

**NWNY**  
**NYKY**

Company Profile

**“WE DEVELOP MODERN, SOPHISTICATED BRANDS,  
THE RESULT OF RESEARCH AND OUR PASSION  
FOR OUR WORK, AND DISTRIBUTE THEM ON THE  
INTERNATIONAL MARKET”.**

**NYKY**

**NYKY**

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**NYKY**

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**01.  
ABOUT US**

NYKY is a company established in Treviso in 2008 based on Michela and Alessandro Biasotto's passion and experience gained in the fashion industry. After a brilliant career abroad in wholesale and retail, the two decided to return to Italy with the aim of developing and distributing

sought-after brands worldwide. Being able to capitalize on the raw materials of trusted local artisans meant the company was able to grow rapidly and create brands for consumers with an eye for detail and in search of easy to wear apparel.

**Brands developed and distributed by the company are: Momoni, Attic and Barn, OOF WEAR.**



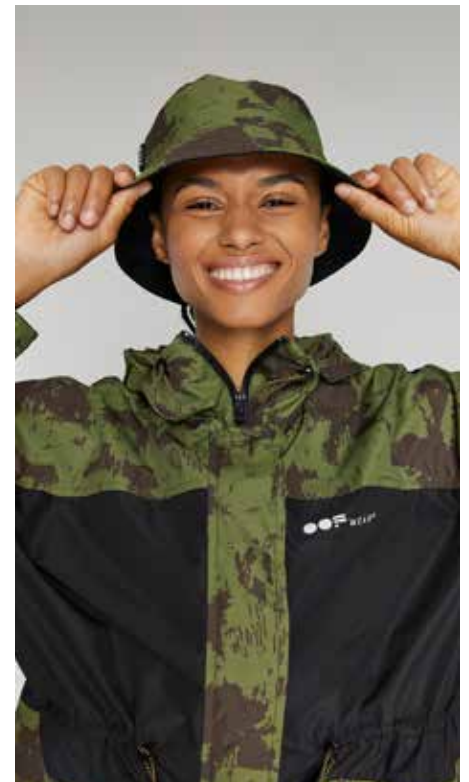
Spring/Summer 22

**momoni**



Spring/Summer 22

**ATTIC AND BARN**



Spring/Summer 22

**OOF WEAR**

## 01.1

### OWNERSHIP

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

Initially it was exclusively a lingerie brand, but 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, opening up a new dimension in contemporary luxury.

In 2010 NYKY founded its second womenswear brand, Attic and Barn.

In 2016 it launched its third own brand on the market: OOF WEAR, an innovative brand of reversible multicoloured jackets for men and women.

In 2018 OOF WEAR opened its online store: [www.oofwear.com](http://www.oofwear.com)

In 2020 Momoni opened its online store: [www.momoni.it](http://www.momoni.it)

# NYKY

momoni



**ATTIC AND BARN**

01.2

OUR BUSINESS

**16** Boutique Momoni:

**Italia:** Milan, Rome, Florence, Bologna, Naples, Verona, Padua, Vicenza, Treviso;

**Estero:** Paris, Lyon, Nice, Madrid.

**13** Concession Momoni:

**Denmark:** ILLUM dpt store Copenaghen

**France:** Le Bon Marché Paris, Galeries La Fayette Paris Boulevard Haussmann, Printemps Boulevard Haussmann, BHV Marais Paris, Printemps Lille

**Portugal:** El Corte Ingles Lisbon, Porto

**Spain:** El Corte Ingles Madrid Castellana, Madrid Serrano, Marbella, Valencia, Palma di Maiorca, Madrid Pozuelo

**Franchising Momoni**

**Italy:** Naples

**20** Corner Momoni:

**Italy:** , Rinascente Milan, Turin, Florence, Rome Tritone, Rome Fiume, Cagliari, Coin Excelsior Milan e Trieste;

**France:** Galeries La Fayette Bordeaux, Le Printemps Deauville, Tolone, Marseille Terrasses du Port, ParisCC Party 2;

**Luxembourg:** Galeries La Fayette Luxembourg;

**United Kingdom:** London Fenwick;

**Swiss:** Bongénie Grieder Basilea, Berna, Ginevra, Lucerna, Zurich

**16** Lingerie Corner Momoni:

**France:** Le Bon Marché Paris / Galeries La Fayette Paris Boulevard Haussmann, Lione CC Part-Dieu, Nice Massena e CC Cap 3000, Marsille CC Bourse, Strasburg, Rennes / Printemps Paris Boulevard Haussmann e CC Velizy 2, Rennes, Tolone

