

MARELLA

MARELLA: THE HISTORY OF A BRAND IN CONSTANT EVOLUTION

The first **Marella** collection was released in Reggio Emilia in 1971. Initially conceived to offer a premium product at a more accessible price, the brand enjoyed huge success throughout the 1980s and began an independent journey within the **Max Mara Group**, eventually becoming a separate company on 7 January 1988.

Across the 1990s, **Marella** expanded and strengthened its multi- and single-brand distribution network in Italy, carrying forward the Group's values of tradition and quality while addressing a wider target. It transpired to be a winning strategy: the brand established itself in Italy and abroad thanks to a distinctive, curated and constantly evolving product range.

In the early 2000s, a seasonal selection joined the traditional collections; the brand expanded into lifestyle with the launch of sport, tricot and accessory lines. **Marella** entered the women's prêt-à-porter market of the new millennium with numerous single-brand stores around the world, offering total looks and garments designed for international, independent, and cultured women who are true to their own style, even when at work or formal occasions. The first **marella.com** e-commerce was launched in Europe and the UK in 2012 and opened up to the US market in 2019.

The year 2014 was a key moment for the brand. A period of reinvention began with a new retail concept developed by the prestigious CLS Architetti studio, a highlight of which was the opening of the 500-square-metre flagship store on Corso Vittorio Emanuele in Milan. The **Marella ART.365** project was launched the same year, creating a fashion formula for a new women's wardrobe and becoming the brand's flagship collection over the years. Contemporary lines and shapes for timeless and versatile designer garments made from a single, soft and fluid fabric, easy to mix and customise with infinite accessories. Immediately recognisable with its minimal palette based around the signature colours of black and white, **Marella ART.365** introduced different graphic elements by international artists and illustrators, from Quentin Jones to Camille Walala, Liselotte Watkins, and Elena Salmistraro.

In 2020, **Marella** introduced the **Marella Monochrome** collection, an urban everyday range aimed at dynamic, contemporary women seeking a sophisticated yet immediate aesthetic: elegant and minimal pieces exclusively available in monochromatic colourways, ideal for creating layered, ton-sur-ton looks.

The year 2022 saw the launch of a new communication concept. *In Women We Trust* is not an extemporaneous message, but the result of a coherent and constantly evolving approach that reflects the **Marella** woman: unique but never the same. The **Marella Denim** collection was released in the same year, offering iconic fits—from mom to bootcut and tomboy to skinny—made with the finest materials and a low environmental impact, reaffirming quality as the brand's consistently defining feature. The **Marella** brand is increasingly focused on keeping up with the lifestyle and needs of its consumers: the development of omnichannel services and the launch of the new *marella.com* e-commerce have helped to provide a smooth, seamless and personalised purchase experience. Today, the brand is present in the main fashion capitals and in the most important international department stores, thanks to a distribution network of 490 single-brand stores and approximately 5,500 multi-brand and shops-in-shop around the world, across 48 countries and 4 different continents.

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THE BRAND STYLE AND PHILOSOPHY

A multifaceted and changing female identity lies at the heart of the brand's philosophy, which from Spring Summer 2024 assumes the face and personality of **Emily Ratajkowski**. The Californian model and actress is an icon for a generation of independent and determined women and has established herself as a symbol of self-confidence free from judgement and expectations. **Marella's** choice once again testifies to the brand's ability to tune in to the ever-changing needs of today's women, capturing their deep desire for self-assertion: the need to choose how they present themselves with an aesthetic that oscillates between sensuality and natural ease, reclaiming the freedom to choose. The invitation for all women to embrace their self-confidence is consistent with the *#inwomenwetrust* concept launched by the brand in 2022. The campaign's first muse was internationally renowned Italian supermodel **Mariacarla Boscono**, who perfectly embodied the refined and conscious identity of the **Marella** woman, and later **Irina Shayk**, who personifies a magnetic and seductive femininity that cannot—and will not—go unnoticed.

Marella has maintained the vision on which the brand was founded more than fifty years ago: offering a creative and versatile selection that is both premium quality and accessible and allows women to express their personalities and feel like themselves in any situation. The **Marella** style has always complemented the beauty and femininity of the women it is made for because it knows them inside out and has never stopped listening to them. Self-aware and determined women, yet capable of light-heartedness and sensuality; women with eclectic personalities who are impossible to define. The brand channels its optimistic outlook and body positivity into an immediate everyday style that embodies effortless luxury with a glamorous mood, blending self-love with seduction and change with heritage. Instead of a codified style, **Marella** offers an emotion, the deep desire to express one's femininity, allowing instinct and intelligence to take the reins. A vision that has been perfectly represented by the women who have lent their faces to the brand from the early years to today, including **Monica Bellucci, Jasmin Le Bon, Amber Valletta, Izabel Goulart, Milla Jovovich, Karlie Kloss, Miranda Kerr, Stella Maxwell, and Faretta.**

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SPRING SUMMER 2024 MARELLA CAMPAIGN

For the Marella SS24 Main Campaign, the brand chooses Emily Ratajkowski @emrata, an icon to her generation. Model and actress, Emily is a symbol of self-confidence and seduction, representing the Millennials: independent and determined women, socialmediaholic, always connected and eager to show themselves. The Spring Summer SS24 campaign is the new chapter of IN WOMEN WE TRUST as the brand manifesto since 2022. More than a claim, the message is evolving into an integrated one as the foundation philosophy of the brand DNA.

In the images shot in London by Oliver Hardle Pearch, Emily expresses her powerful and real femininity, free from prejudices and expectations. Her aesthetic is totally contemporary and international, and her personality emerges through the shots in between sensuality and naturalness.

The Marella Spring Summer 2024 collection adds a touch of freshness and coolness, rich in colours - from pastel to more vibrant tints - and materials such as the leather jacket or the trench.

EMILY RATAJKOWSKI'S BIO

New York Times best-selling author Emily Ratajkowski has established herself as a multifaceted talent: entrepreneur, writer, actress, model and activist.

Most recently, she added podcast host to her list of titles, launching an original series titled “High Low with EmRata.” The podcast marries highbrow and lowbrow topics, exploring whatever is on Ratajkowski’s mind, from politics, philosophy and feminism, to sex, pop culture, and beyond. There are two episodes per week in addition to a bonus episode.

Over the past five years, Ratajkowski has successfully translated her 29M+ following on Instagram into a successful DTC apparel line, Inamorata, all while continuing to work as a highly sought after fashion model. She has appeared on the covers of dozens of major fashion magazines and is currently the face of L’Oréal’s hair care line Kerastase as well as multiple other fashion companies. As an actress, she has appeared in films such as David Fincher’s “Gone Girl” and Amy Schumer’s “I Feel Pretty”.

Her debut essay collection “My Body” was released by Metropolitan Books on November 9, 2021, becoming an instant New York Times Best Seller. “My Body” is a profoundly personal exploration of feminism, sexuality, and power, of men’s treatment of women and women’s rationalizations for accepting that treatment. The essays chronicle moments from Ratajkowski’s life while investigating the culture’s fetishization of girls and female beauty, its obsession with and contempt for women’s sexuality, the perverse dynamics of the fashion and film industries, and the gray area between consent and abuse. Her book deal was solidified by her New York Magazine essay – the magazine’s most read story of 2020 – entitled “Buying Myself Back,” which led to widespread discourse around copyright and image ownership. Following the essay, in April 2021, she created a conceptual art piece and NFT that was sold via Christie’s auction, continuing to raise questions about the nature of authorship while returning an appropriated Instagram post to its digitally native terrain.