

As **UNIQUE &**
DISTINCT
As You Are!

LORENZO DELLA CROCE -- Pal Zileri, Hong Kong



PAL ZILERI



Pal Zileri's head quarters in Italy.

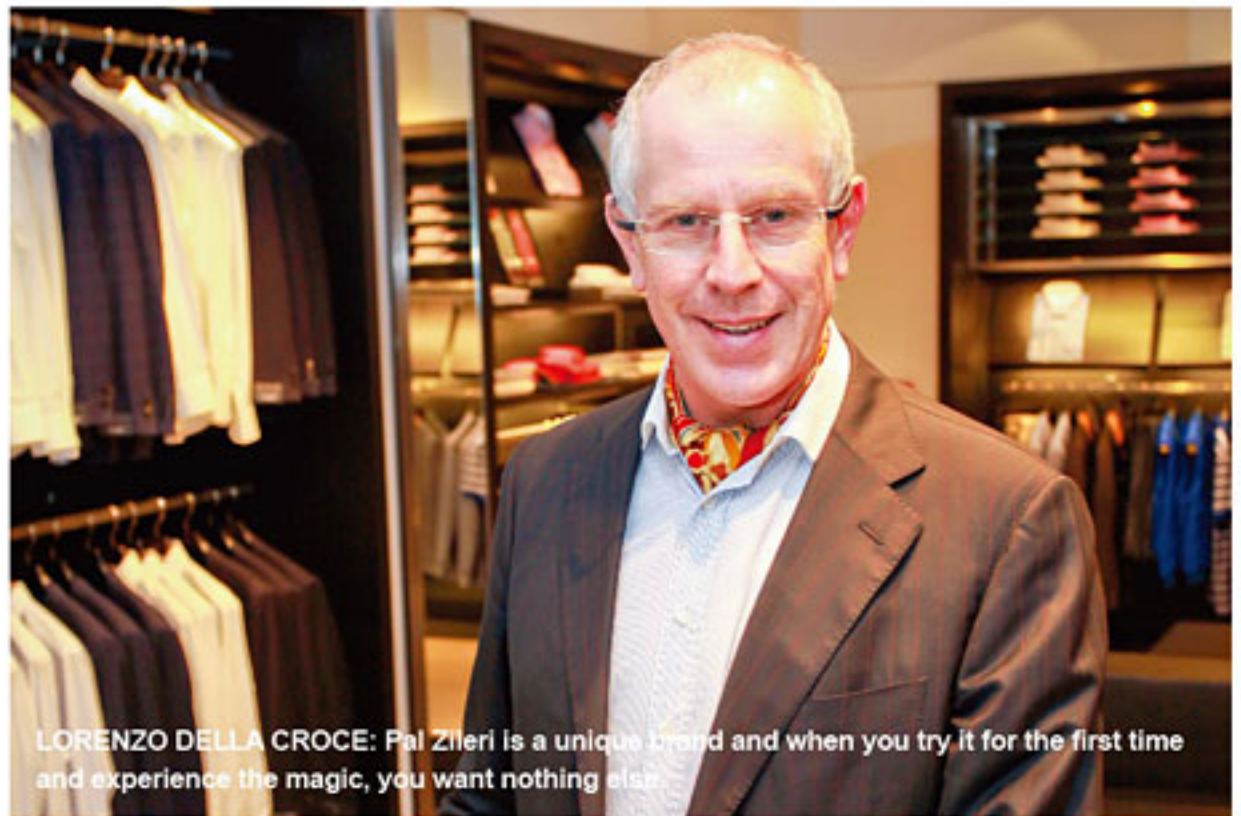
Not a single brand name comes even close to the exquisite craftsmanship of **PAL ZILERI** explains **LORENZO DELLA CROCE** the man who continues to build the brand in discerning Asia.

Service, quality and flair are the main pillars on which Pal Zileri rests, says Lorenzo Della Croce, the artist who is painting the beautiful Pal Zileri picture in a growing Asia.

Yes, he is an artist in more ways than one. Having steered the brand ever since it first set foot in Asia, Lorenzo's passion for progress has ensured it has conquered the hearts of Asia's most discerning.

