

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?

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



PATRIZIA LUCA
MILANO
9/30



YJ8259A

RUST
GREY
BLK
\$36
XS-XL

YT8226

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





PATRIZIA LUCA
MILANO
7/30



YT8200

BURG
BLK
\$36
XS-XL



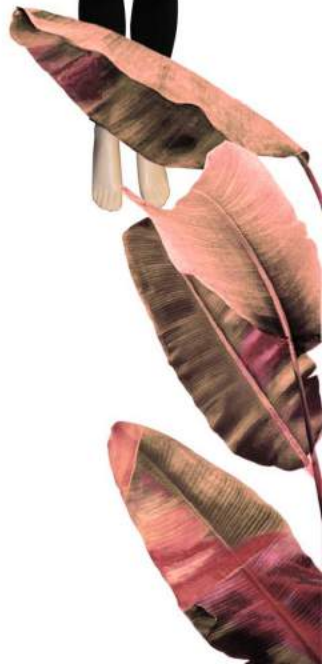
STB8018

BLK
\$38
XS-XL



YT8214

RED
PINK
BLK
\$38
XS-XL





PATRIZIA LUCA
MILANO
9/30



YT8217
OLIVE PLAID
CARAMEL PLAID
\$38
XS-XL



YT8213A
BLK PRINT
OLIVE PRINT
\$38
XS-XL





PATRIZIA LUCA
MILANO
9/30



YT8209

BLK
\$34
XS-XL



YT8263

RED
BLK
\$36
XS-XL



YB8281

BLK
\$42
XS-XL



CHD8036

RED
BLK
\$38
XS-XL





PATRIZIA LUCA
MILANO
9/30



YT8232A

BURG PLAID
OLIVE PLAID
\$36
XS-XL



CHT8030

BLK
OLIVE
\$34
XS-XL





PATRIZIA LUCA
MILANO
9/30



YT8161

RED
OFF WHT
BLK
\$32
XS-XL

YT8292

BLK PRINT
\$32
XS-XL





PATRIZIA LUCA
MILANO
9/30




YT8271

RUST
OLIVE
CHARCOAL
\$34
XS-XL

YT8235

OLIVE/BLK
COFFEE/BLK
\$34
XS-XL






PATRIZIA LUCA
MILANO
9/30



YT8245

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



YT8287

**BLK
\$28
XS-XL**



YT7732C

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





PATRIZIA LUCA
MILANO
9/30



CHT8028

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



STG8035

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





PATRIZIA LUCA
MILANO
9/30



Y81040

BLK
OLIVE
\$65
O/S



EN32H104

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






PATRIZIA LUCA
MILANO
9/30



STG8031

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



ES8003

**BLK
\$48
XS-XL**



STG8034

**BLK
\$75
XS-XL**





PATRIZIA LUCA
MILANO
9/30



CHT8035

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



YT8273A

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



YT8273

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





PATRIZIA LUCA
MILANO
9/30



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





PATRIZIA LUCA
MILANO
9/30



YT8277

GREY
OLIVE
BLUE
\$34
XS-XL



CHT8029

CHARCOAL
BLK
\$28
XS-XL





PATRIZIA LUCA
MILANO
9/30



YT8221

OFF WHT STRIPE
BLK STRIPE
\$38
XS-XL



CHT8032

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





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MILANO
9/30



FS8002

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



CHT8033

**NAVY/OFF WHT
\$36
XS-XL**



FS8012

**BLK/WHT COMBO
\$38
XS-XL**



FS8011

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





PATRIZIA LUCA
MILANO
9/30



YJ8216

RUST
OLIVE
BLK
\$42
XS-XL

CHT8034

BROWN
BLK
BURG
\$28
O/S






PATRIZIA LUCA
MILANO
9/30



YT8233A

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



CHT8026

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



CHT8027

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





PATRIZIA LUCA
MILANO
9/30



YT8237

GREY
BLUE
\$38
XS-XL



YT8250

RUST
BLUE
CHARCOAL
\$34
XS-XL





PATRIZIA LUCA
MILANO
9/30



YT8193

RED
RUST
OLIVE
BLK
CHARCOAL
OFF WHT
\$28
XS-XL





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MILANO
9/30



CHT8037

TEAL
BLK
\$28
XS-XL



AW804

BLUE
BLK
\$28
XS-XL



AW801

SILVER
BLUE
\$48
S/M L/XL





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MILANO
9/30



JK2410A

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

JK2410B

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





PATRIZIA LUCA
MILANO
9/30



CHT8031

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



YD8247

