photographers and models to help us create high quality content for all channels of social media and our website.



JAN 2019 – JAN 2020
+ 14.000 FOLLOWERS



JAN 2020 – MAR 2020
+ 66,484 PROFILE VIEWS



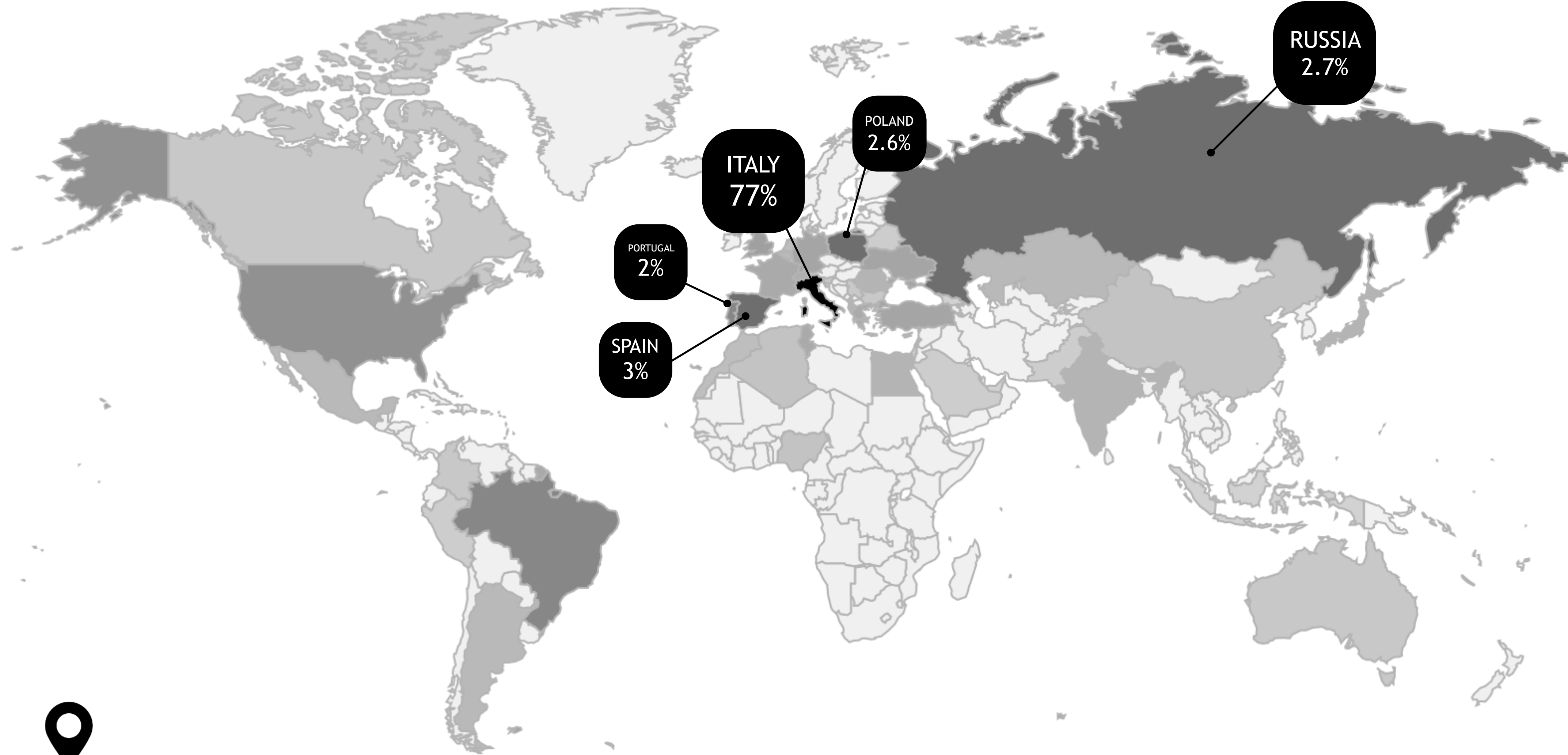
JAN 2020 – MAR 2020
+ 7,715 WEBSITE CLICKS



