PATRIZIA LUCA®

MILANO

SPRING 2020 COLLECTION

PATRIZIA LUCA®
MILANO

MODERN CASUAL CHIC

DEMOGRAPHICS
CORE CUSTOMER BASE
+++
30 TO 60 YARS 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 Differentiations?

PATRIZIA LUCA
MILANO

2020 SPRING/ SUMMER TREND

PRINTED FABRIC
HIGH-LOW HEM
SHOULDER PADS
TIE DYE
GATHERED HEM LINE
SLEEVE DETAILS
ASSYMETRICAL SILHOUETTE
COLORFUL SWEATERS

PATRIZIA LUCA®

MILANO

11/30

BA003
GREEN
BLUE
PINK
S/M,M/L,L/XL
$38

PATRIZIA LUCA®
MILANO

12/30

HX003
LIME
ORANGE
OFF WHITE
BLACK
XS-XL
$28

YT062
BLACK
XS-XL
$32

PATRIZIA LUCA®

MILANO

12/30

YTMESH
YELLOW, KELLY GREEN
ORANGE
NAVY, BLACK
XS-XL
$28

PATRIZIA LUCA®
MILANO

12/30

BS001
ORANGE
GREEN
XS-XL
$32

BS003
WHITE
GREEN
XS-XL
$34

LS001
BLK/WHT
S/M,M/L,L/XL
$38

PATRIZIA LUCA®
MILANO

12/30

BS002
YELLOW
ORANGE
OFF WHITE
BLACK
XS-XL
$36

HX002
OFF WHITE
BLACK
O/S
$38

PATRIZIA LUCA®
MILANO

HX001
OFF WHITE
GREY
BLACK
S/M,M/L,L/XL
$38

LS002
OFF WHITE
BLACK
XS-XL
$44

PATRIZIA LUCA®
MILANO

BS004
OFF WHITE
BLACK
XS-XL
$34

HX004
OFF WHITE
BLACK
XS-XL
$38

PATRIZIA LUCA®
MILANO

12/30

YB063
OFF WHITE
XS-XL
$42

YB040
GREY STRIPE
XS-XL
$48

YB040A
PINK STRIPE
XS-XL
$48

YB088
OFF WHITE
BLACK
XS-XL
$48

PATRIZIA LUCA®
MILANO

12/30

YJ022
PINK
OLIVE
S/M,M/L,L/XL
$60

YJ021
NAVY
BLACK
XS-XL
$65

PATRIZIA LUCA®
MILANO

YT0100
OFF WHITE
BLACK
XS-XL
$30

YT018
OFF WHITE
BLACK
XS-XL
$32

YT074
BLK/WHT
XS-XL
$34

PATRIZIA LUCA®
MILANO

YT098
OFF WHITE
KELLY GREEN
FUSHIA
XS-XL
$28

FS001
MULTI
XS-XL
$40

YT092
NAVY
XS-XL
$40

PATRIZIA LUCA®
MILANO

YT023
YELLOW PRINT
RED PRINT
XS-XL
$32

YT038
OFF WHITE PRINT
NAVY PRINT
XS-XL
$35

YB014
WHT/ RED
WHT/ BLK
XS-XL
$38

PATRIZIA LUCA®
MILANO

YT067
YELLOW
KELLY GREEN
CORAL
XS-XL
$45

YB060
WHT/YELLOW
WHT/BLK
XS-XL
$48

PATRIZIA LUCA®
MILANO

YB017
OFF WHITE
BLUE
BLACK
XS-XL
$38

YJ034
OFF WHITE
MUSTARD
RED
XS-XL
$45

PATRIZIA LUCA®
MILANO

YB004
KHAKI
BLUE
XS-XL
$34

YT078
WHT/ YELLOW
WHT/ BLUE
XS-XL
$32

YT016
BLACK
XS-XL
$38

PATRIZIA LUCA®
MILANO

YJ012
OFF WHITE
CORAL
XS-XL
$38

YJ039
GREY STRIPE
XS-XL
$45

PATRIZIA LUCA®
MILANO

YT033
YELLOW
KELLY GREEN
OFF WHITE
BLACK
XS-XL
$28

YT055
OFF WHITE
MUSTARD
CORAL
XS-XL
$30

