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Parcoats Florence Sets Expansion With Manufacturing Partner

The outerwear company signed a licensing agreement with Tuscan manufacturer Landi Confezioni.

By **Alessandra Turra** on May 24, 2019

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MILAN — Parcoats, the outerwear label controlled by [fashion veteran Giovanni Allegrì](#), has signed a licensing agreement with Tuscan manufacturer Landi Confezioni for the production and worldwide distribution of its collections.

Established last year, Parcoats, which is designed by art directors Simone Guidarelli and Masha Brigatti, made its official debut at [Pitti Uomo](#) in January with a capsule collection of 24 pieces combining sartorial influences with an urban streetwear attitude. In particular, the brand put the focus on hybrid pieces, mixing the silhouettes of iconic items, including the coat and parka, hence the name of the label.

“Landi Confezioni is a family business but at the same time has a young and efficient approach — in this perspective it perfectly matches with Parcoats Florence’s mood which is deeply rooted in the idea of family, seen as belonging to a group defending its own uniqueness,” Allegrì said.

According to the company, the two-year licensing agreement will enable Parcoats Florence to reach 1.5 million euros in revenues within three-five years.

The brand’s first collection will be distributed by [Rinascente](#) through its stores in Milan and Rome and [Luisa Via Roma](#), according to Brigatti. “We will organize dedicated events to support the retail launch of the collection,” she said.

With retail prices ranging from 300 euros to 800 euros, the collection “mainly targets Millennials, however we want to talk to a wide range of different customers, as we highlighted with the latest images we shot with the spring collection we are going to present at Pitti,” Guidarelli explained.

Focusing on the idea of family, Brigatti and Guidarelli chose several individuals of different ages and working in different fields to be the protagonists of images shot in a villa outside Milan. “We wanted to portray a gender-fluid, modern family expressing our inclusive approach,” said Brigatti.

At [Pitti Uomo](#), Parcoats Florence will present a lineup featuring reinterpretations of five men’s staples, including the perfect jacket and the trench, all crafted from high-end fabrics showing hand-painted prints.