

HEADLINE: Borsalino legend lives on, hat production continues as normal.

SHOWS: MILAN AND ALESSANDRIA, ITALY (DECEMBER 20-21, 2017) (ACCESS ALL)

NEWS EDIT

1. BOUTIQUE IN MILANO

2. (SOUNDBITE) (ENGLISH) FRANCESCA CASO, BORSALINO SALES PERSON, SAYING:

“The majority of the customers are Italian but we have many international clients that come here to buy their Christmas gift. We are very proud to share with them our story heritage because Borsalino is handmade, Borsalino is made in Italy and we unique for this thing.”

3. VARIOUS OF BOUTIQUE

4. SOUNDBITE (ITALIAN) ROBERTO BERA , BORSALINO EMPLOYEE IN MANUFACTURE, SAYING:

“Like every year, during the holiday period there’s an increase in orders and to guarantee deliveries to our customers we have also taken on more staff over the last few weeks.”

5. VARIOUS SHOTS OF ALESSANDRIA FACTORY AND PRODUCTION LINE

6. SUNDBITE (ITALIAN) GABRIELE ALLEGRO, STOCK & SHIPPING MANAGER, SAYING:

“Our employees... we’ve seen an increase in manufacturing orders both from existing customers but also new requests from customers who want genuine *made in Italy* items.”

7. VARIOUS SHOTS OF ALESSANDRIA FACTORY AND PRODUCTION LINE

8. “SOUNDBITE (ITALIAN) ROBERTO BERA , BORSALINO EMPLOYEE IN MANUFACTURE, SAYING:

We have lots of orders to fill for 2018. We will always fill them with professionalism, professionalism that distinguishes the *Borsalino* brand famous throughout the world.”

9. HATS IN BOUTIQUE

10. (SOUNDBITE) (ENGLISH) GABRIELLA DI CARLO , BORSALINO COMMERCIAL DIRECTOR , SAYING:

“We’ll the next season is the fall winter collection that is being completed and will be presented in the next coming weeks. So we are looking forward to receiving our clients at (inaudible) where the collection will be presented. Orders will be collected in our showroom in Milano where we have scheduled already many appointments, we are very excited about our future.”

INTERVIEWS

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11. (SOUNDBITE) (ENGLISH) GABRIELLA DI CARLO , BORSALINO COMMERCIAL DIRECTOR , SAYING:

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“Well we have completed the spring summer campaign and the results that we have achieved are very very positive The orders have been processed , they are in the production pipeline and many of which have already been in delivery. We are looking forward seeing our products in the store very soon. “

12. (SOUNDBITE) (ENGLISH) FRANCESCA CASO, BORSALINO SALES PERSON, SAYING:

“We are very happy because our sales are going very very well because this is the period where people spend more money for their Christmas gift and I think that Borsalino is always a perfect choice. “

“The majority of the customers are Italian but we have many international clients that come here to buy their Christmas gift. We are very proud to share with them our story heritage because Borsalino is handmade, Borsalino is made in Italy and we unique for this thing.”

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“We have lots of orders to fill for 2018. We will always fill them with professionalism, professionalism that distinguishes the *Borsalino* brand famous throughout the world.”

14. SOUNDBITE (ITALIAN) GABRIELE ALLEGRO, STOCK & SHIPPING MANAGER, SAYING:

“In 2017, our workload has been constantly increasing. This is because our customers appreciate the uniqueness and quality of our hats.”

“Our employees... we’ve seen an increase in manufacturing orders both from existing customers but also new requests from customers who want genuine *made in Italy* items.”

B-ROLL BOUTIQUE IN MILAN

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15. SHOPPING STREET IN MILANO
16. ENTRANCE TO BORSALINO SHOP
17. HATS ON DISPLAY
18. MORE OF INTERIOR OF THE SHOP
19. VERIOSU OF HATS IN THE SHOP
20. BORSALINO SIGN ON WALL
21. BORSALINO STOREHATS ON DISPLAY

B-ROLL PRODUCTION LINE

SHOWS: ALESSANDRIA, ITALY (DECEMBER 20, 2017) (ACCESS ALL)

22. EXTRIOR OF FACTORY IN ALESSANDRIA
23. VARIOUS OF PRODUCTION LINE

CAMPAIGN WINTER FALL 2017-2018

24. CLIP OF THE CAMPAIGN

STORY: A 160 years of tradition and heritage of legendary hat making is not coming to a haul says the employees.

Famous Italian company who's classic fedoras and panamas have been worn by the likes of Winston Churchill, Humphrey Bogart in Casablanca, John Belushi in The Blues Brothers and Harrison Ford as Indiana Jones, has been declared bankrupt by Italian court on Monday (December 18).

But Haeres Equita, which manages the brand's activities since 2015, clarified that the bankruptcy is based on technical and legal reasons and do not concern the business managed by Haeres Equita since the end of 2015.

The court's decision does therefore not mean the end of the manufacture processes in Alessandria in the northern region of Piedmont, which currently employs 130 people and produces 150,000 hats a year.

To the contrary on Wednesday (December 20) Gabriele Allegro, stock and shipping manager of Borsalino confirmed that the demand is high as each holiday season.

"Like every year, during the holiday period there's an increase in orders and to guarantee deliveries to our customers we have also taken on more staff over the last few weeks," he said.

"The majority of the customers are Italian but we have many international clients that come here to buy their Christmas gift. We are very proud to share with them our story heritage because Borsalino is handmade, Borsalino is made in Italy and we are unique for this thing," added Francesca Caso, Borsalino sales person in their boutique in Milan.

The brand also confirmed this week they intend to continue to carry on the positive trend from the past 24 months, preserving the production, the commercial and communication activities of the forthcoming collections.

"Well we have completed the spring summer campaign and the results that we have achieved are very very positive The orders have been processed , they are in the production pipeline and many of which have already been in delivery. We are looking forward seeing our new products in the stores very soon," said Gabriella di Carlo , Borsalino Commercial Director.