**Spain:** El Corte Inglés Madrid Castellana, Valencia, Marbella, Madrid Pozuelo

**Outlet Momoni:**

**Italy:** Castelromano

**France:** McArthurGlen Paris-Giverny a Douains

**640** Total

**220** Multibrand Momoni Stores Italy

**420** Multibrand Momoni Stores Worldwide

**1500** Total

**700** Italian Multibrand Stores Momoni + Attic and Barn + OOF WEAR

**800** Total Multibrand Stores Momoni + Attic and Barn + OOF WEAR



**01.3**

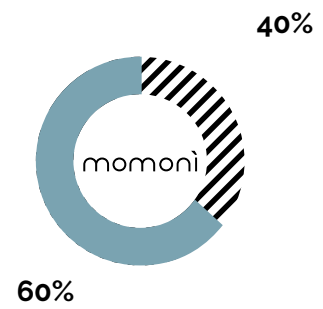
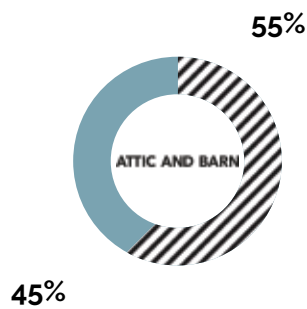
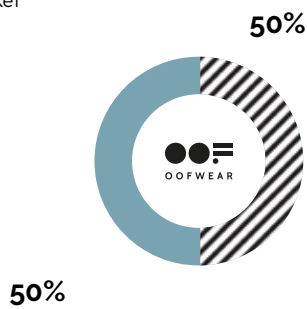
**NYKY WHOLESALE**

The company can rely on a solid network of Italian associates, agents and international distributors. Distribution is mainly aimed at the medium-high range wholesale channel. With this business model, NYKY company brands are now distributed in about 690 stores in Italy and 800 abroad.

The French market and administration is entrusted to the Paris office (NYKY France - 20, Rue Bachaumont 75002 Paris). In order to expand the development of its brands, especially OOF WEAR, NYKY regularly takes part in the fashion industry's biggest international trade fairs.



 italian market  
 foreign market



**01.4**

**FUTURE GOALS**

The company is committed to a strategy that will enable it to strengthen its wholesale network in Italy and abroad, exploring new markets with the aim of reaching a network of about 2,000 stores over the next two years.

A strategy that includes featuring in the most eye-catching Italian and international store windows. The coexistence of the three brands, all different in style and target, allows the company to diversify its objectives: as a result of the know-how acquired in

the past in retail, Momoni aims to open new monobrand stores, both independently and with international partners, which is why the company started the “Momoni Franchising” project in 2018 with different possible affiliation formulas.

With regard to Attic and Barn and OOF WEAR, the intent is to develop a widespread wholesale network with the opening of in-store corners and shop in shops in the biggest national and international stores.

**The company mission is to grow and become a leader in the accessible luxury market through increasingly original and creative collections with a sophisticated, glamorous appeal.**



BOUTIQUE PADUA - Via San Fermo, 27

01.5

MISSION AND VALUES





02.

## MOMONI

Momoni was launched in 2009 with a pair of cute culottes in an extremely soft, pleasing fabric, presented like a little "bijou". The idea was so popular with female consumers that it led the company to develop its first total look.

Today, Momoni collections are present in the best Italian and international store windows, and stand out for elegant, refined apparel with unexpected details and soft fabrics.

They bring a touch of the tailor's craft into everyday life, in a balance of aesthetics and comfort that expresses the attention and love of detail put into every piece.