12% MALE 88% FEMALE



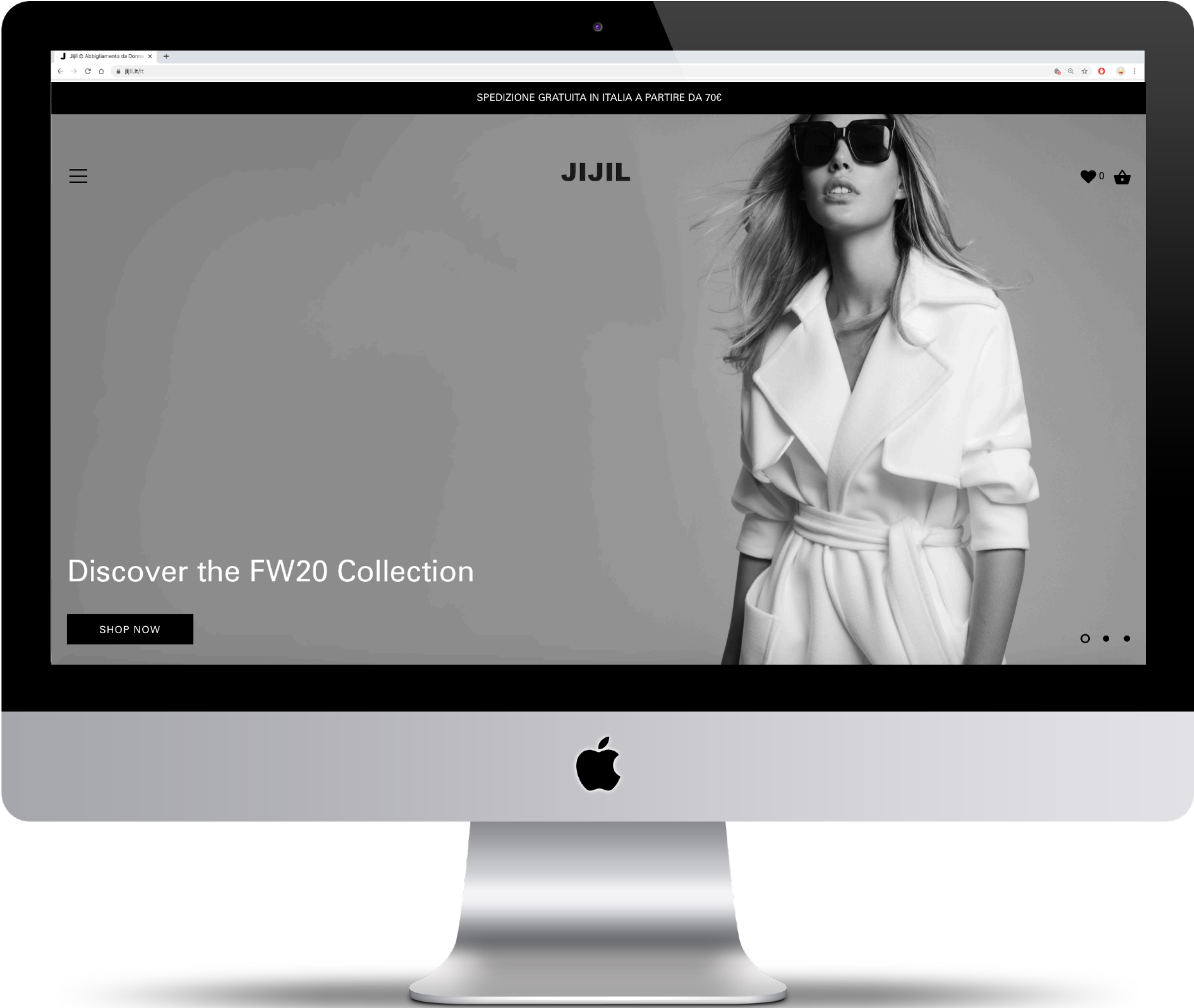
LOW DENSITY HIGH



TOP LOCATIONS

REST OF THE WORLD
15%

JIJIL.IT



6 *PR* AGENCIES

WE WORK WITH PR AGENCIES IN DIFFERENT COUNTRIES TO ENSURE VISIBILITY AROUND THE WORLD



BERRI GOLDFARB PUBLIC RELATIONS
LOS ANGELES



VIA COMUNICACION
SPAIN



GP POLAND GROUP & FASHION BAZAR POLSKA
POLAND

