

October 30, 2024

essentia  
Napoli

# Proposition

Naples, Italy | +39 3343197412 | [www.essentianapoli.com](http://www.essentianapoli.com)



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# Who we are

**essentia** was created as a spin-off to enhance and support shopkeepers, offering them the opportunity to expand their business. We are here to transform **tradition** into a new growth model, combining Neapolitan sartorial **art** with **innovation**.

essentia

tradition

innovation

artisanship

# tradition

deeply rooted in historical  
**Neapolitan tailoring.**

# innovation

through modern processes  
such as the **buy-on-**  
**demand** model.

# artisanshhip

with each garment  
becoming a **unique**  
and rare piece.



# Executive Summary

We are a company that aims to provide **high-quality tailoring solutions for the modern market with minimal initial investment.**

Our goal is to provide retailers with garments that combine **artisanal elegance with competitive prices**, representing an ideal alternative between bespoke suits and low-quality products.

We adopt a **B2B business model** based on **buy-on-demand**, which allows retailers to sell clothes **also in white label**. Their initial investment is minimal: all they have to do is buy a set of clothes to get the gauge.

With **essentia**, they will have access to **a catalogue of over 3000 garments**, managed through a simple and intuitive online platform. **Orders are processed quickly**, with shipment within **24 hours of receipt of payment**, guaranteeing efficiency and accuracy.

## Vision



To **become the leading supplier** of white-label tailored suits in Europe, offering retailers a product of excellence and in the future a tailor-made service to facilitate their growth.

## Mission



In the **essentia**, the mission is to support shopkeepers by **offering the highest quality** white-label clothing, maintaining the **Neapolitan sartorial tradition** and making elegance accessible through a quick and easy business model.

# Vision & Mission

# Our Values



## Quality

At **essentia**, quality is **our imperative**. We carefully **select fabrics**, guaranteeing clothes that not only meet, but exceed our customers' expectations.



## Reliability

We are **committed to providing** a timely and accurate **service**, with a fast ordering and delivery process that allows retailers to serve their customers without interruption.



## Partnership

We **believe in a relationship** of **trust** and partnership with our customers, working together to meet the needs of a dynamic and evolving market.

# The Retailer's Biggest Challenge

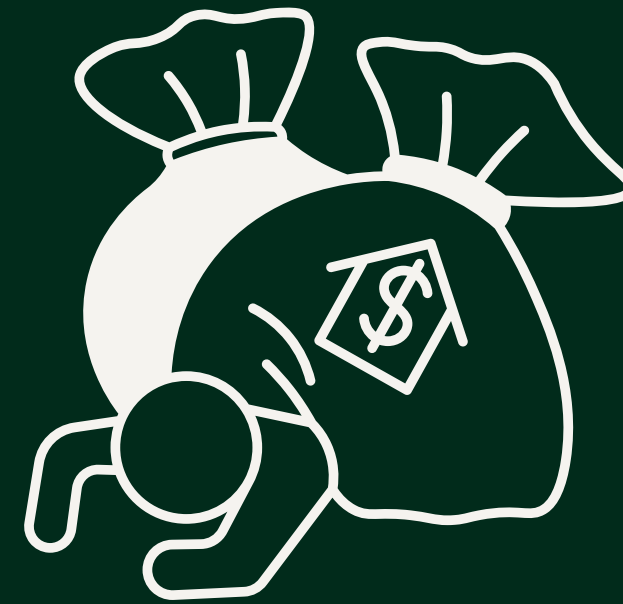
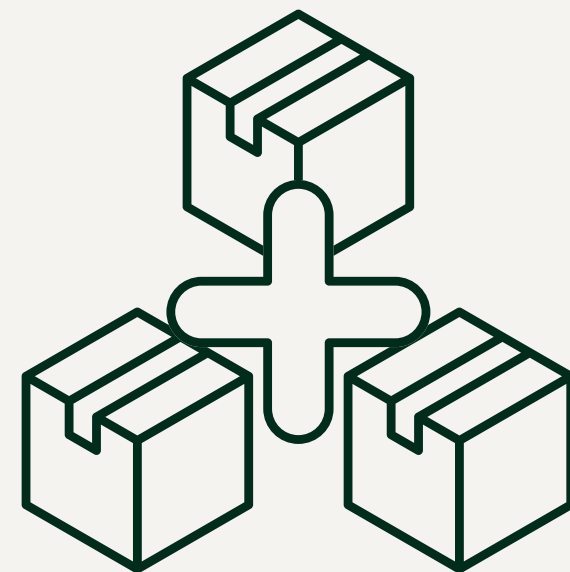
Facing the pressures of overstocking and capital investment? Discover **how our innovative model** turns these **obstacles into opportunities.**