Momoni Fall/Winter 2023 Campaign



Momoni Spring/Summer 2022 Campaign



Momoni Fall/Winter 2023 Campaign

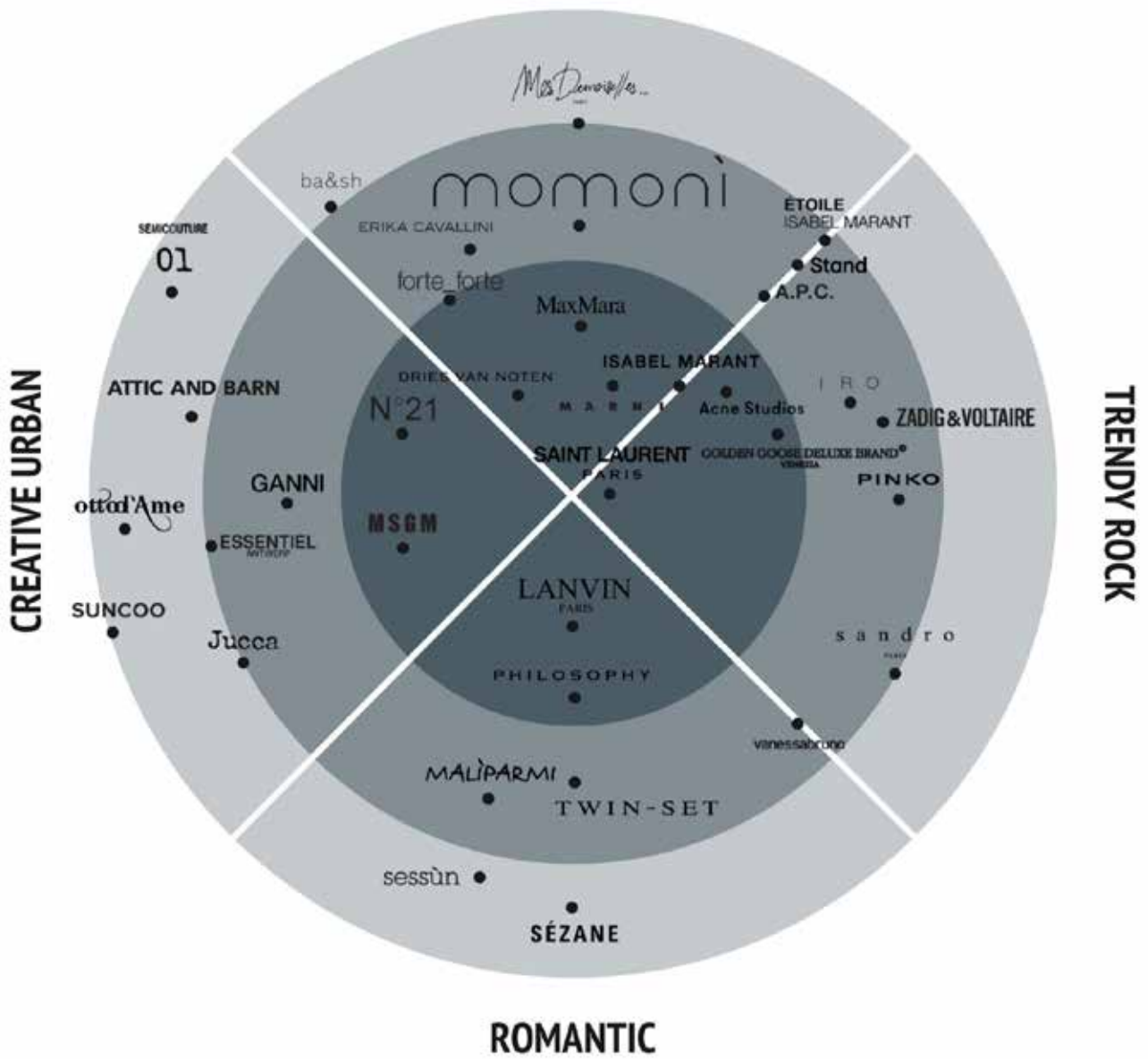
*“Designing for women means understanding them. Identifying with their needs, which are also my own. I make clothes I would wear myself, not unapproachable museum pieces”.*

**Michela Klinz - creative director**

02.1  
POSITIONING



CONTEMPORARY SOPHISTICATED





Momoni Spring/Summer 2022 Campaign



Momoni Fall/Winter 2023 Campaign



Momoni Fall/Winter 2023 Campaign



Momoni Spring/Summer 2022 Campaign



**02.2**

**BOUTIQUES**

The "Momoni Retail" and "Momoni Franchising" projects aim to spread the vision that characterizes the brand throughout the world.

