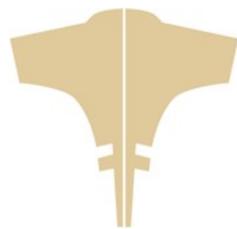




## Press Kit



## Palagano

When style meets technology.

100% Made in Italy luxury accessories.



*Palagano exclusive laptop Limited Edition, Florida Alligator and Luxury Gold 22 Carats*

Palagano, a luxury brand accessories 100% made in Italy, redefines the meaning of contemporary style by merging technology, design, heritage and craftsmanship in a sublime alchemy. For the first time, a state-of-the-art technological object is covered with exclusive, refined skins, for a demanding and sophisticated international clientele. This technique that combines metal and skin in a whole, is one of a kind and is covered by an international patent

Palagano has created the technological matching set, offering state-of-the-art laptops covered with precious skins, but also bags, briefcases and backpacks tailor-made by the skillful hands of craftsmen, thanks to a savoir-faire that is typically Italian. Unique models with an exclusive design for travelers, businessmen and women, but also for fashion lovers seeking the unique and top quality designer accessory.

Lucio Palagano, the founder of the brand, has always been a passionate pioneer, anticipating the ever-changing needs of consumers alongside the evolution of technology and then innovating the retail solutions to meet those needs. In the past, he's worked for some of the best-known electronics, computer and digital brands including Olivetti, before setting up Computer Planet in 2000. This franchise chain gave visitors a unique immersive listening experience, an innovation technology hub for keeping up to date about the new technologies being developed, and an Internet corner where customers could surf the web while enjoying delicious coffee and snacks.

As a result, owner and entrepreneur Lucio is uniquely placed to create this niche ground-breaking brand concept that combines trends in fashion with PC technology. His 30 years in electronics and retail give him very particular insights, and these combine with his deep love for all fine quality and design – whether it's in cars, clothes, accessories or furniture. Developing the brand that bears his name demonstrates Lucio's knowledge of the style, design and futuristic technology that can make our busy lives both easier and more elegant. Quality is key to every aspect of his luxury Palagano range.

This is why Lucio insists on using the best designers who know the trends in fashion and wearable technology, before employing the craftsmen most skilled in hand working quality leathers to deliver his vision.

The 12.3" 'Palagano' PC incorporates the Intel Core i5/i7 processor and Intel GPU graphics card combined with up to 16Gb of RAM and up to 1Tb storage, front & rear cameras and Stylus Touch Pen. Windows 10 Pro is pre installed to provide a high quality tablet which complements the luxurious leather sleeve.

The Palagano brand offers a range of luxury leather and electronic lines. Each item is painstakingly created with a high design aesthetic, and then delivered as sleek yet eminently practical leather pieces. Incorporating the world-renown "Made in Italy" label, the range includes stylish laptops with their to the Palagano brand. There are also elegant, briefcases, computer bags and backpacks.

The result is the Palagano range, a bespoke proposition that's defining new and exciting market sectors with this emerging range of luxury electronic leather products. Thanks to Palagano, today we can wear technology along with elegance, expressing the true Italian style.

The flagship creation that conveys this innovative vision of the brand is undoubtedly the Da Vinci Woman Shoulder Bag; an extra precious shoulder bag entirely handmade with precious alligator skin by Italian craftsmen, for a manager who wants to be fashionable even in the world of business. The utmost care for the details is also revealed in the interior, made of shimmering matelassé fabric with geometrical motifs and warm colors. A bag that surprises also for the technological innovation it features. The Palagano Da Vinci Bag stands out for an astounding technological detail: a built-in Powerbank with magnetic induction recharge.



## The Palagano range: 5 collections with sartorial details

The Palagano brand offers a complete range of luxury leather goods and exclusive electronic objects. Every product is carefully created by top designers and crafted with close attention to the details and the quality of the materials used. The range, 100% Made in Italy, features elegant laptops with leather, computer bags and backpacks. The proposal is structured in 5 exclusive collections, different in the skin used and in the details of the tailored decorations: the Elegante Collection, the Briosia Collection, the Sportiva Collection, the Special Edition Collection and the Limited Edition Collection.

### The Elegante collection



The Elegante collection conveys sophistication and a sober panache. Handmade by skillful craftsmen, the range features laptops, tablet bags and briefcases. The skins are extremely refined: Saffiano leather, calf skin and calf skin printed with an alligator motif. The colors range from black to dark gray and dark brown, for a collection that is pristine in the design and sophisticated in the materials, to wear both in a work meeting and on an exclusive weekend. Bespoke service with initials engraved upon request.

