



**IDENTITY FC**

**FAN CONNECTION**

CONCEPT CREATIVITY AUTHENTICITY  
EMOTIONAL CONNECTION  
REINFORCING BRANDS  
MEANINGFUL RELATIONSHIP  
ENGAGE WITH FANS



IDENTITY FC



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# 01 REINFORCING BRANDS

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A **360° business model to reinforce brands**, from customization to licensing, including: design, merchandising, embellishments, interactive technologies and innovative solutions for retail.



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# 02 MERCHANDISING

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Base offer of products and a wide range of special made ones to **customize** with embellishments and create unique products.

## TEXTILE



## CUSTOM MADE SOLUTIONS



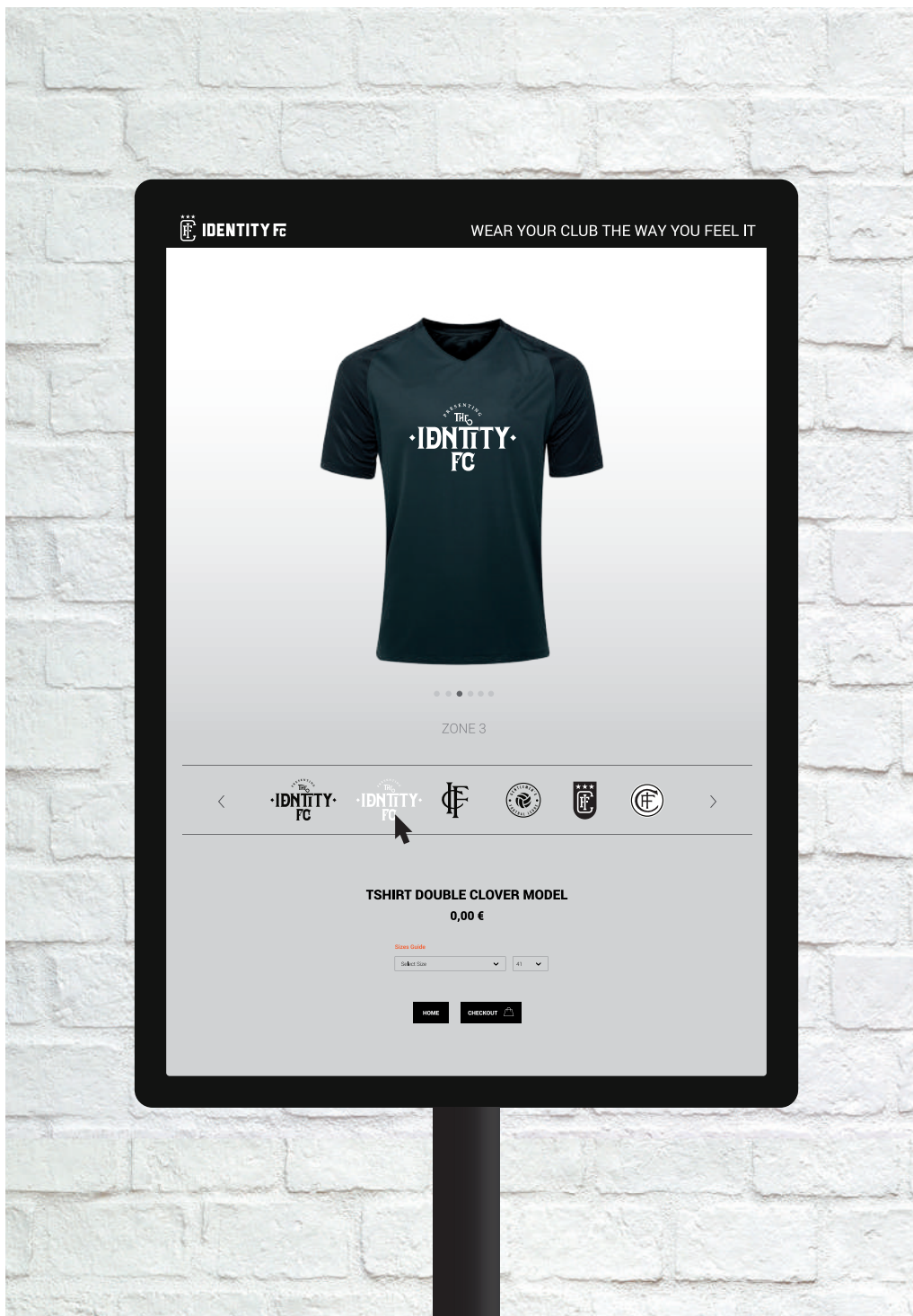
## SNEAKERS





# 03 TECHNOLOGY

Custom made **interactive technologies**, from platforms to IT Solutions to connect and dematerialize.