The store becomes a point of reference for a sophisticated and contemporary woman, who can recognize herself in the style that surrounds her and feel free to express her personality.

Through the Momoni collections, enhanced by an elegant setting in line with the brand's philosophy, the company is thus able to create a direct point of contact with the end consumer, a strategic channel to promote brand loyalty with the expression of a clear, iconic concept.

Momoni is already present with its single-brand boutiques in the bigger Italian and French cities.

In parallel with the boutiques, Momoni is developing an ambitious in-store corner and shop in shop project in the leading national and international department stores and concept stores.

To date, there are 8 in-store corners, some with clothing and some lingerie.

Momoni is committed to reproducing the same atmosphere that reigns in the boutiques in these spaces and to constantly provide Visual Merchandiser support and dedicated assistance.

The goal for the future is to expand the retail channel in the loveliest, most significant Italian and foreign cities, also through the company's new "Momoni Franchising" project.



BOUTIQUE LIONE - 16 BIS, Rue Gasparin

**02.3**

**MOMONÌ BOUTIQUES**

**ROME**

**Boutique Campo Marzio**

Via di Campo Marzio 81/83, 00186  
+39 06 89018833  
romacampomarzio@momoni.it

**FLORENCE**

**Boutique Via Degli Agli**

Via Degli Agli 2, 50123  
+39 055 218824  
firenze@momoni.it

**VERONA**

**Boutique Corso Sant'Anastasia**

Corso Sant'Anastasia 10, 37121  
+39 045 2371332  
verona@momoni.it

**PARIS**

**Boutique Etienne Marcel**

36 Rue Etienne Marcel 75002  
+33 01 53 40 81 48  
etiennemarcelparis@momoni.it

**LYON**

**Boutique Rue Gasparin**

16 bis Rue Gasparin, 69002  
+33 04 78 79 01 89  
ruegasparinlyon@momoni.it

**MILAN**

**Boutique Corso Como**

Corso Como 3, 20154  
+39 02 63793466  
milano@momoni.it

**ROME**

**Boutique Via del Babuino**

Via del Babuino 166, 00187  
+39 06 89236254  
romababuino@momoni.it

**PADUA**

**Boutique Via San Fermo**

Via San Fermo 27, 35122  
+39 049 7356092  
padova@momoni.it

**VICENZA**

**Boutique Contrà Muscheria**

16/18 Contrà Muscheria, 36100  
+39 0444 327211  
vicenza@momoni.it

**PARIS**

**Boutique Saint-Sulpice**

27 Rue Saint-Sulpice 75006  
+33 01 42 02 01 62  
saintsulpiceparis@momoni.it

**NICE**

**Momonì Boutique**

5 Rue Alphonse Karr, 06000  
+33 7 61 25 68 86  
alphonsekarrnice@momoni.it

**BOLOGNA**

**Boutique Via Clavature**

Via Clavature 6/A, 40124  
+39 051 6486437  
bologna@momoni.it

**TREVISO**

**Boutique Piazza Dei Signori**

Piazza Dei Signori 25, 31100  
+39 0422 1722492  
treviso@momoni.it

**NAPLES**

**Momonì Boutique**

Via Giosuè Carducci 49/51, 80121  
+39 081 399 7424  
domacarducci@gmail.com

**PARIS**

**Boutique Le Marais**

108 Rue Vieille du Temple 75003  
+33 01 44 93 74 99  
vieilledutempleparis@momoni.it

**MADRID**

**Momonì Boutique**

Calle de Claudio Coello 35, 28001  
0034 915 736 245  
callectoello@momoni.it

# 02.4 MOMONI PRESS AND SOCIAL MEDIA

Italian Press Office: Guitar Milano  
Spanish Press Office: Via Comunicacion

**Menù degli abiti da sera invernali per party look indimenticabili**

**PARTY DRESS 2022 2023**

Dalla silhouette a portafoglio, l'abito dorato di Momoni.

