PATRIZIA LUCA
MILANO

SPRING 19 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 PERCIEVED 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

PATRIZIA LUCA

MILANO

12/30

YT9005

BLK
RED
OFF WHT
XS-XL
$34

YB9030

BLK/WHT STRIPE
XS-XL
$54

YT9083

BLK
XS-XL
$44

PATRIZIA LUCA

MILANO

12/30

YT9041

BLK
XS-XL
$38

YT9081

BLK
XS-XL
$34

YB9029

NAVY
OFF WHT
PINK
XS-XL
$38

YT9022A

WHT PRINT
XS-XL
$34

PATRIZIA LUCA
MILANO

LD1601

NAVY/WHT
WHT/BLK
O/S
$38

YB8329

BLK PRINT
OFF WHT PRINT
XS-XL
$34

YB8027C

WHT/BLK
XS-XL
$54

PATRIZIA LUCA

MILANO

12/30

B903

BLK/RED
BLUE/WHT
LAVENDER/WHT
WHT/BLK STRIPE
XS-XL
$30

FS9020

BLK
RED
OFF WHT
XS-XL

PATRIZIA LUCA

MILANO

YT9308

RED
BLK
XS-XL
$32

YT8064

BLK
XS-XL
$44

STJ901

GREY
PINK
XS-XL
$68

PATRIZIA LUCA

MILANO

LXP811

BLK
NAVY
XS-XL
$34

LXP831

BLK
OFF WHT
NAVY
XS-XL
$34

LXP839

BLK
XS-XL
$38

PATRIZIA LUCA

MILANO

LS901

OFF WHT
BLK
O/S
$60

L4420

BLK
OFF WHT
XS-XL
$36

LXP904

BLK
XS-XL
$34

PATRIZIA LUCA

MILANO

YT9056

YELLOW
CORAL
OFF WHT
S/M,M/L,L/XL
$30

YT8010

BLK
OFF WHT
XS-XL
$30

PATRIZIA LUCA

MILANO

YT9031

OF WHT, YELLOW
CORAL, FUSHIA
KELLY GEEN, BLK
XS-XL
$28

PATRIZIA LUCA
MILANO

YT9024

BLK PRINT
XS-XL
$28

YT9022

OFF WHT PRINT
XS-XL
$30

YT9050

OFF WHT PRINT
XS-XL
$34

YT9141

BLK/WHT
XS-XL
$8

YT8242

BLK/WHT
BLK/BLUE
XS-XL
$38

PATRIZIA LUCA

MILANO

YT9075

OFF WHT
PINK
BLK
XS-XL
$34

YT8290

OFF WHT
BLK
XS-XL
$38

PATRIZIA LUCA

MILANO

YT9060

OFF WHT PRINT
XS-XL
$38

YB9006

WT/BLK
BLK/WHT
XS-XL
$38

YB8327

WHT/BLUE
XS-XL
$44

YB8404

BLUE STRIPE
RED STRIPE
XS-XL
$32

PATRIZIA LUCA
MILANO

CHT901

OFF WHT
BLK
XS-XL
$34

CHT904

BLUE PRINT
S/M,M/L,L/XL
$34

CHT905

PINK
XS-XL
$30

CHT908

PINK/WHT
NAVY/WHT
XS-XL
$30

PATRIZIA LUCA
MILANO

CHT909

PINK PRINT
S/M,M/L,L/XL
$34

CHT9010

GREEN PRINT
S/M,M/L,L/XL
$34

LS906

BLK
OFF WHT
XS-XL
$26

E287

BLK
WHT
XS-XL
$38

PATRIZIA LUCA

MILANO

YT9118

OFF WHT
RED
BLK
XS-XL
$28

B901

WHT/NAVY
BLK/WHT
XS-XL
$34

PATRIZIA LUCA
MILANO

YJ8259

BLK
OFF WHT
XS-XL
$28

YJ9010

GREY
BLK
XS-XL
$42

YJ9033

BEIGE
BLK
XS-XL
$34

YJ9113

GREY
PINK
XS-XL
$40

PATRIZIA LUCA

MILANO

JJ901

KHAKI
PINK
XS-XL
$65

JJ902

KHAKI
OFF WHT
XS-XL
$65

JJ903

RED
OFF WHT
XS-XL
$55

PATRIZIA LUCA
MILANO

YS9058

OFF WHT PRINT
XS-XL
$32

YS9054B

BLK PRINT
XS-XL
$36

LXP844P

BLK/RED PRINT
XS-X
$30

LXP832

OFF WHT
BLK
XS-XL
$28

PATRIZIA LUCA

MILANO

LXP906

KHAKI
BLK
XS-XL
$32

LXP907

NAVY
BLK
KHAKI
XS-XL
$30

PATRIZIA LUCA

MILANO

LXP905

NAVY
XS-XL
$32

LXP908

BLK
XS-XL
$32

LXP901

BLK
XS-XL
$30

PATRIZIA LUCA

MILANO

YD9072

BLK/WHT
XS-XL
$38

YD9072A

BLK/WHT
XS-XL
$38

YD9022A

OF WHT
XS-XL
$35

YD9022B

BLK
XS-XL
$35

YD9022S

BLUE STRIPE
XS-XL
$32

PATRIZIA LUCA
MILANO

YT8409

GREEN PRINT
RED PRINT
XS-XL
$34

YT8410

GREEN PRINT
