

ATTIC AND BARN

BRAND PROFILE



ATTIC AND BARN: FALL/WINTER 22

About Us

ATTIC AND BARN

The Attic and Barn brand originated in Treviso in 2010, from an idea by Michela and Alessandro Biasotto after they consulted the vintage archives in the fascinating Motta Sprinning Mill in Campocroce, a district of the Treviso town of Mogliano Veneto. At that time, the extraordinary archives which inspired the couple contained more than 60 thousand garments dating between the late 1900s and the first half of the last century.

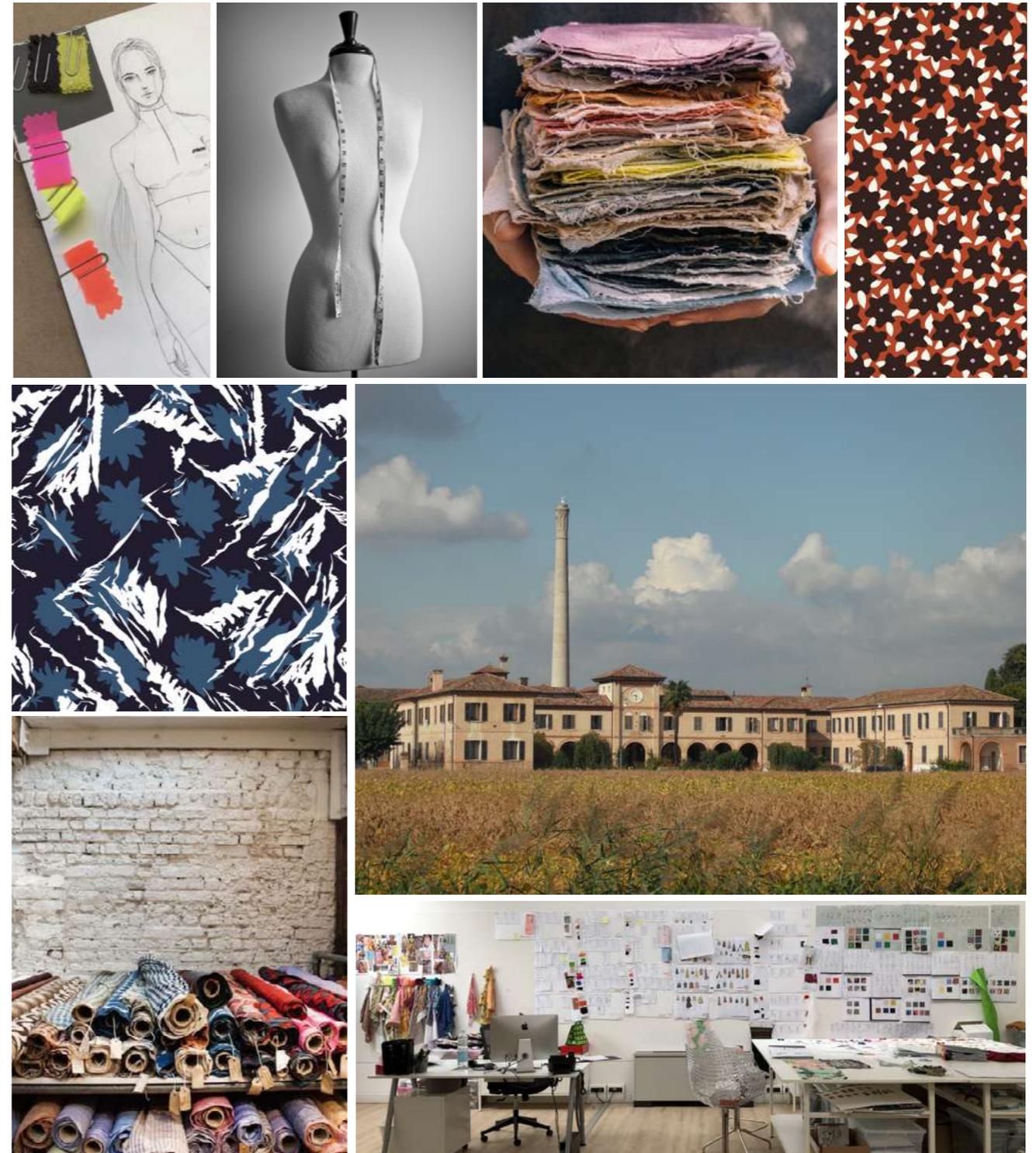
The irresistible, timeless charm of those clothes led the couple to create Attic and Barn, a new clothing line where vintage patterns and silhouettes are given a modern reinterpretation with an immediately recognizable style.