Per info: [momoni.it](http://momoni.it)



**Regali alternativi e solidali**

*iodonna.it*



**I costumi interi dell'estate 2022**

*elle.com*



**Diva Moda Magazine**

**PERFETTI INSIEME**



**Effetto Oriente**

*Grazia Magazine*



**I cardigan e i pullover in cotone più cute della primavera**

**GRAZIA**

**Pullover con fiori pastello MOMONI**

Credito: [momoni.it](http://momoni.it)

*grazia.it*





@paulineserreau



@lucreziaguidone



@martadiez



@panda\_bakes



@mirimeo



@maruromano



@dilettaleotta



@janaperez



@zahrahalm

**NYKY**

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**ATTIC AND BARN**

**03.**

**ATTIC AND BARN**

Attic and Barn was founded in 2010 to meet the desires of a modern woman who wants to enhance her outfits with refined apparel with a strong personality. While dresses are a central element in collection concepts, a range of coordinated pieces facilitates the creation of total looks.

Colours and prints harmonize to create sophisticated, always original contrasts. Attic and Barn has evolved season after season, and distribution currently covers Europe and a number of international stores.

**Energy and colour are the key words.  
A modern, vibrant femininity with a great zest for life.  
A little rebellious, with a touch of class.**



Attic and Barn Fall/Winter 2023 Campaign



Attic and Barn Spring/Summer 2022 Campaign



Attic and Barn Fall/Winter 2023 Campaign



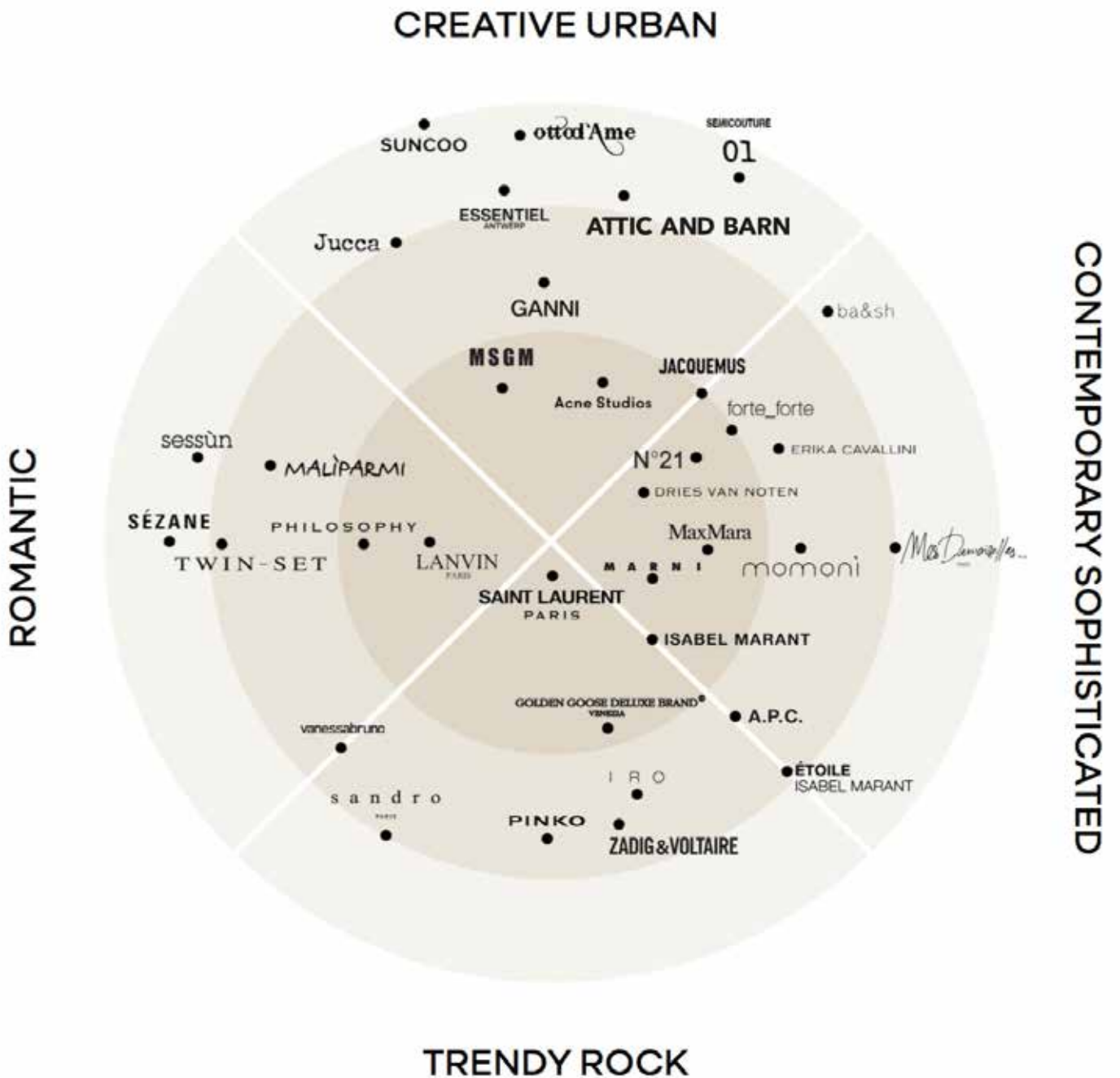
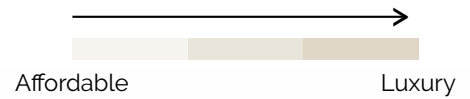
Attic and Barn Fall/Winter 2023 Campaign