PATRIZIA LUCA®
MILANO

YT070
YELLOW STRIPE
CORAL STRIPE
BLACK STRIPE
XS-XL
$28

DDT23
YELLOW
KELLY GREEN
PINK
RED
XS-XL
$28

PATRIZIA LUCA®
MILANO

YT001
OFF WHITE
YELLOW
GREEN
CORAL
XS-XL
$34

YT036
YELLOW
RED
XS-XL
$38

PATRIZIA LUCA®

MILANO

2/28

YT002
OFF WHITE
BLACK
XS-XL
$28

PATRIZIA LUCA®
MILANO

YT035
YELLOW PRINT
XS-XL
$32

YT052
GREEN PRINT
XS-XL
$32

YT057
BLUE
XS-XL
$38

YT057A
GREEN
XS-XL
$38

CHT001B
BLUE
XS-XL
$32

CHT001
MULTI
XS-XL
$28

PATRIZIA LUCA
MILANO

YT056
YELLOW
PINK
XS-XL
$34

YT099
WHT/PINK
WHT/BLK
XS-XL
$34

YT0103
YELLOW
PINK
BLUE
XS-XL
$45

PATRIZIA LUCA®
MILANO

YT0102
PINK
GREEN
XS-XL
$34

CHT002
BLUE
S/M,L/XL
$32

YT048
BLACK
XS-XL
$30

YT046
BLK/WHT
S/M,L/XL
$34

PATRIZIA LUCA
MILANO

YB007
PINK STRIPE
BLUE STRIPE
XS-XL
$45

YT058C
WHT/YELLOW
WHT/BLK
XS-XL
$36

YT058B
OFF WHITE
MUSTARD
CORAL
XS-XL
$36

PATRIZIA LUCA®
MILANO

YB072
GREEN
CORAL
XS-XL
$48

YT095
YELLOW
BLUE
XS-XL
$38

YB096
OFF WHT
BLACK
XS-XL
$32

PATRIZIA LUCA®
MILANO

YD009
RED PRINT
XS-XL
$38

YD084
BLUE
XS-XL
$38

YD010
WHT/PINK
WHT/BLK
XS-XL
$52

PATRIZIA LUCA®
MILANO

YD011
OFF WHITE
KELLY GREEN
CORAL
XS-XL
$50

YD008
OFF WHITE
GREY
XS-XL
$55

PATRIZIA LUCA®
MILANO

YJ036
OFF WHITE
BLACK
XS-XL
$34

YJ071
OFF WHITE
PINK
XS-XL
$55

PATRIZIA LUCA®
MILANO

DDJ010
OFF WHITE
BLACK
XS-XL
$42

DDJ011
OFF WHITE
BLACK
XS-XL
$38

PATRIZIA LUCA®
MILANO

YT070A
OFF WHITE
YELLOW
BLACK
XS-XL
$28

YT0104
BLACK
XS-XL
$28

YT049
PFF WHITE
YELLOW
CORAL
XS-XL
$28

PATRIZIA LUCA®
MILANO

YT093
CORAL
OFF WHITE
BLACK
XS-XL
$28

YT041
BLUE
PINK
BLACK
XS-XL
$28

PATRIZIA LUCA®
MILANO

YT050
OFF WHITE
YELLOW
GREEN
XS-XL
$32

YT051
YELLOW PRINT
PURPLE PRINT
XS-XL
$30

PATRIZIA LUCA®

MILANO

YT025
OFF WHITE
FUSHIA
XS-XL
$28

YT024
MULTI
XS-XL
$28

DDT011
OFF WHITE
KELLY GREEN
XS-XL
$28

PATRIZIA LUCA®
MILANO

YT097
OFF WHITE
BLUE
XS-XL
$28

CHT004
WHITE
GREEN
XS-XL
$28

CHT003
BLUE
RED
XS-XL
$28

PATRIZIA LUCA®
MILANO

YT030
CORAL
YELLOW
KELLY GREEN
XS-XL
$28

YT045
BLUE
FUSHIA
KELLY GREEN
BLACK
XS-XL
$28

PATRIZIA LUCA®
MILANO

YT037
OFF WHITE
PINK
XS-XL
$38

DDT021
BLUE
PINK
XS-XL
$28

PATRIZIA LUCA
MILANO

YT0105
OFF WHITE
BLACK
XS-XL
$28

YT047
BLACK
XS-XL
$28

YT091
BLACK STRIPE