# Overstocking

Retailers **risk accumulating unsold inventory**, filling their storage with items that may never sell, **leading to wasted space and resources.**



# Investment

Purchasing stock upfront requires **significant financial investment**, tying up capital that could be used elsewhere in the business, **exposing retailers to greater financial risks.**



# Elevate your Business

With **essentia**, utilize our **buy on demand model** to offer premium suits and jackets **without upfront stock investments**. Access to more than **3,000 garments** with minimal investment for a **fitting set**. **Embrace innovation, flexibility, and zero overstock risks**—this is how you can elevate your business.



# Our unique Proposition

In a constantly changing market, **flexibility** and **sustainability** are **essential**. With our innovative approach, we **offer a solution that elevate your business**. Discover how our model can transform your business, allowing you to focus on growth and delivering exceptional customer service.



## Personalization

**We offer** the possibility to customise each **garment with your own brand, creating** a unique collection for your customers, **without the costs and complexities of in-house production.**



## Excellence

**We collaborate** with the best Italian **wool producers** and use **Neapolitan tailoring** techniques to guarantee garments of excellence that combine **tradition** and **innovation.**



## Simplicity

**We offer** a **seamless** and **intuitive experience** to easily order and manage your inventory. Everything you **need to create** a tailor-made assortment.



# Our Strengths

Our **unique strengths** allow retailers to offer premium, customizable products while minimizing costs, risks, and time. From competitive pricing to cutting-edge fabrics and an innovative business model, we **empower you** to **elevate your brand** and meet market demands with ease.



# Price

Our strategic pricing allows retailers to **maximize their profit margins** while offering their customers **exceptional value**.

By choosing us, you not only invest in premium craftsmanship but also gain a partner committed to delivering luxury without the luxury price tag.



# White label

Our white-label solution allows you to brand each product **as your own**, providing a unique experience for your clients.





# Fast Shipping

We ensure fast shipping, delivering your orders within **24 hours of payment**, so you can meet your customers' needs without delay.



# Best Fabrics

We use only the **finest fabrics** for our products, including for example Holland & Sherry and fabrics from the best mills in Biella, ensuring every suit or neapolitan jacket is a **masterpiece of craftsmanship**.



# Business Model

Our **buy-on-demand model** eliminates the need for stock investment, allowing you to order only after a sale, **reducing risk and maximizing cash flow.**