Attic and Barn Spring/Summer 2022 Campaign



03.1  
POSITIONING





Attic and Barn Spring/Summer 2022 Campaign



Attic and Barn Fall/Winter 2023 Campaign



Attic and Barn Fall/Winter 2023 Campaign



Attic and Barn Spring/Summer 2022 Campaign

## 03.2

### RESTYLING THE 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 Fall/Winter 2023 Campaign

03.3

ATTIC AND BARN PRESS AND SOCIAL MEDIA



@soledosi



@maruromano



@pretemoitaveste



@chiapiscedda



@valentinacabassi



@francesca\_michieli



@paolabaraleofficial



@virnatoppiofficial



@eryvit



@soleil\_stasi

**NYKY**

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**WEAR**



04.

OOF WEAR

The OOF WEAR logo, created in 2016, is inspired by a painting by Edward Ruscha, on show at the MoMA museum in New York.

The strong geometry and intense colors of the work recreate and identify OOF WEAR's DNA, where shapes and volumes interact with color, transporting us to an ironic yet sophisticated and innovative world.

So OOF WEAR was founded, a men's and women's outerwear and accessories project with a green soul.

In the collections, great classics are reinterpreted by creating new silhouettes and contrasting materials are mixed with sophisticated colors and patterns.

For those who want to choose who and how to be.