In the following years, Attic and Barn, which was initially a brand of silk dresses only, soon broadened its range to offer total looks complete with footwear, bags and accessories.

Attic and Barn has evolved season after season through the use of refined processing techniques and the constant search for new styles and trends, to the extent that distribution now covers Europe and a number of international stores.

Insightful marketing strategies combined with personal taste and corporate experience have combined to create a brand that meets the demands of a constantly evolving market.

As well as Showrooms in Milan and Paris, the brand enjoys close collaboration with a constantly expanding international network of agents and distributors able to make the most of the brand's qualities.



About Us
NYKY

Attic and Barn is developed and distributed on the national and international markets by Italian company NYKY, founded in Treviso in 2008, based on Michela and Alessandro Biasotto's passion and experience gained in the fashion industry.

In the same year the company was established, it launched Momoni, its first proprietary brand.

Initially exclusively a lingerie brand, due to its popularity with the public it later evolved into a complete collection with a sophisticated aesthetic, an unprecedented combination of comfort and class., paving the way for a new dimension in contemporary luxury.

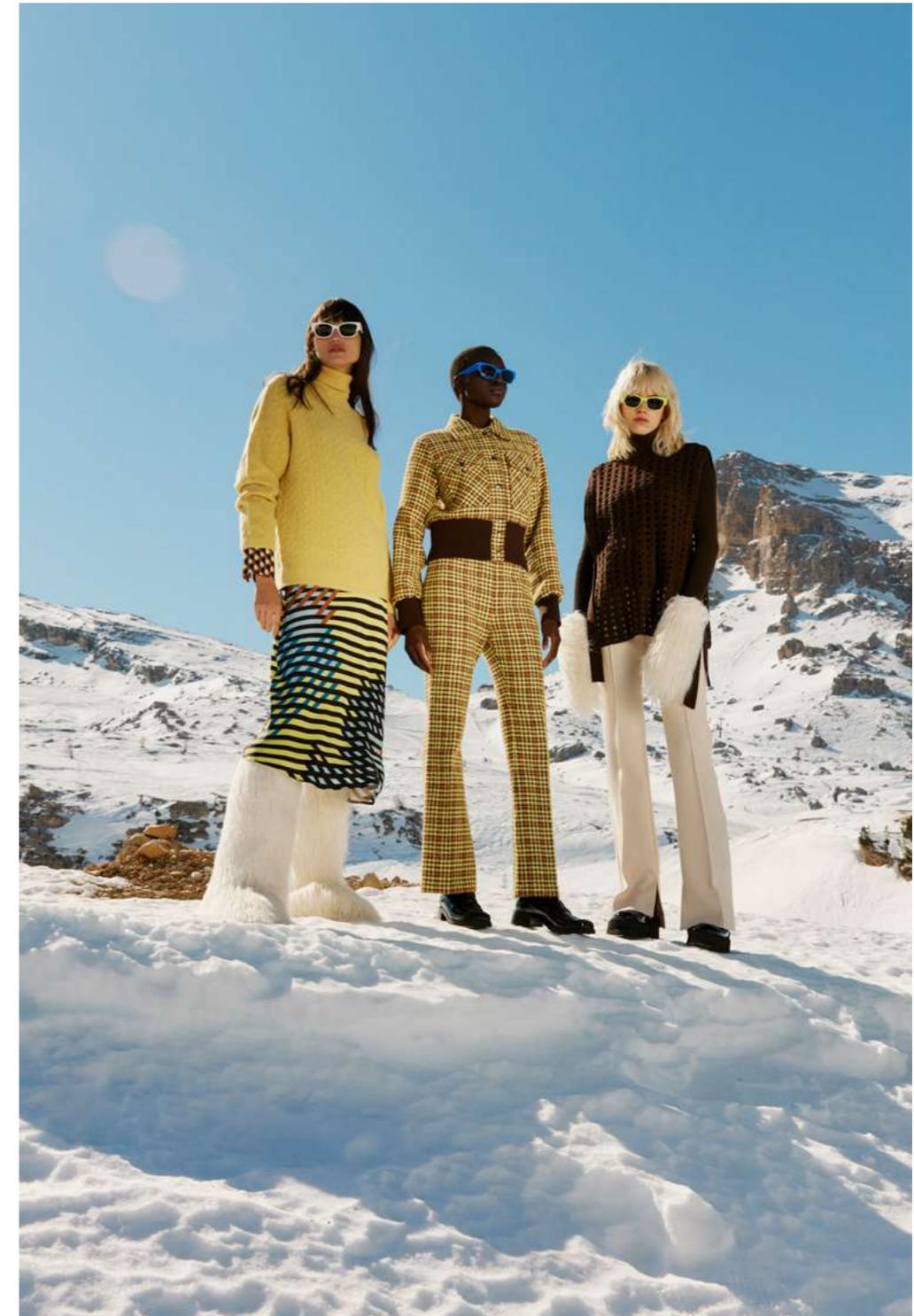
In 2010, NYKY founded its second womenswear brand, Attic and Barn. Originally a brand exclusively producing printed silk dresses, over the following years it continued to strengthen and establish its image by expanding its product range with a modern total look with a strong personality.