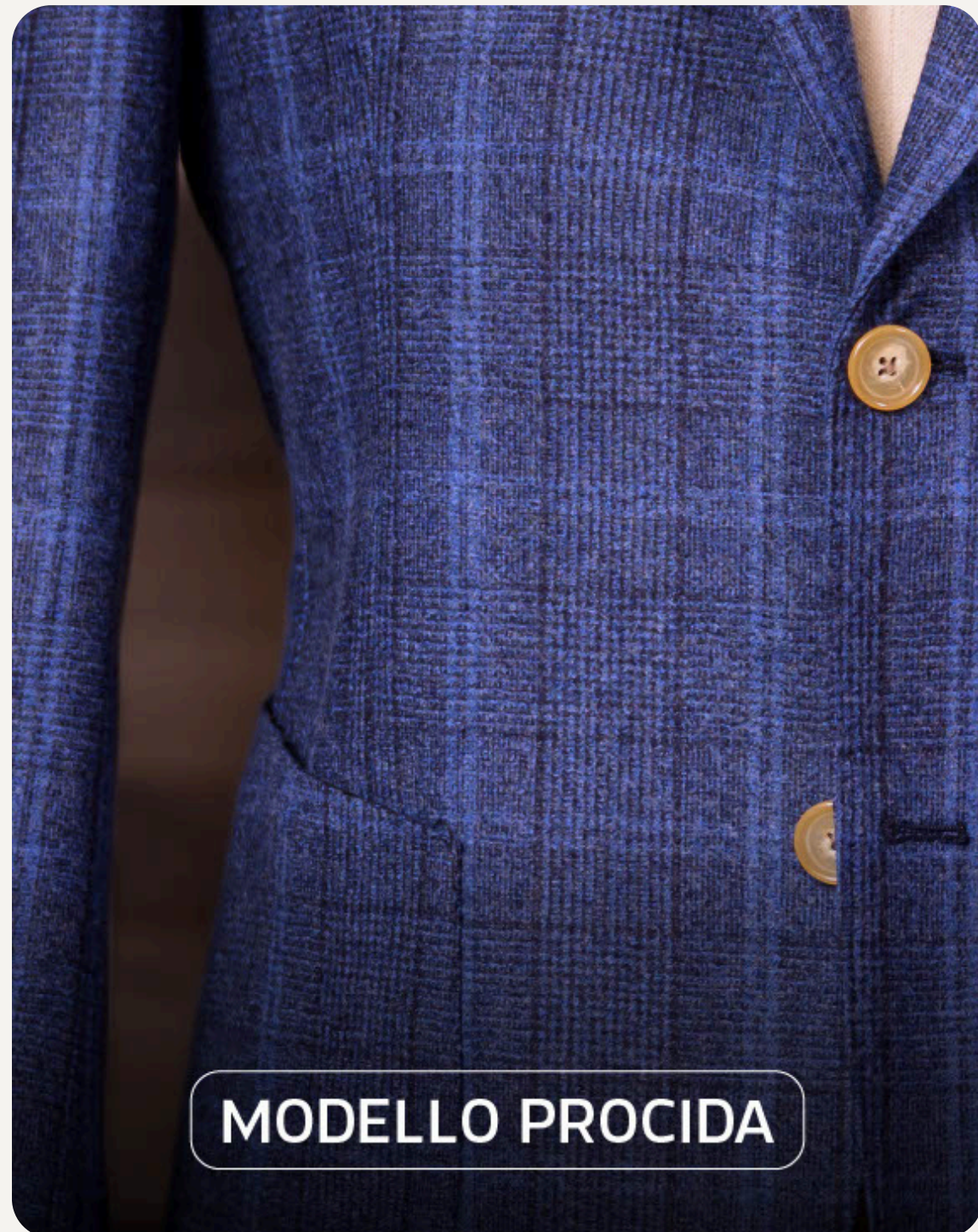


# Catalog

A/W 24 collection







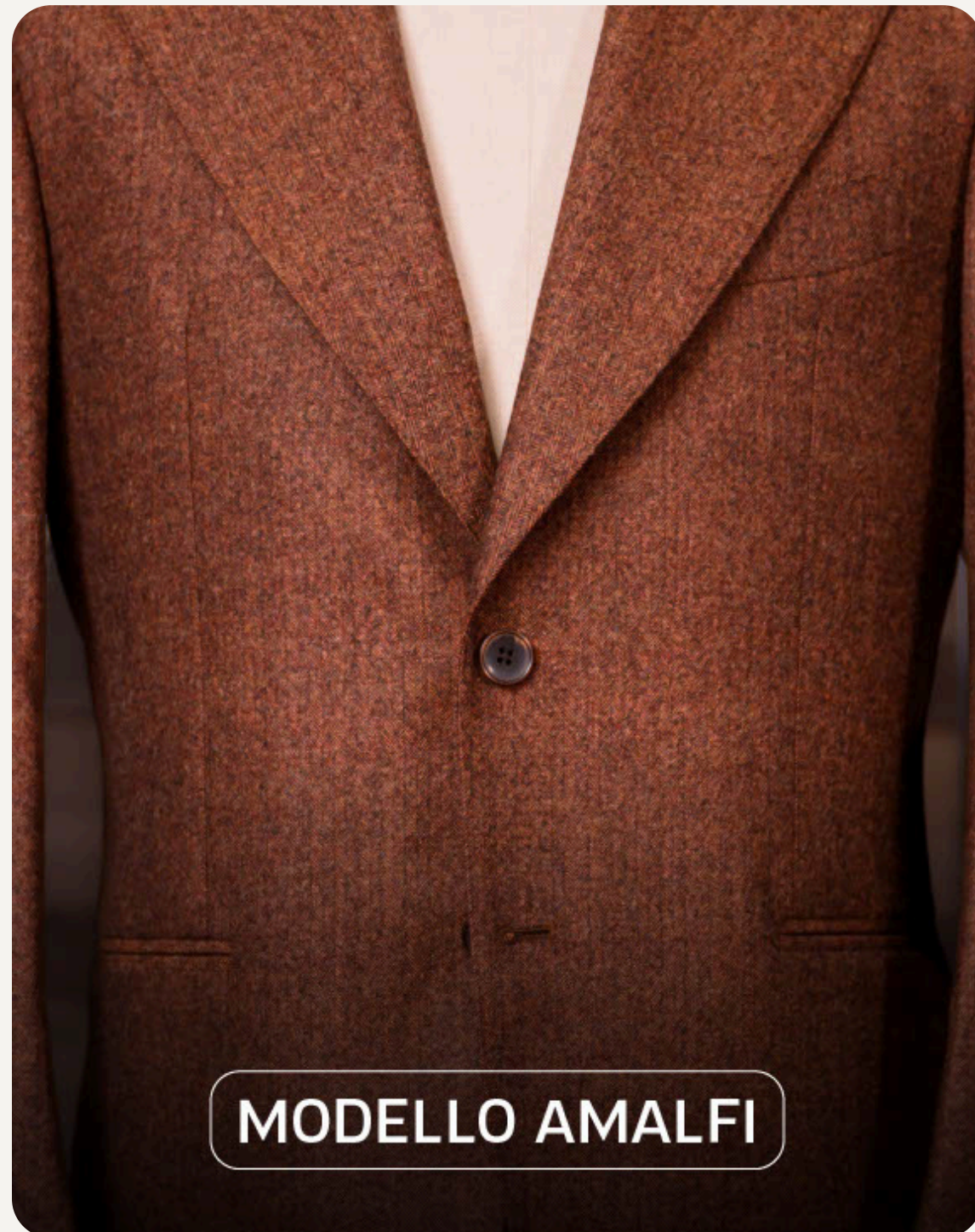
# Model Procida

A half-lined, **unstructured jacket** crafted in **wool-cashmere**, featuring classic Neapolitan patch pockets. This semi-canvas piece embodies **effortless elegance** and **Italian craftsmanship**.

**Discover more**

[www.essentianapoli.com](http://www.essentianapoli.com)