**RUST PRINT
\$38
XS-XL**



YD8247A

**BLK/WHT PRINT
\$38
XS-XL**



LS8007

**BLK
\$58
S M L**






PATRIZIA LUCA
MILANO
9/30



LS8008

NAVY
\$48
S M L



LS8002

BLK
RED
\$48
S M L



LS8001

BLK
\$55
S M L





PATRIZIA LUCA
MILANO
9/30



LS8010

BLK
OFF WHT
RED
\$42
S M L

22012

BLK
RED
\$58
S M L






PATRIZIA LUCA
MILANO
9/30



L4527

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



FS8005

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





PATRIZIA LUCA
MILANO
9/30



FS8010

BLK
NAVY
RED
YELLOW
\$38
XS-XL

FS8015

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



PATRIZIA LUCA
MILANO
9/30



HR8009

GREY/BLK COMBO
\$44
S M L



HR8010

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



FS8009

RED
NAVY
CHARCOAL
BLK
\$38
XS-XL



SK229

BLK
BRICK RED
\$48
XS-XL





PATRIZIA LUCA
MILANO
9/30



FS8003

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

FS8007

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



PATRIZIA LUCA
MILANO
9/30



YJ8217

CHARCOAL
NAVY
\$78
S/M L/XL



ES8002

BLK
\$65
XS-XL



ES8001

BLK
OLIVE
\$65
XS-XL





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MILANO
9/30



JJ8036

BLK
\$68
XS-XL



YJ8215

RED PLAID
BLK PLAID
\$65
XS-XL



WB8003

OLIVE
GREY
\$79
XS-XL





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MILANO
9/30



L4717

**POWDER PINK
LT GREY
\$48
XS-XL**



AW803

**PINK
NAVY
\$58
XS-XL**





PATRIZIA LUCA
MILANO
9/30



X610

CAMEL
BLK
GREY
\$36
O/S



X603

BLK
\$48
O/S



X602

CAMEL
GREY
\$28
O/S






PATRIZIA LUCA
MILANO
9/30



SH356

BLK/BROWN PLAID
\$32
O/S



SH24

NAVY PRINT
\$34
O/S



SH354

BLK
\$34
O/S



175

PLK PRINT
\$98
XS-XL





PATRIZIA LUCA
MILANO
9/30



YT8293

BLK
RED
\$32
XS-XL



HR8002

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





PATRIZIA LUCA
MILANO
9/30



HR8001

MUSTARD COMBO
OLIVE COMBO
\$32
S/M L/XL



JJ8153

BLK/WHT TWEED
\$75
XS-XL





PATRIZIA LUCA
MILANO
9/30



HR805

NAVY/IVORY COMBO
\$65
S/M L/XL



JJ8041

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



STG8030

WINE
\$68
XS-XL





PATRIZIA LUCA
MILANO
9/30



STG8033

BLK
\$75
XS-XL



SF8001

CAMEL
\$85
XS-XL



SF8003

OLIVE/WHT
\$90
XS-XL



SF8002

BLK
\$90
S M L



STG8029

BLK
CAMEL
\$90
XS-XL






PATRIZIA LUCA
MILANO
9/30



JS806

**BLK CHINCHILLA
BROWN CHINCHILLA
\$90
S-XL**



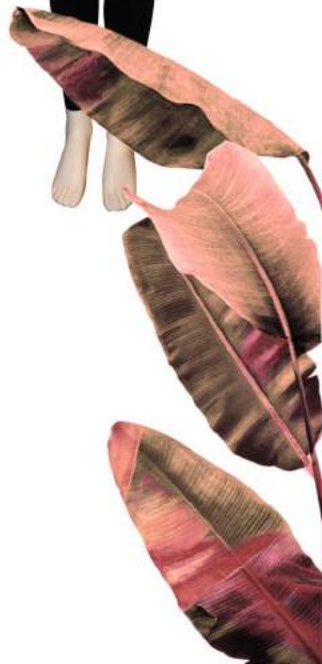
JS802

**GREY
NAVY
\$85
S-XL**



86303

**RUST
NAVY
GREY
\$45
XS-XL**





PATRIZIA LUCA
MILANO
9/30



7939FR2

CHINCHILLA
BLK
\$98
S-XL






PATRIZIA LUCA
MILANO
9/30



JS807

BLK COMBO
\$85
XS-XL



NF801

BLK
\$68
XS-XL



NF802

GREY
\$68
XS-XL





PATRIZIA LUCA
MILANO
9/30



632557R

BURG
RUST
OLIVE
\$55
S-XL

17660

BURG
RUST
GREY
\$68
S-XL





PATRIZIA LUCA
MILANO
9/30



TC583

NAVY
BURG
RUST
\$58
S-XL

TC1627

BLK
ANIMAL PRINT
\$85
S-XL





PATRIZIA LUCA
MILANO
9/30



YS8204

BLK PLAID
GREY PLAID
\$38
XS-XL



YS8257

BLK
RUST
\$45
XS-XL





PATRIZIA LUCA
MILANO
9/30



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**





PATRIZIA LUCA
MILANO
9/30



LXP818

BLK
BROWN
CHARCOAL
OLIVE
\$28
XS-XL

LXP821

KHAKI
RED
BLK
\$28
XS-XL



PATRIZIA LUCA
MILANO
9/30



LXP812

BLK
RED
\$34
XS-XL



LXP826

OLIVE
RED
BLK
\$28
XS-XL



LXP826S

BLK STRIPE
\$28
XS-XL





PATRIZIA LUCA
MILANO
9/30



LXP831

BLK
CHARCOAL
NAVY
\$34
XS-XL

H29893-2

BLK
CHARCOAL
NAVY
\$32
XS-XL





PATRIZIA LUCA
MILANO
9/30



LXP825

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