## The Briosa collection



The Briosa collection is characterized by Swarovski sartorial details that light up the accessories, making them bright and exclusive. The decorations, entirely handmade by master craftsmen, make this collection - mainly destined for up-to-date female customers who love technology, but also style and elegance – unique and special. Bespoke service with initials engraved upon request



## The Sportiva collection



with camouflage printing or monochrome, for a look posh and modern at the same time. The Sportiva collection is characterized by the modern camouflage printing, without losing its elegance and sophistication. Intentionally "disruptive", the camouflage-printed laptops make technology trendy. Next-Gen IT accessories that set the trend and become the ideal workmates for managers, globetrotters and contemporary people. In addition to these technological objects, the collection features a range of backpacks, with camouflage printing or monochrome, for a look posh and modern at the same time.

Bespoke service with initials engraved upon request



## The Special Edition collection



The Special Edition collection expresses the Palagano brand's vocation for luxury and its love for beauty. Unique objects, rigorously handmade in precious alligator skin by master craftsmen, for businessmen and businesswomen seeking a truly tailored "one-of-a-kind" accessory. All of the working phases, from the selection of the hides to the processing of the skin and the cutting and sartorial sewing of every single product, are carried out in Italy, thanks to craftsman skills passed on generation after generation. All the Palagano creations are made in full compliance with the Convention on International Trade in Endangered Species of Wild Fauna and Flora and with the CITES regulations. Authenticity and beauty made in Italy for exclusive and timeless objects. Bespoke service with initials engraved upon request.



## The Limited Edition collection



Palagano ultimate laptop, Nilo white crocodile – Himalaya style

The Palagano Limited Editions are authentic masterpieces of Italian artisan excellence, luxury works of art, technology and design that combine the originality of the made-to-measure object with the extraordinary value of unique leathers in the world. The Limited Editions of Palagano are certified 100% Made in Italy and include 50 numbered and signed pieces, further customizable to increase the luxury experience and the wonderful feeling of uniqueness.





## Palagano e Supercar Owners Circle: A collaboration in the name of excellence

Palagano, the exclusive brand of precious skins, has signed a special long-term collaboration agreement with Supercar Owners Circle, the most prestigious car club in the world ([www.supercarownerscircle.com](http://www.supercarownerscircle.com)).

Supercar Owners Circle consists of a selected group of international enthusiasts and collectors who stand out for being the owners of the rarest cars on the market. The SOC club philosophy is based on the experience in driving such top-of-the-range vehicles, and offers an unmatched service to its members all over the world.

Values like exclusivity, performance, design, beauty and technology are the foundations of this partnership, which will be implemented through Palagano's sponsorship of some special events organized by the SOC.

Together with prestigious luxury brands (like for example the Maison Bvlgari), Palagano has already successfully sponsored two important event for SOC members:

May 5 and 6, 2018 - SOC event in Milano at the amazing Bvlgari Hotel.

June 4, 2018 - SOC event at the historic Goodwood Motor Circuit in UK.



Palagano will be the privileged partner of two other exclusive events showcasing VIPs and collectors of the most famous luxury cars in the world:

September 1 and 2, 2018 – Andermatt, SOC Weekend Switzerland. The appointment is at the prestigious The Chedi Andermatt Hotel in the Swiss Alps, for a weekend dedicated to luxury, passion and technology. A perfect mix that conveys the vision of the Palagano brand, which is happy to sponsor this exclusive event and present the new finest models of the Limited Edition collection.

December 2, 2018 – Dubai, SOC Event UAE to celebrate the 47th national day of the United Arab Emirates. On this occasion too, Palagano will present new exclusive models to a selected and demanding audience that loves the Made in Italy.



Palagano is luxury brand laptops, bags, briefcases, backpacks, computer bags made with exclusive precious skins by Italian master craftsmen. The vision of the Maison, 100% Made in Italy, is the encounter between beauty, luxury, bespoke and technology. Today, Palagano has points of sale in Italy and Austria, and has scheduled the opening of new outlets in Russia, Switzerland and the UK within the next two years.

**[www.palagano.eu](http://www.palagano.eu)**

<http://stylux.net/magazine/en/2018/07/17/palagano-style-meets-technology/>