In Hong Kong, it remains the top choice for the established and the upwardly mobile. "Our brand creates an elegance for men. We provide hand crafted, tailor-made, classic yet up-to-date suits individually tailored to each customer's personal specifications," explains Lorenzo.

"From day one, Pal Zileri has been about high quality material and world class workmanship. We've served up tradition and yet remained open to modern ideas and throughout our markets we have provided our customers with creativity, quality and flexibility that has remained unmatched till date."



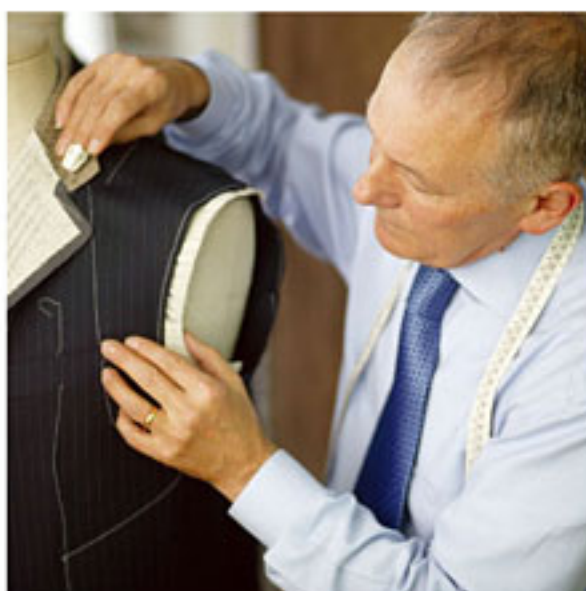
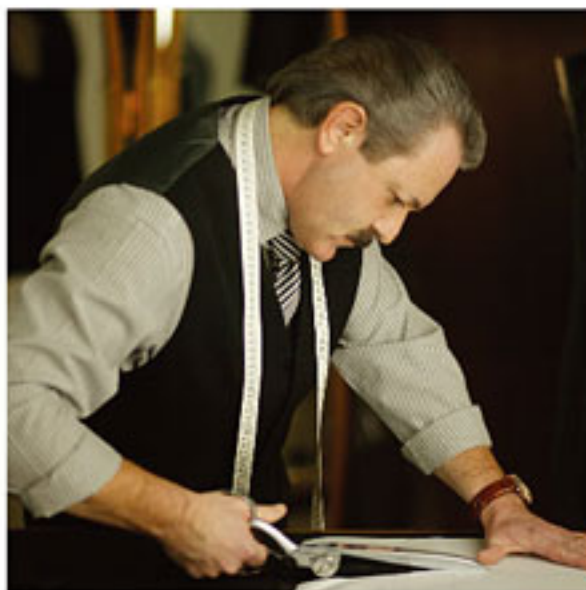
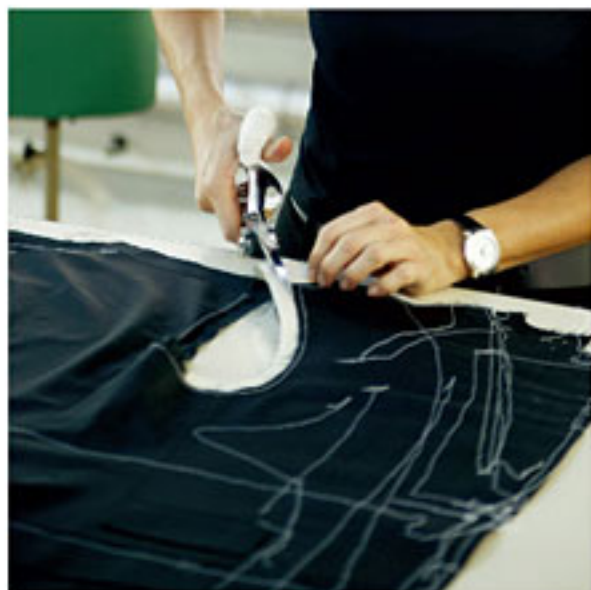
LORENZO DELLA CROCE: Pal Zileri is a unique brand and when you try it for the first time and experience the magic, you want nothing else.