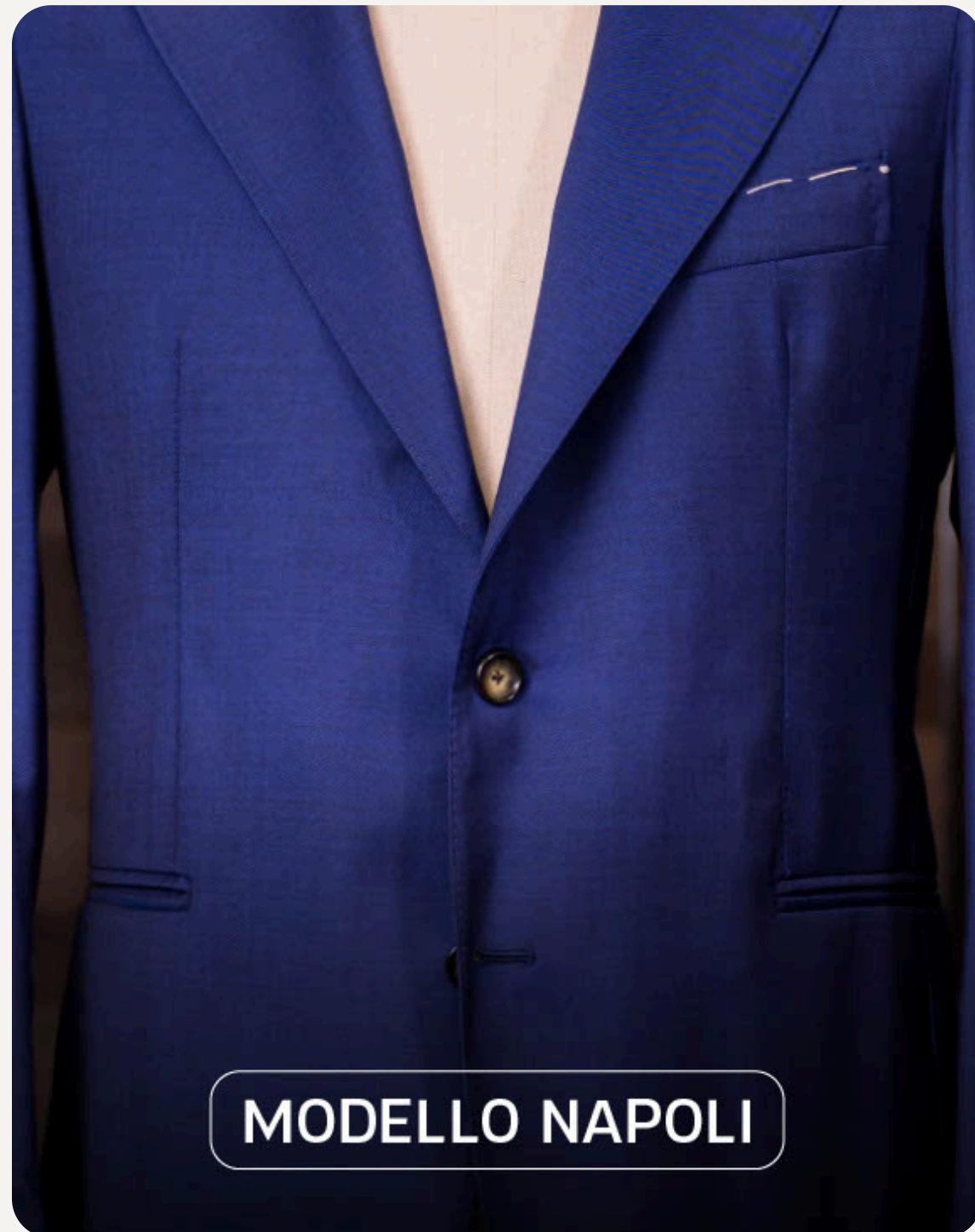


# Model **Amalfi**

A refined **tweed** suit crafted from **Holland & Sherry** fabric, featuring a peak lapel (11 cm) and welt pockets. **Perfectly tailored** for a sophisticated, **timeless look**.