In 2016, it launched its third proprietary brand, OOF WEAR, an innovative brand of reversible multicolour jackets for men and women.

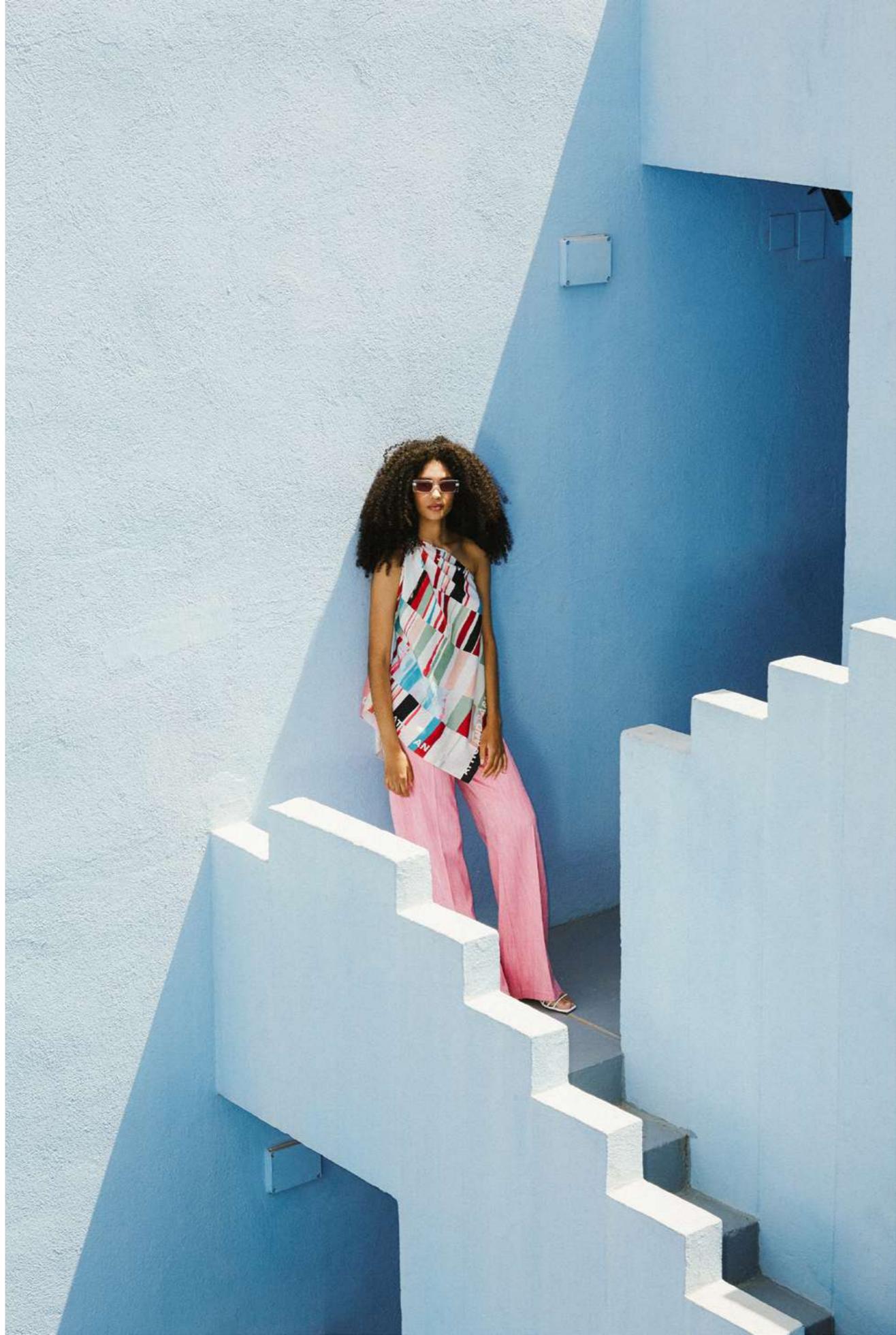
In 2018 OOF WEAR opened its online store: www.oofwear.com

In 2020 Momoni opened its online store: www.momoni.it

In 2021 Attic and Barn opened its online store: www.atticandbarn.it



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Values, inspiration

THE BRAND'S PHILOSOPHY

Colourful femininity. Irony. Urban creativity. Italianness in an international vein. Style, colours, shapes. This is the Attic and Barn world, created to meet the desires of a modern woman who wants to enhance her outfits with refined apparel with a strong personality.

Collections feature an eclectic, original, modern style and are the result of continuous experimentation with colours, fabrics and styles that are renewed every season. The impeccable finishes and the exclusivity of the cuts and fluid shapes give life to unique, modern clothes where prints - always the mainstay of every collection - evolve in a play of patterns and geometric motifs.

The brand, which since its inception has turned its gaze and attention to the past, systematically endows its creations with an undeniable vintage aura. Culture and the past have always inspired the creativity of Attic and Barn that explodes in dynamic, timeless collections. Able to give a strong narrative power to each piece. Past and present blend harmoniously in the design and in the colour palette, creating polished contrasts that perfectly respond to the needs of a woman looking for an ever-current look.



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Attic and Barn's creative mission has always been devoted to celebrating the natural femininity and beauty of every woman by offering an exclusive style and the latest trends.

Floral prints and intense colors are the cornerstones that make Attic and Barn a perfect brand for young, elegant women who like to have fun mixing always different styles. Thus a contemporary wardrobe comes to life that contains chic apparel with an everyday spirit that makes every look recognizable and cosmopolitan.

The ability to reinterpret the past with a modern and ironic language has allowed Attic and Barn to affirm its unmistakable identity on the fashion scene. A signature style supported by the selection of the best raw materials and a careful study of details, whose main purpose is to enhance the beauty and practicality of everyday life of all women.