RED PRINT
XS-XL
$34

YD9070

BLK/WHT
XS-XL
$45

YD9070A

BLK/RED
XS-XL
$45

PATRIZIA LUCA

MILANO

YT7081

BLK/WHT
XS-XL
$30

YT8007

CORAL
OFF WHT
XS-XL
$30

YT8084

YEKKOW
CORAL
XS-XL
$34

PATRIZIA LUCA

MILANO

YT8005B

BLK/WHT
XS-XL
$30

YT7804

TAN
BLK
XS-XL
$36

YT6842850

BLK/WHT
XS-XL
$28

SY12-120

BLK/WHT
S/M,M/L,L/XL
$68

PATRIZIA LUCA

MILANO

YJ8161

BLUE
GREY
S/M,M/L,L/XL
$60

JJ8040

OFF WHT
RED
XS-XL
$55

GTS8008

OFF WHT
S/M,M/L,L/XL
$38

PATRIZIA LUCA
MILANO

YB8172

KHAKI/WHT
RED/WHT
O/S
$48

GTS8010

OFF WHT
BLK
XS-XL
$34

YD8133

RED/WHT
XS-XL
$38

PATRIZIA LUCA
MILANO

LS8003

BLK
OFF WHT
XS-XL
$45

GTS8002

BLK
OFF WHT
S/M,M/L,L/XL
$38

YS8017

BLK PRIBNT
XS-XL
$36

PATRIZIA LUCA
MILANO

YB9013D

OFF WHT PRINT
XS-XL
$38

YT9063

FLORAL PRINT
XS-XL
$34

YT9063A

BLK PRINT
XS-XL
$34

YB9052

OFF WHT PRINT
XS-XL
$38

YT8242A

BLK/WHT
XS-XL
$32

YB9039

OFF WHT PRINT
BLK PRINT
XS-XL
$38

YB9028

BLK STRPE
WHIT STRIPE
RED STRIPE
XS-XL
$30

PATRIZIA LUCA
MILANO

YT9066

BLK
CORAL
XS-XL
$28

YT9061

BLK
OFF WHT
XS-XL
$44

YT9011

BLK
XS-XL
$28

YT9121

BLK
XS-XL
$38

PATRIZIA LUCA
MILANO

YT9051

OF WHT
BLK
S/M, M/L, L/XL
$38

YT9076

BLK DOT
BLUE DOT
XS-XL
$32

YT9077

RED DOT
BLK DOT
XS-XL
$32

PATRIZIA LUCA
MILANO

WB902

OFF WHT
XS-XL
$34

YT8085

OFF WHT/BLK
BLK/ OFF WHT
XS-XL
$34

YT8045

OFF WHT
BLK
XS-XL
$30

YT8408

BLK
S/M,M/L,L/XL
$28

YD9057

WHT/BLK DOT PRINT
XS-XL
$44

YT9093

WHT/BLK DOT
BLK/WHT DOT
XS-XL
$34

YT9032

BLK
YELLOW
OFF WHT
CORAL
XS-XL
$32

PATRIZIA LUCA
MILANO

YT9070A

BLK
XS-XL
$30

YT9074

CORAL
YELLOW
XS-XL
$30

FS1966

OFF WHT
BLK
XS-XL
$28

PATRIZIA LUCA
MILANO

YB9115

BLUE
LIME
XS-XL
$38

YS9054

BLK PRINT
XS-XL
$36

CHS907

OFF WHT
BLK
XS-XL
$32

PATRIZIA LUCA
MILANO

LS6253

NAVY
S/M,M/L,L/XL
$42

LS22087

BLK
OFF WHT
S/M,M/L,L/XL
$45

YD9043

BLK
OFF WHT
XS-XL
$48

LXP833

GREY
BLK
XS-XL
$34

PATRIZIA LUCA
MILANO

Y81156

BLK
OFF WHT
S/M,L/XL
$38

Y8115

OFF WHT
BLK
S/M,L/XL
$45

LXP843F

BLK
XS-XL
$30

LXP843S

BLK PRINT
XS-XL
$30

PATRIZIA LUCA

MILANO

YD8420

BLK
CORAL
XS-XL
$28

YD9044

BLK
XS-XL
$44

YD8412

BLK
XS-XL
$38

Y08606

BLUE PRINT
O/S
$38

PATRIZIA LUCA
MILANO

YD9021A

OFF WHT
XS-XL
$55

YD9021B

BLK
XS-XL
$55

YD9023S

BLUE STRIPE
GREY STRIPE
XS-XL
$44

YD8255

WHT/GREEN PRINT
XS-XL
$55

PATRIZIA LUCA
MILANO

YD9065

WHT/GREEN PRINT
XS-XL
$55

YD9057A

OFF WHT PRINT
XS-XL
$38

YD9104

BLUE
XS-XL
$48

YT9120

BLK
XS-XL
$32

PATRIZIA LUCA
MILANO

YT9098

CORAL
KELLY GREEN
XS-XL
$28

YT9027

WHT
PURPLE
XS-XL
$34

YT9100

OFF WHT
XS-XL
$32

YB9085

OFF WHT
O/S
$38

PATRIZIA LUCA
MILANO

CHT906

BLUE/WHT
RED/WHT
S/M,M/L,L/XL
$28

YB9125

OFF WHT
BLK
XS-XL
$32

YT9025

OFF WHT
PINK
XS-XL
$38

PATRIZIA LUCA
MILANO

YJ9124

OF WHT
NAVY
XS-XL
$38

YT90094

COAL
LIME
XS-XL
$24

YT9037

OFF WHT
PINK
BLK
XS-XL
$28