Rich Heritage

Since 1970 the company has combined a modern productive logic – industrial and competitive – with attention to the quality of the product and a devotion to the customer coming directly from the Italian

sartorial culture.

Pal Zileri operates out of Quinto Vicentino, in the heart of the Veneto region but it has also become a well-known label in over 70 countries including China, in which it is rapidly expanding.



Professional ethics, passion and skill, are the qualities that characterise a business vision that aspires to the excellence that comes from a tailor's workshop.

The key to Pal Zileri's success lies in the balance of these two elements: a brand that fully expresses Italy's dominance and confidence in the classic fashion sector.

"In more than thirty years the application of our rich sartorial tradition with innovative fashion has enabled the establishment of new criteria in elegance. From the Sartoriale to the Lab collection, one recognizes these same values of attention to detail and experience in the process of creating integrated menswear lines.

This ideal of excellence passes directly from the design to the selection of the materials. In terms of fabric the privileged relationship with some of the world leading wool manufacturers guarantees a rare exclusivity to the Pal Zileri suits. Tests in printing and finishing, hybrid and innovative fabrics are distinctive marks of the innate propensity for innovation of the LAB line.

The workmanship of highly specialised workers completes the quality journey of the product. The technique of the canvassed suit demands years of training and it represents for the company a

heritage of knowledge retained by a very loyal staff. Still today, even if many operations are industrialised, the human contribution remains an advantage coherent with the highest parameters of the 'Made in Italy' distinction," explains Lorenzo.

Attention to Detail

"Economically thriving Asian markets are demanding exclusivity. Thanks to the internet and growing prosperity, consumer sophistication is growing and customers are no longer satisfied with what's available to the masses. Today, customers are happy to pay top dollar for the privilege of being able to pick and choose every element of their attire."

"We have customers who want to design their own clothes from the kind of buttons to the design of pockets to the style of lapels to the helm of the trousers. They want to mix and match with kinds of fabric to the styles and colours. This is the very core of what we have to offer. You mix and match and design till your heart's content and then our tailors in Italy hand make the suit to your perfect fit. The outcome is, you have a suit that is distinctly yours and no one else has what you have. You know exactly how unique it is because you yourself designed it."

China: Our Challenge

"We are seeing a 'fashion explosion' in the Greater China region. People are of course growing in sophistication and increasing economic purchasing power. Major global brands are fueling the demand, trying to be all things to all people at all times. We at Pal Zileri are focused on the market that has an appetite for exclusive luxury. Our strategy is to keep the quality and promise we make to the customer and not get carried away with what others are doing. We want to have a relationship with the customer. Pal Zileri is a unique brand and when you try it for the first time and experience the magic, you want nothing else. Our brand names lives on from generation to generation, passed down from father to son. It's because there is no substitute for quality and honesty in manufacturing. We are not mass market players and yes, though you can walk into a Pal Zileri boutique and buy a ready made garment but even that garment can be altered to ensure that it finally becomes you. This uniqueness and devotion to craft is what our markets in the Greater China region have begun to appreciate. The brand is finding increasing acceptance in Asia because it caters to the personality and preferences of the individual."

Lorenzo says: "Hong Kong is spoiled for choice. It is an educated sophisticated market and we are seeing a huge influx of mainland Chinese customers. Today's these affluent customers know more about the brands than they used to. Buyers today are also keen to invest not just in the product but also the heritage and history of the brand. They want to experience a kind of closeness with, a belonging to with brand and that's what we call a captive market."

"Pal Zileri has been expanding quite rapidly globally and we have an increasingly large family of fans who not only support the brand but also contribute to it.

"We are seen as artisans of the apparel world, artists who are true to their craft and loyal to their customers. Pal Zileri offers a tinge of friendliness mixed with sophistication. The outcome is superbly tailored clothes that you can be proud of, belong to and enjoy for many years to come." ■

For additional information please visit www.palzileri.com