Commitment and responsibility have always illuminated the brand's life path, a journey in constant search of craftsmanship, workmanship, colors and prints, to build a world of clothes and accessories that tell the unique story of Attic and Barn.

Brand Profile
RESTYLING LOGO

Attic and Barn was founded with the aim of telling stories of new realities that arise from existing ones. It is a declaration of love for research, re-use, re-dream.

It is with this spirit that the new logo was created, with linear, clean shapes. Restyling of the logo originated with the desire to renew and redefine the brand's identity, in line with the evolution of its reference market and corporate values.

Restyling became necessary not only to update the style of the logo and make it more modern and incisive, but also to convey a new image more in line with the brand's vision.

The update involved a stylistic improvement and simplification of the graphic components that comprise it. And in fact, the chosen font, sans serif and linear, gives the brand a fresh, up to the minute appeal, emphasizing its free, bold and fun character.

Before

Attic and Barn

After

ATTIC AND BARN

ATTIC AND BARN

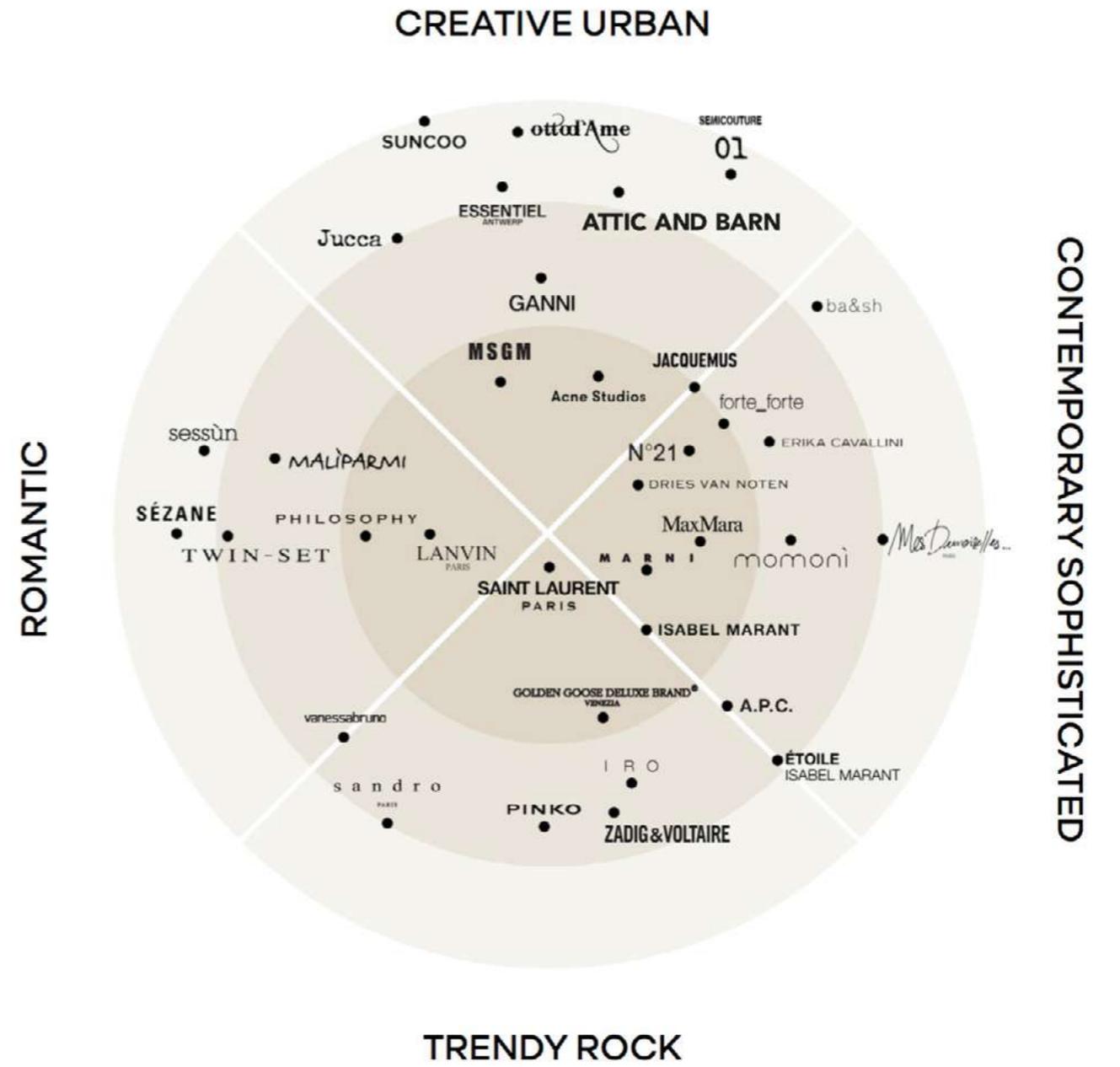


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Marketing
POSITIONING