# 04 IDENTITY STORE

A **portable** retail concept for brand activation that can be your pop-up store in a matter of minutes.



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# 05 LICENSING

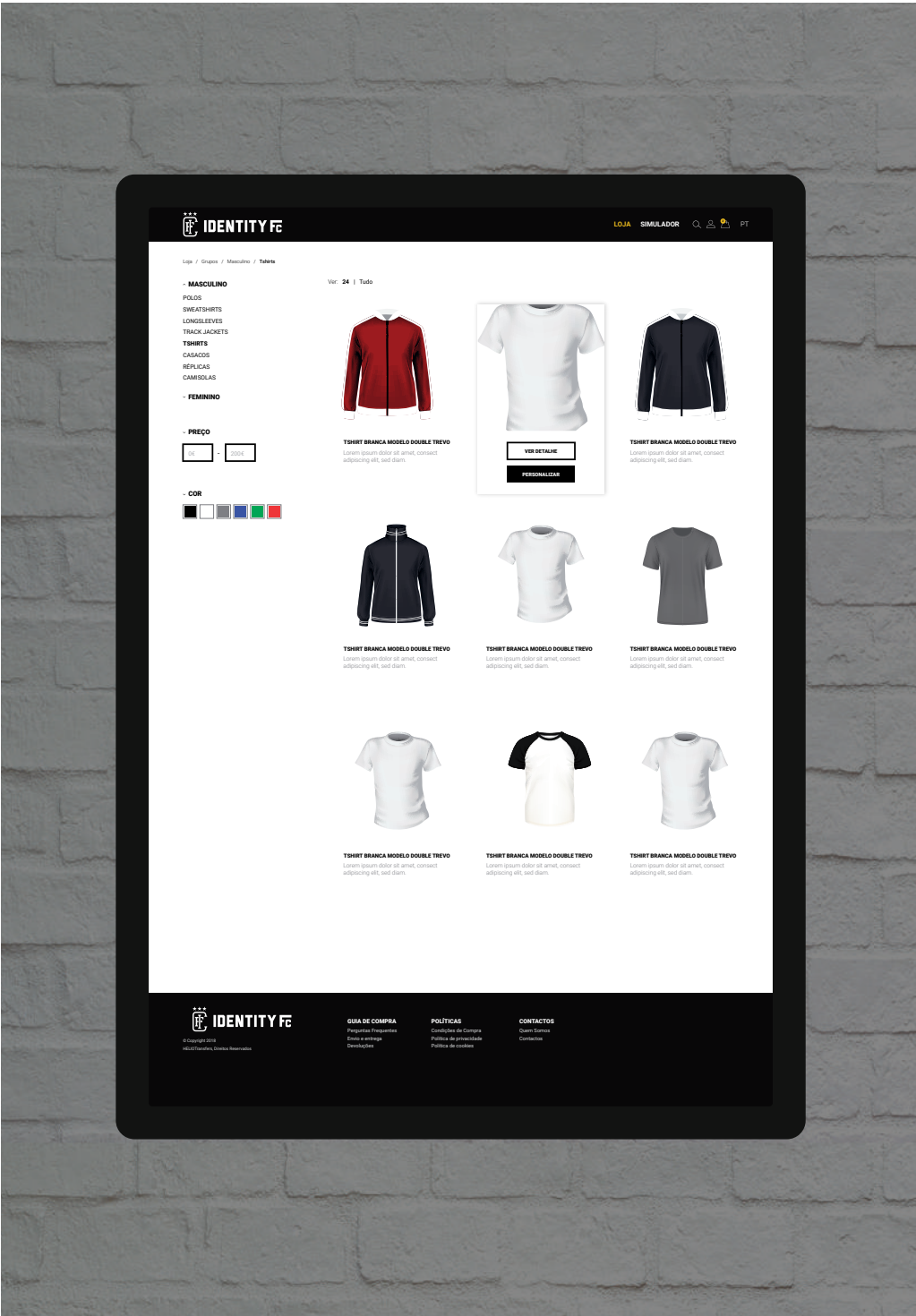
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Official products and **brand management** concepts.



# 06 E-COMMERCE

Providing or managing a digital trading tool simplifying business processes and making them faster and more efficient.







POWERED BY  
**MANIA4**  
BUSINESS & TECHNOLOGY

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