

## **La Rosa Spa**

Founded in 1922, La Rosa spa is one of the oldest and most innovative Italian manufacturer of top quality mannequins and window display accessories.

Its mannequins are produced with unbreakable and fully recyclable plastic; they are carefully hand finished and have a modern and elegant appeal.

The high-tech production process represents a distinctive advantage for the Company, which is able to create very exclusive collections according to the wishes of each customers.

With the circus, the creative mind of the Company, Gigi Rigamonti, has introduced a dynamic and colourful product, with the attention even to the smaller details.

Its potentialities will be fully shown in **Art in Life 2005**, first step in Asia for La Rosa spa.

Currently, La Rosa supplies the best companies in the high fashion field, for instance ARMANI, CHRISTIAN DIOR, D & G, ESCADA, FERRE', GIVENCHY, HUGO BOSS, KENZO, MOSCHINO, PRADA, VALENTINO, VERSACE, ETRO, CAVALLI, UNGARO, VICTORIA SECRET, MARKS & SPENCER, H&M, STEFANEL, CHAMPION...

La Rosa spa is able to offer to the market a comprehensive product, which includes Technology, Research, Fashion and Art.

More information at [www.larosaitaly.com](http://www.larosaitaly.com)

## Why in Asia?

With its new location in the middle of the heart of "New Asia", La Rosa Spa will step into an expanding market, characterised by the increasing importance and focus on "High Fashion" and high quality of Italian production (as well as the trademark "Made in Italy").

During the summer 2005, La Rosa Spa is going to inaugurate the new company "La Rosa Asia", based in Hong Kong. The grand opening of this market is part of a project that also includes the launch of a new showroom, to be located in Shanghai, with the intention to expand throughout Asia. La Rosa Spa's partner in this adventure as well as in other projects in Asia over the past 3 years is Howard Arts, a company based in Shanghai specialized in the manufacture of commercial mannequins. The support of Howard Arts has been crucial in setting up the exhibition Il Circo in Beijing and to Howard Arts goes La Rosa Spa's heartfelt thank you.

The high-tech production process represents a distinctive advantage for La Rosa Spa, which is able to create very exclusive collections according to the wishes of each customer.

The aim of La Rosa is to promote its highly reputed brand name by using its innovative techniques for the Chinese market and selling its products directly in Asia following the strong local market demand for haute couture.

The philosophy of La Rosa Spa is to apply design to every day life, sustaining the inseparability of three concepts: culture, fashion, quality.

La Rosa Spa carefully selects all its suppliers as well as the countries in which to operate, so as to guarantee the maximum reliability and quality consistency. That is the reason why Asia is today La Rosa Spa's choice!

Only one is the designer of the brand, Gigi Rigamonti, who is also the owner of La Rosa Spa. La Rosa Spa carries out its production by using modern, yet environmentally-friendly machinery, and has a team of expert managers, who carefully handle all aspects relating to market analysis, logistics and services. Gigi Rigamonti brings to Asia the new three-dimensional concept of its new mannequins line called Il Circo.

The same driving spirit has contributed enormously to the success of the brand in Italy.