ATTIC AND BARN: SPRING/SUMMER 22



Attic and Barn World

SOCIAL PROJECTS AND COLLABORATIONS

click here to learn more: www.atticandbarn.it/stories



Ashley Treece for Attic and Barn



Attic and Barn for 'Dress for Success'



Attic and Barn for 'Dress for Success'



Attic and Barn for 'Dress for Success'



Talea Studio for Attic and Barn



Helena Dylan for Attic and Barn



Jill Burrow for Attic and Barn



Da Donna a Donna



Da Donna a Donna via @leitalienne



Giulia Sollai for Attic and Barn

Influencer
#ATTICGIRLS



@cristina musacchio



@simonenoa



@monpetitchuchu



@riannemeijer



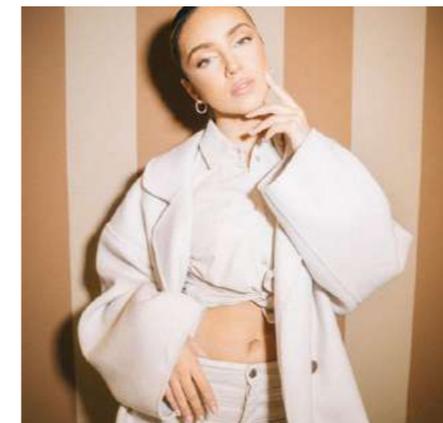
@sarelecci



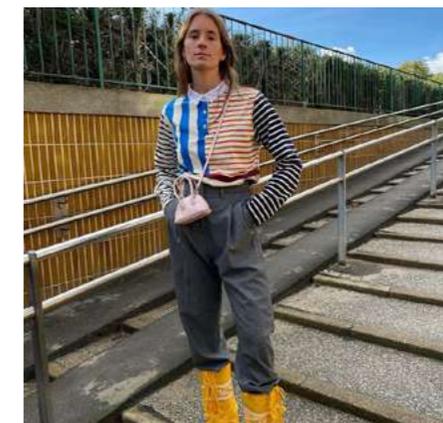
@simonenoa



@pretemoitaveste



@anamena



@kathrinemaron



@ashleytreece

Headquarters

NYKY

NYKY HEADQUARTERS

NYKY S.r.l. Unipersonale
Via delle Industrie 7, 31057 Silea (TV) - Italy

1800 m² office space
Headquarters staff : 45 people
Logistics Centre : 3000 m²
Research Laboratory
Dedicated space for training sales staff
Pilot Boutique

INTEGRATED LOGISTICS

Depot/warehouse: 5000 m²
Shipments Management
Automatic order scheduling
Daily restocking preparation
Automatic Picking
Checking and management of incoming goods
Automatic packaging with parcel tracing systems
Computerized data sharing



