

PATRIZIA LUCA  
MILANO  
FALL 2018 COLLECTION





## MODERN CASUAL CHIC

DEMOGRAPHICS

CORE CUSTOMER BASE

+++

**30 TO 60 YEARS OF AGE**

FEMININE

FUNCTIONAL

VALUE ORIENTED

COOL CHIC / MODERN

DESIRES TO BE FASHIONABLE

BETTER PERCEIVED QUALITY

FASHION CLASSIC WITH A TWIST,

PRODUCT HAS MORE LONGEVITY

MOTHER DAUGHTER / DESK TO DINNER

Retailer's Quiz:

Why should customer buy from us?

What is our Points of Differentiation?

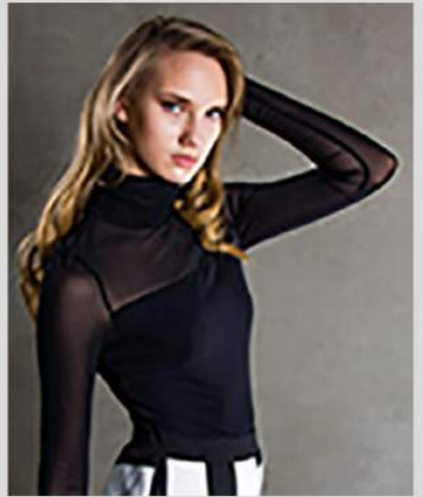
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WE ARE SOCIALLY AND ENVIRONMENTALLY  
RESPONSIBLE

# PATRIZIA LUCA

MILANO

FALL 2018 TREND PAGE



### Key Items:

Vinyl  
Long Duster Jacket  
Suede Trench Coats  
Reversible Shearling Jackets  
Multiple Zipper Bombers  
Layered Chiffon Tops

Introducing:  
**The Black Label**  
Tailored Coats  
Ruffled Patterns

### 2018 Emphasis:

Floral prints  
Stripes  
Plaids  
Faux fur Vests  
Color Block

### Trims:

Copper Nickel Zipper  
Novelty Buttons  
Contrast Piping

1860 TCX

19-1528 TCX

1312 TCX

14-0852 TCX

0527 TCX

P.LUCA OLIVE

19-4535 TCX

19-3939 TCX

BLACK





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**YJ8259A**

**RUST  
GREY  
BLK  
\$36  
XS-XL**

**YT8226**

**OLIVE  
BURG  
RED  
BLK  
NAVY  
OFF WHT  
\$28  
XS-XL**





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**YT8200**

**BURG  
BLK  
\$36  
XS-XL**



**STB8018**

**BLK  
\$38  
XS-XL**



**YT8214**

**RED  
PINK  
BLK  
\$38  
XS-XL**







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**YB8217**

**OLIVE PLAID  
CARAMEL PLAID  
\$38  
XS-XL**



**YT8213A**

**BLK PRINT  
OLIVE PRINT  
\$38  
XS-XL**





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**YT8209**

**BLK**  
**\$34**  
**XS-XL**



**YT8263**

**RED**  
**BLK**  
**\$36**  
**XS-XL**



**YB8281**

**BLK**  
**\$42**  
**XS-XL**



**CHD8036**

**RED**  
**BLK**  
**\$38**  
**XS-XL**







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**YT8232A**

**BURG PLAID  
OLIVE PLAID  
\$36  
XS-XL**



**CHT8030**

**BLK  
OLIVE  
\$34  
XS-XL**







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**YT8161**

**RED  
OFF WHT  
BLK  
\$32  
XS-XL**





  
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**YT8271**  
**OLIVE**  
**CHARCOAL**  
**\$34**  
**XS-XL**



