

# Feel The Spirit



CADINI Newsletter  
Issue 1, 2007, May

IT IS BORN FOR YOU. ITS FRESH. ITS CREATIVE. ITS CULTURAL. TWICE PER MONTH.

CADINI Newsletter -a new project, will provide You with the highest quality fashion information.

Our communication and marketing team has created this project in order to provide You with the latest company information: collection and store news, new products, events, interviews, useful fashion tips and ideas... and even more.

The Newsletter strives to make you feel the spirit, style and personality of CADINI.

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## THE MAN IN THE CITY OF MOSCOW

“A new CADINI Luxury store in Moscow is a next step, following a new marketing strategy of the CADINI brand” says the GRUPPO CADINI owner Osama Rashid, “the brand is expanding its markets and we believe that Moscow is a perfect place for it”.

Official partner of the CADINI brand in Russia, Mr. Konstantin Savin, has opened the second mono-brand store in the Luxury Trade Shopping Mall Europeysky (Kievsky square 2, Moscow). Apart the high quality men's wear line for the customers there will be presented also the women's line, created and produced exclusively for the CADINI Moscow Luxury store.



Photo from the CADINI archive

The grand opening: May 22.

See more in the next issue of the "CADINI Newsletter".

# UNCOVERED

For everything there is a reason:  
the horse, the name, the fashion show

The CADINI brand and the company is called by the name of the group of mountains "il Gruppo dei Cadini di Misurina", close to the lake of Misurina in Cortina (Northern Italy) It is a group of dolomites, which have exclusive variety of rocks, types of hills and valleys. It is coherent with the company's big range of products, which include classic and casual menswear and also complementing accessories, which creates a complete contemporary "total look".

Moreover, the word "ciadin", from which derives the name of the mountain group itself, means "amphitheatre".

To complete the whole concept of the company name, it is important to mention, that the fashion show concept of CADINI "total look" stands for the origin of its name also every year new collections are presented in an Etruscan amphitheatre in Fiesole (Florence), where theater and fashion gets together to represent the Italian spirit of the company.



Etruscans, which have a big imprint in Italian history, had a deep tradition of sculpture. Their heritage bronze sculptures, one of which became the logo of the company. A picture of a styled Etruscan bronze horse represents strength and power - the features of a confident contemporary man.



The new CADINI Eyewear collection will be presented in the international fashion trade-fair "Pitti Imagine Uomo" ([www.pittiimagine.it](http://www.pittiimagine.it)), which will take place in Florence (Italy) during June 20th- 23rd.

The CADINI style office has created a line of fashionable sunglasses, which will be added to the CADINI's men's wear "total look". The new line consists of models, which perfectly go together with the newest CADINI Spring/Summer 2008 collection.

The new eyewear products, as the whole CADINI production, is made in Italy, using the highest quality lenses and other materials.

"We strive to offer our customers the overall high quality service" says the CADINI designer, "this is why we always try to upcome with something new, fresh and inviting. The needs of our customers is the main inspiration for us. We believe, that the sunglasses will become an unseparable part of the CADINI collection".

# THE LOOK