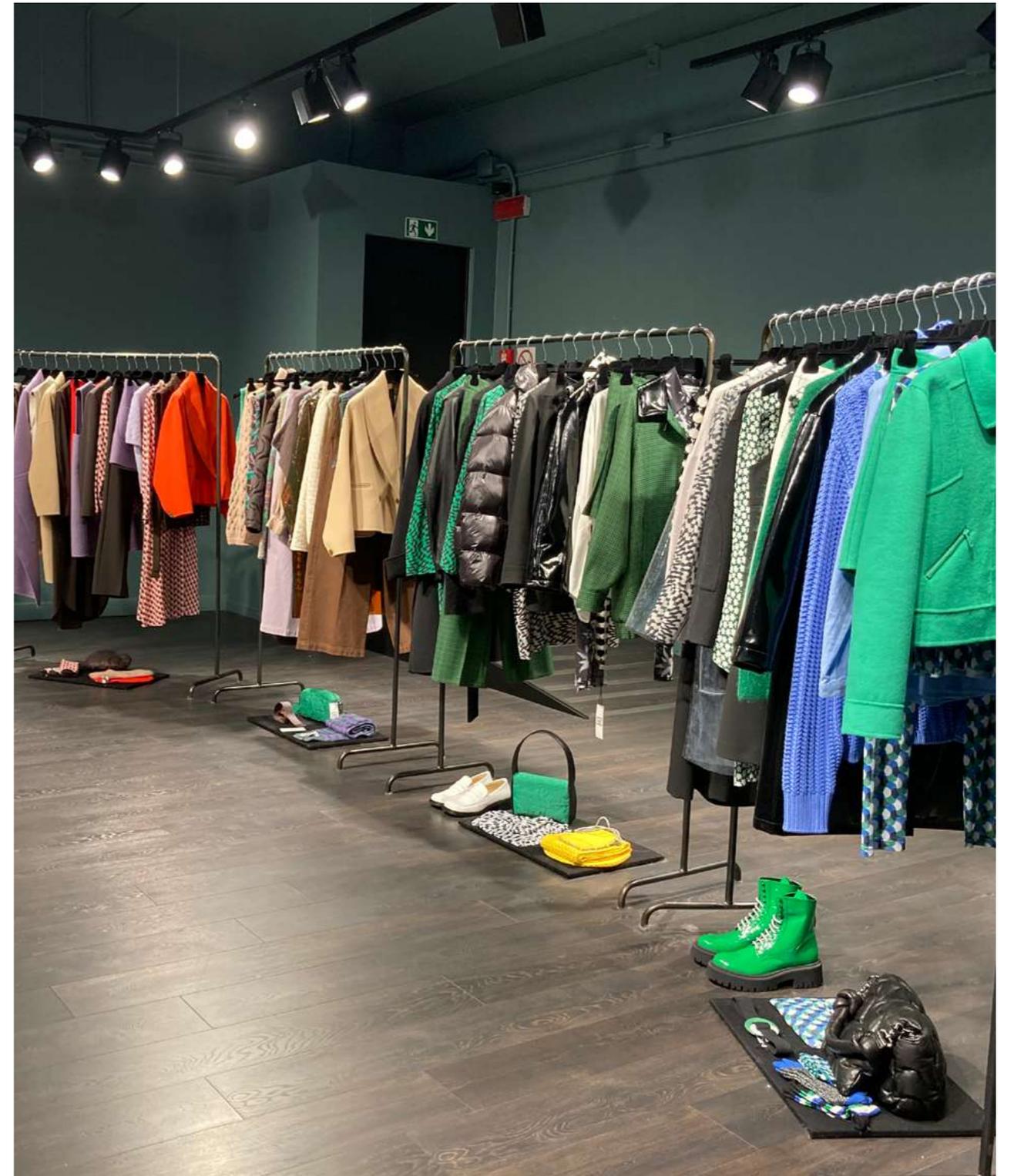
Nyky
SHOWROOM



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www.atticandbarn.it

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