**YT8235**  
**OLIVE/BLK**  
**\$34**  
**XS-XL**







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**STG8031**

**BLK PRINT**  
**\$75**  
**XS-XL**



**YT8287**

**BLK**  
**\$28**  
**XS-XL**



**YT7732C**

**BEIGE PRINT**  
**RED PRINT**  
**\$38**  
**XS-XL**





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**CHT8028**

**TAUPE  
CHARCOAL  
BLK  
\$28  
XS-XL**



**STG8035**

**TAUPE  
GREY  
\$55  
XS-XL**







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**Y81040**

**BLK  
OLIVE  
\$65  
O/S**



**EN32H104**

**NAVY/BLK  
OLIVE/BLK  
YELLOW/BLK  
CHOCOLATE/BLK  
\$58  
XS-XL**





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**CHT8035**

**CHARCOAL/BLK  
APPLE/BLK  
\$28  
XS-XL**



**YT8273A**

**BLK PRINT  
\$32  
XS-XL**



**YT8273**

**WINE  
CHARCOAL  
\$32  
XS-XL**







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**YT8316**

**BLK  
RED  
OFF WHT  
\$38  
XS-XL**

**YB8238**

**CREAM STRIPE  
NAVY STRIPE  
\$36  
XS-XL**

**YB8195A**

**BLK PLAID  
\$42  
XS-XL**

**YB8195**

**BLK  
\$42  
XS-XL**





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YT8277

GREY  
OLIVE  
BLUE  
\$34  
XS-XL

CHT8029

CHARCOAL  
BLK  
\$28  
XS-XL







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**CHT8025**

**BLK  
WINE  
\$38  
O/S**



**YT8221**

**OFF WHT STRIPE  
BLK STRIPE  
\$38  
XS-XL**



**CHT8032**

**NAVY  
BLK  
\$28  
S/M M/L L/XL**





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**FS8002**

**NAVY STRIPE  
BLK STRIPE  
\$38  
XS-XL**



**FS8011**

**BLK/WHT  
\$38  
S/M L/XL**



**CHT8037**

**TEAL  
BLK  
\$28  
XS-XL**







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YJ8216

RUST  
OLIVE  
BLK  
\$42  
XS-XL

CHT8034

BROWN  
BLK  
BURG  
\$28  
O/S





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**YT8233A**

**BURG  
NAVY  
\$38  
XS-XL**



**CHT8026**

**BURNT ORANGE  
OLIVE  
\$32  
S/M M/L L/XL**



**CHT8027**

**CHARCOAL  
BROWN  
\$38  
XS-XL**







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**YT8237**

**GREY  
BLUE  
\$38  
XS-XL**



**YT8250**

**RUST  
BLUE  
CHARCOAL  
\$34  
XS-XL**





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YT8193  
\*NO THUMB HOLE  
RED  
RUST  
OLIVE  
BLK  
CHARCOAL  
OFF WHT  
\$28  
XS-XL



CHT8031  
PLUM  
BLK  
\$28  
XS-XL





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**JK2410A**

**TAUPE  
BLUE  
BLK  
\$38  
XS-XL**

**JK2410B**

**LT GREY  
BLK  
\$38  
XS-XL**





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**LS8008**

**NAVY  
BLK  
\$48  
S M L**



**LS8002**

**BLK  
RED  
\$48  
S M L**



**LS8001**

**BLK  
\$55  
S M L**







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**LS8010F**

**BLK  
OFF WHT  
RED  
\$42  
S M L**

**LS8011**

**BLK  
RED  
\$58  
S M L**





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**L4527**

**RED/BLK PLAID  
BLK/WHT PLAID  
\$38  
XS-XL**



**FS8005**

**NAVY COMBO  
RED COMBO  
\$34  
XS-XL**







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**FS8010**

**BLK  
NAVY  
RED  
YELLOW  
\$38  
XS-XL**

**FS8015**

**BLK/YELLOW  
BLK/RED  
\$48  
O/S**





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**HR8009**

**GREY/BLK COMBO**  
**\$44**  
**S M L**



**HR8010R**

**GREY/BLK COMBO**  
**\$46**  
**S/M L/XL**



**FS8009**

**RED**  
**NAVY**  
**CHARCOAL**  
**BLK**  
**\$38**  
**XS-XL**



**SK229**

**BLK**  
**BRICK RED**  
**\$48**  
**XS-XL**







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**FS8003**

**BLK  
CHARCOAL  
RED  
\$34  
XS-XL**

**FS8007**

**BLK  
HUNTER GREEN  
TAUPE  
RED  
\$38  
S/M L/XL**





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**YJ8217**

**CHARCOAL  
NAVY  
\$78  
S/M L/XL**



**ES8001**

**BLK  
OLIVE  
\$65  
XS-XL**



**L4717**

**POWDER PINK  
REY  
\$48  
XS-XL**







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**JJ8036**

**BLK**  
**\$68**  
**XS-XL**



**YJ8215**

**RED PLAID**  
**BLK PLAID**  
**\$65**  
**XS-XL**



**WB8003**

**OLIVE**  
**GREY**  
**\$79**  
**XS-XL**





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**X610**

**CAMEL  
BLK  
GREY  
\$36  
O/S**



**X603**

**BLK  
\$48  
O/S**



**X602**

**GREY  
\$28  
O/S**







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**SH354**

**BLK**  
**\$34**  
**O/S**



**HR8002**

**CHARCOAL**  
**PLUM**  
**\$58**  
**S/M M/L L/XL**





  
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**JJ8153**

**BLK/WHT TWEED**  
**\$75**  
**XS-XL**



**JJ8041**

**RUST**  
**LT GREY**  
**\$85**  
**S/M M/L L/XL**







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**SF8001**

**CAMEL**  
**\$85**  
**XS-XL**



**SF8003**

**OLIVE/WHT**  
**\$90**  
**XS-XL**



**SF8002**

**BLK**  
**\$90**  
**S M L**





  
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7939FR2

CHINCHILLA  
BLK  
\$98  
S-XL







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**ES8004**

**BLK**  
**\$68**  
**XS-XL**



**759PL1**

**MULTI**  
**\$180**  
**XS-XL**



**NF801**

**BLK**  
**\$68**  
**XS-XL**



**NF802**

**GREY**  
**\$68**  
**XS-XL**





  
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632557R

BURG  
RUST  
OLIVE  
\$55  
S-XL







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**TC583**

**NAVY  
BURG  
RUST  
\$55  
S-XL**

**TC1627**

**BLK  
ANIMAL PRINT  
\$85  
S-XL**





  
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**YS8204**

**BLK PLAID  
GREY PLAID  
\$38  
XS-XL**







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**LXP805**

**BLK  
CAMEL  
\$34  
XS-XL**



**LXP811**

**BLK  
\$34  
XS-XL**



**LXP811P**

**BLK/WHT PLAID  
\$34  
XS-XL**



**LXP814**

**BLK  
CHARCOAL  
BROWN  
\$34  
XS-XL**





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LXP818

BLK  
BROWN  
CHARCOAL  
OLIVE  
\$28  
XS-XL

LXP821

RED  
BLK  
\$28  
XS-XL





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LXP812

BLK  
RED  
\$34  
XS-XL



LXP826

OLIVE  
RED  
BLK  
\$28  
XS-XL



LXP826S

BLK STRIPE  
\$28  
XS-XL





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**LXP831**

**BLK  
CHARCOAL  
NAVY  
\$34  
XS-XL**

**H29893-2**

**BLK  
CHARCOAL  
NAVY  
\$32  
XS-XL**







  
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LXP825

BLK/WHT GINGHAM  
NAVY/WHT GINGHAM  
\$28  
XS-XL