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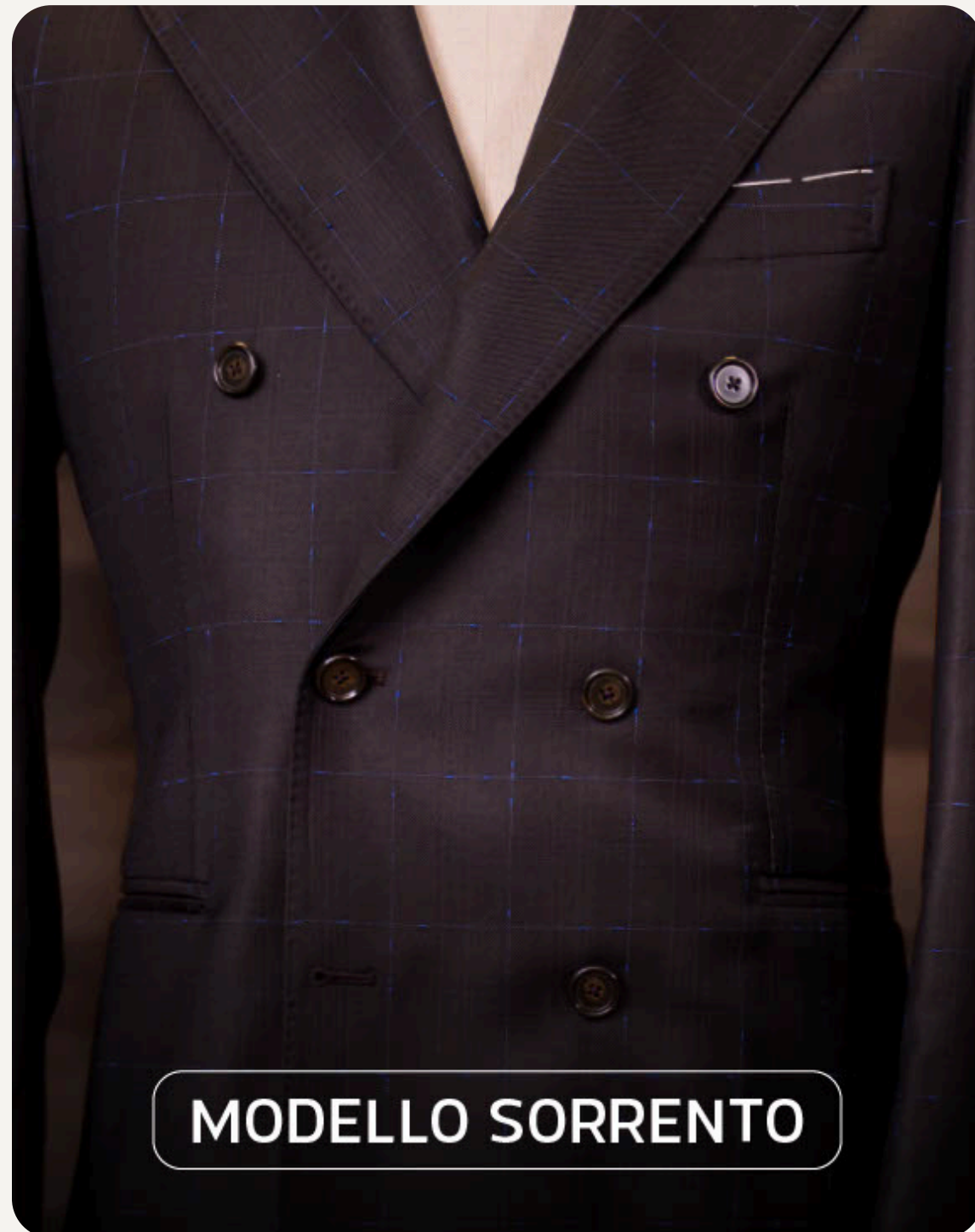
# Model Napoli

A single-breasted, semi-canvas, unlined suit featuring the iconic Neapolitan shoulder. **Super 140's Holland & Sherry** fabric, this suit blends **comfort** and **elegance**.