XS-XL
$32

YT0101
OFF WHITE
BLACK
XS-XL
$34

PATRIZIA LUCA®
MILANO

YT043
OFF WHITE PRINT
XS-XL
$28

YT044
PUPPLE PRINT
YELLOW PRINT
XS-XL
$28

YT029
BLUE
RED
XS-XL
$32

YT081
ORANGE PRINT
GREEN PRINT
XS-XL
$36

PATRIZIA LUCA®
MILANO

YT032
YELLOW
BLUE
XS-XL
$38

YT080
OFF WHT/ YELLOW
S/M,L/XL
$32

YT080A
OFF WHITE
BLACK
S/M,L/XL
$32

PATRIZIA LUCA®
MILANO

YD053
YELLOW PRINT
GREEN PRINT
XS-XL
$45

YD094
OFF WHITE
XS-XL
$49

YD090
OFF WHT PRINT
ORANGE PRINT
XS-XL
$42

PATRIZIA LUCA®
MILANO

YD026
WHT/BLK
XS-XL
$38

YD054
GREEN PRINT
XS-XL
$38

YD087
RED PRINT
XS-XL
$38

YD086
RED
BLK
XS-XL
$45

YD076
MULTI
XS-XL
$50

PATRIZIA LUCA®
MILANO

YD027
BLK PRINT
S/M,M/L,L/XL
$38

YD028
BLK/WHT
S/M,M/L,L/XL
$38

YD089
OFF WHITE
BLACK
XS-XL
$38

YD0103
BLACK
XS-XL
$38

YD0106
BLACK
XS-XL
$45

PATRIZIA LUCA
MILANO

YD061
WHT/YELLOW
WHT/BLK
XS-XL
$48

YD077S
RED STRIPE
BLUE PLAID
XS-XL
$50

YD077
BLACK
XS-XL
$48

YD075
BLK/WHT
S/M,M/L,L/XL
$50

PATRIZIA LUCA®
MILANO

12/30

LXP811
OFF WHITE
NAVY
BLACK
XS-XL
$34

LXP979
BLACK
XS-XL
$38

LXP984
BLACK
XS-XL
$38

LXP838
BLACK
XS-XL
$38

PATRIZIA LUCA®
MILANO

12/30

LXP904
BLACK
KHAKI
NAVY
XS-XL
$34

LXP9047
BLACK
XS-XL
$38

LXP831
OFF WHITE
NAVY
BLACK
XS-XL
$34

PATRIZIA LUCA®

MILANO

12/30

H29893-2
OFF WHITE
GREY
NAVY
BLACK
XS-XL
$34

PATRIZIA LUCA®
MILANO

YS042
YELLOW PRINT
RED PRINT
XS-XL
$32

YS013
WHT/BLK
BLK/RED
XS-XL
$50

PATRIZIA LUCA®
MILANO

LXP9048
OFF WHITE
KHAKI
BLACK
XS-XL
$28

LXP9052
WHITE
BLACK
XS-XL
$34

LXP9046
WHITE
KHAKI
BLACK
XS-XL
$28

PATRIZIA LUCA®

MILANO

LXP001
WHITE
KAHKI
BLACK
XS-XL
$34

LXP002
WHITE
KHAKI
BLACK
XS-XL
$34

PATRIZIA LUCA®
MILANO

LXP004
WHITE
KHAKI
BLACK
XS-XL
$34

LXP008
OFF WHITE
LT GREY
XS-XL
$34

LXP981
OFF WHITE
BLACK
KHAKI
XS-XL
$34

PATRIZIA LUCA®
MILANO

LXP985
OFF WHITE
KHAKI
NAVY
XS-XL
$32

LXP833
GREY
KHAKI
BLACK
XS-XL
$34

PATRIZIA LUCA®

MILANO

LXP970
OFF WHITE
KHAKI
BLACK
XS-XL
$34

LXP971
OFF WHITE
KHAK
NAVY
XS-XL
$34

PATRIZIA LUCA®
MILANO

YS073
WHITE
BLACK
XS-XL
$38

YS059B
MULTI
XS-XL
$36

YP005
KHAKI
NAVY
XS-XL
$48

PATRIZIA LUCA®
MILANO

2/28

DDP012
WHITE
BLACK
XS-XL
$28

PATRIZIA LUCA®
MILANO

YS085
OFF WHITE
BLACK
XS-XL
$40

YP083
BLACK STRIPE
XS-XL
$36