Discover more

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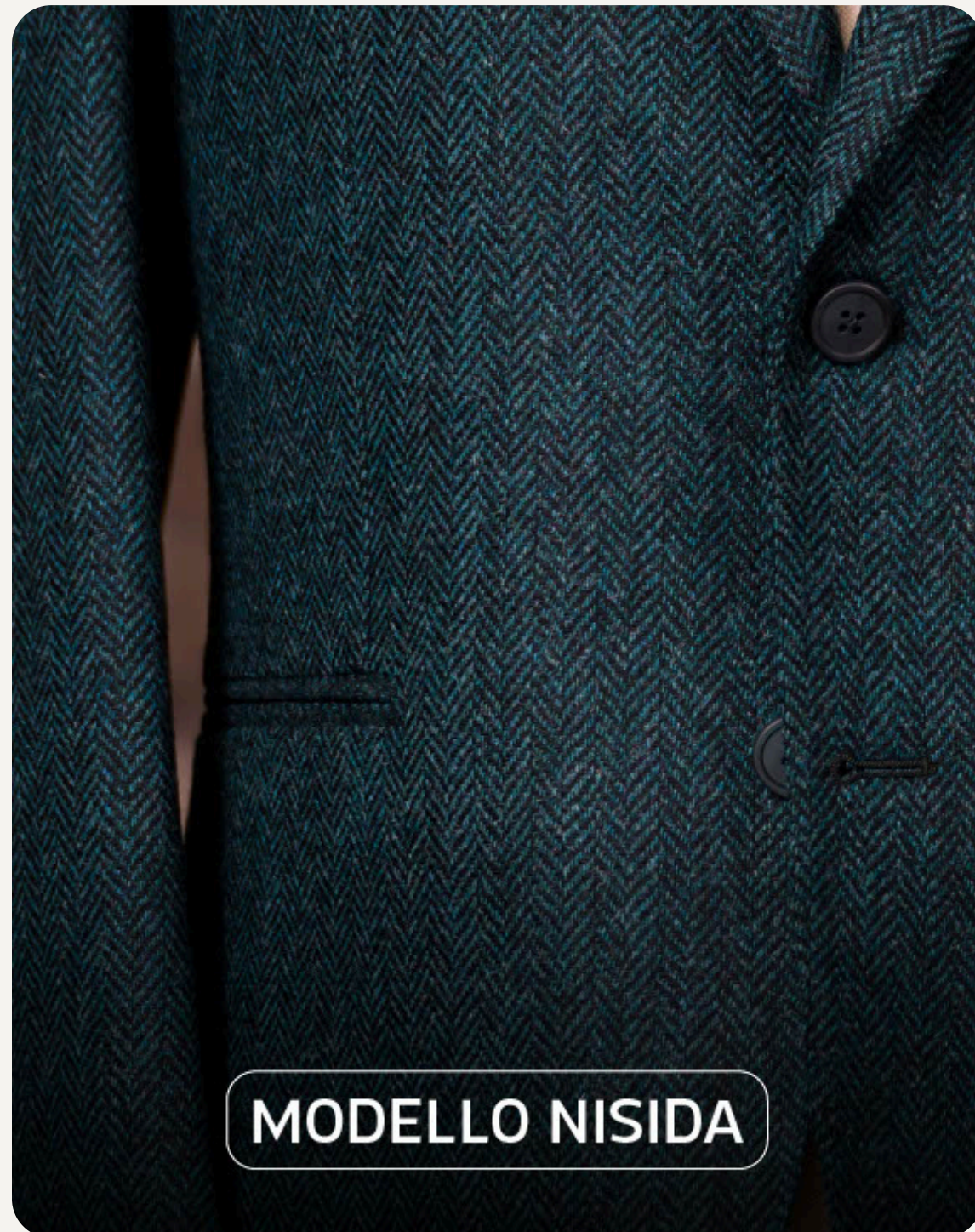


# Model Sorrento

A **double-breasted** jacket with 12 cm peak lapels, semi-canvas construction, and jettted pockets. Crafted from luxurious **Super 140's fabric**.

**Discover more**

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MODELLO NISIDA

# Model Nisida

An **unlined wool and cashmere jacket** by **Holland & Sherry**, featuring a semi-canvas construction with sleek jetted pockets.

**Discover more**

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**Discover  
more on**



**website**

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# User Journey

The user **visits** the platform, **registers** by creating an account, and **accesses to our catalog**. They can explore a wide range products, add items to their cart, and complete the purchase. After we have received payment their purchase is **shipped within 24 hours**.



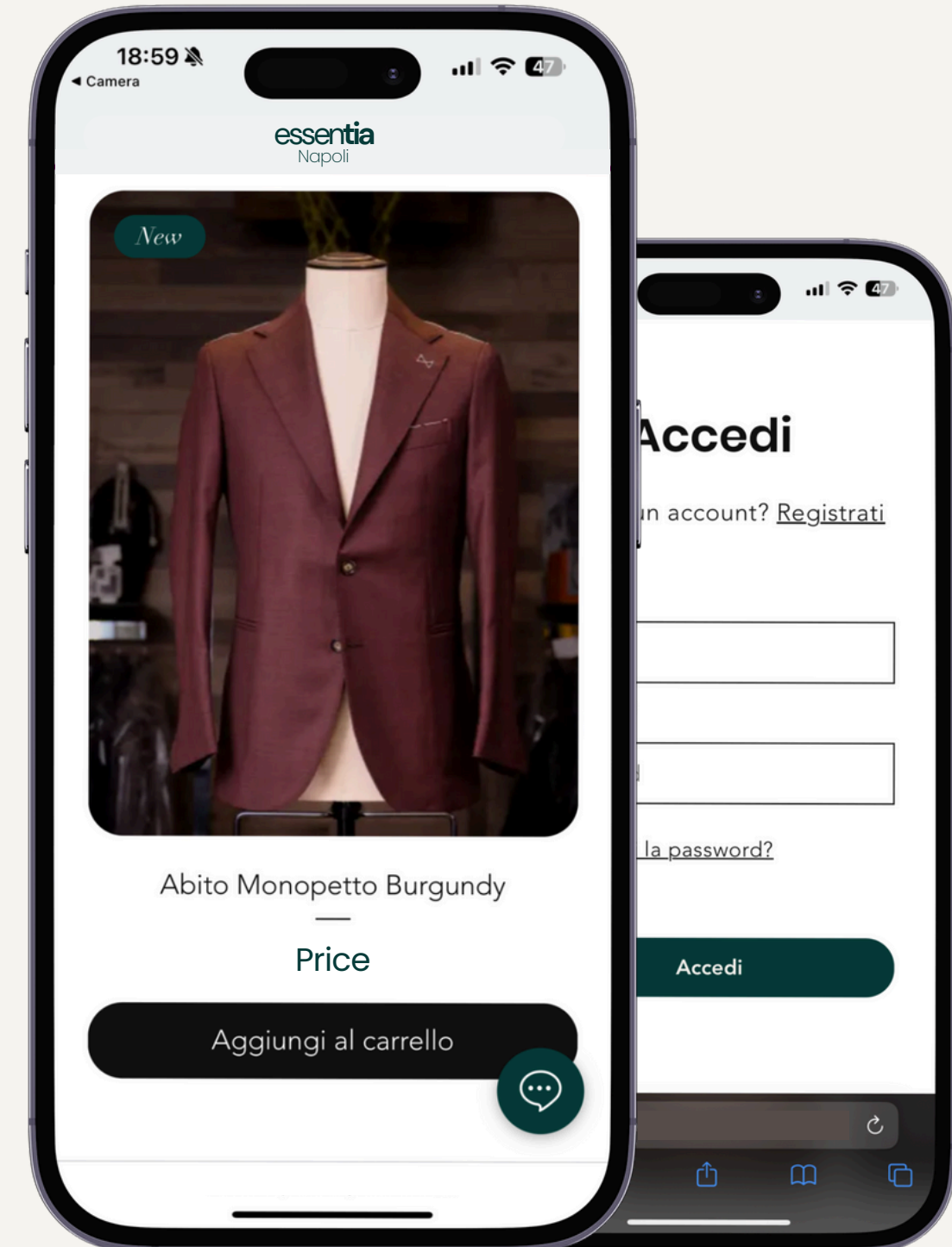
Visit  
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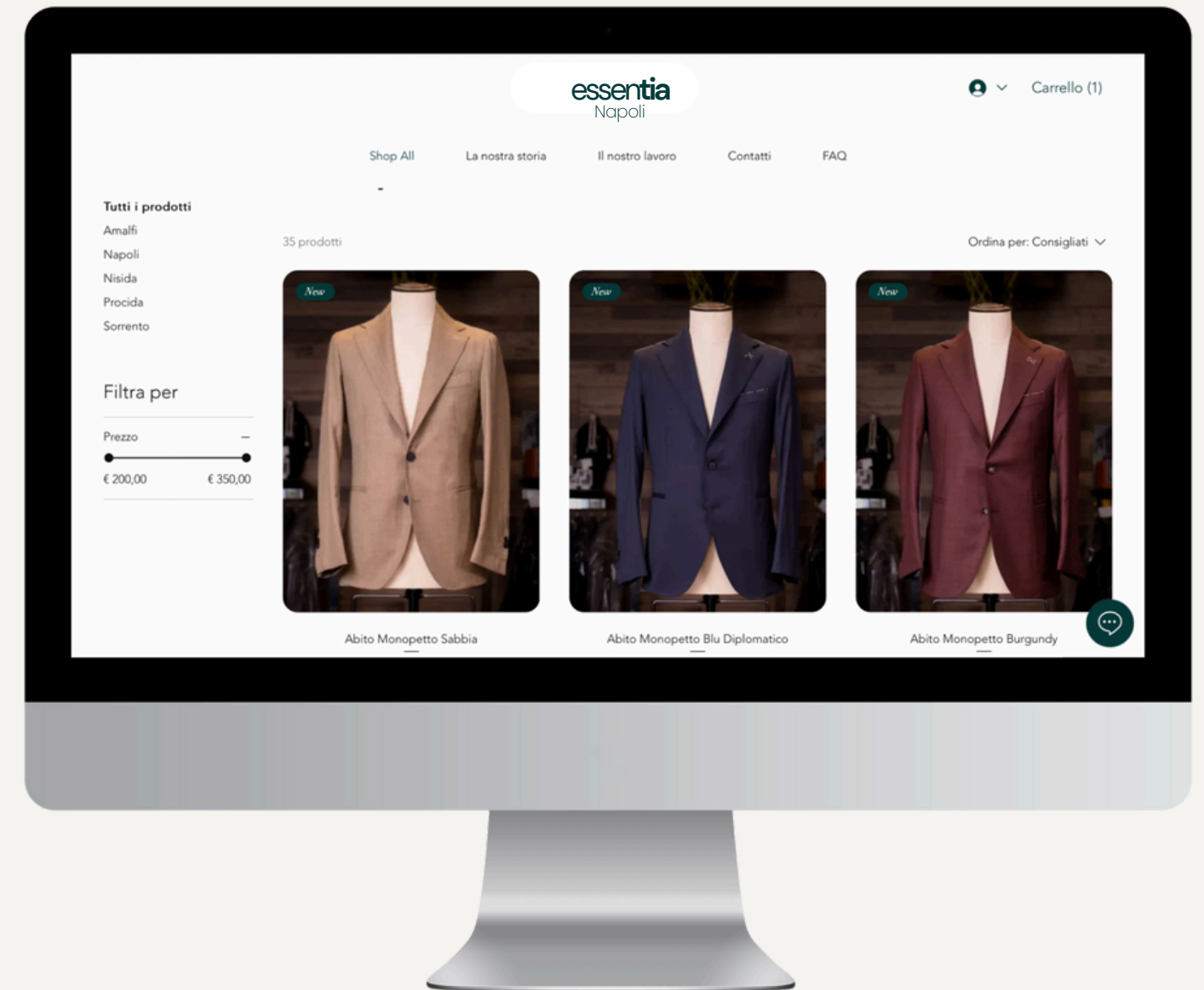
**Visit**  
our  
website



**Create**  
your  
account



**Make**  
your  
order





# Maximize Sales, Minimize Risk!

## Sell Smart, Stock Light!

Empower your retail business with our buy on demand model, **eliminating** the **risks** of overstock while **maximizing** your **product offerings**.



# Additional Services

## Made-to-Measure

Experience our made-to-measure service, delivering **custom-tailored products** in **just 2-4 weeks**, perfectly suited to your customers' needs.







**Reach  
out to us  
for any  
questions.**

**Email**

[essentianapoli@gmail.com](mailto:essentianapoli@gmail.com)

**Website**

[www.essentianapoli.com](http://www.essentianapoli.com)

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+39 3935426781

essentia  
Napoli

**Embrace a  
journey through  
the Neapolitan  
tradition.**

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# essentia Napoli

tradition

innovation

artisaniship