OOF Wear Fall/Winter 2023 Campaign



OOF Wear Fall/Winter 2023 Campaign



OOF Wear Spring/Summer 2022 Campaign

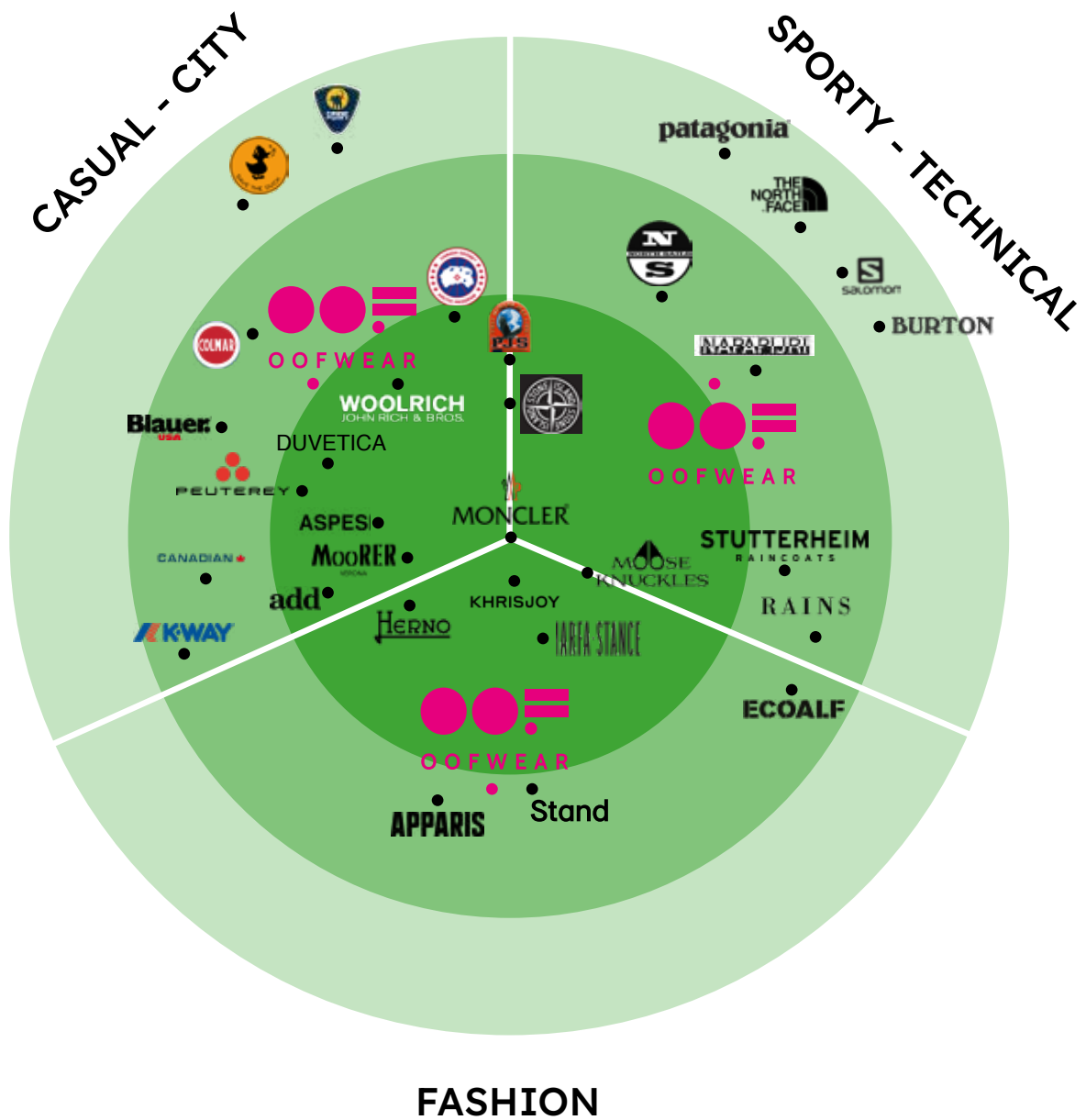
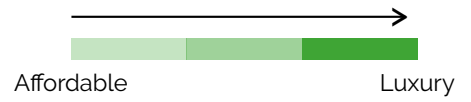


OOF Wear Spring/Summer 2022 Campaign



OOF Wear Fall/Winter 2023 Campaign

04.1  
POSITIONING



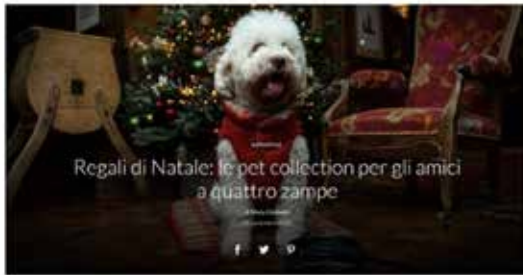


OOF Wear Fall/Winter 2023 Campaign

04.2

OOF WEAR PRESS AND SOCIAL MEDIA

AD  
ARCHITECTURAL DIGEST



E c'è chi pensa anche alla solidarietà per i cuccioli che non hanno ancora trovato una famiglia. Il brand **OOF Wear** supporta i quattrozampe del rifugio San Francesco di Piazzola sul Brenta donando cuccie realizzate con tessuti avanzati dalle collezioni e lancia un appello per sostenere gli amici animali portando nei canili vecchi indumenti o promuovendo le loro adozioni ([le loro storie qui](#)). Per un Natale più caldo anche per loro: *Amore is a Warm Bed!*



I cuscini realizzati con gli scarti di produzione.  
VERONICA CINQUE



Il progetto per sostenere il rifugio San Francesco.  
VERONICA CINQUE

GRAZIA

Fashion Pills: cos'è successo questa settimana nel mondo della moda in 5 news

BIANCA LUCA SANTORO - 23 DICEMBRE 2021



HUB  
S T Y L E

OOF WEAR SOSTIENE I RIFUGI PER I CANI ABBANDONATI



Amore is a Warm Bed è il nome dell'iniziativa di **OOF WEAR** per i cani abbandonati.

Il brand, per il secondo anno consecutivo, si è dedicato al progetto per gli amici a quattro zampe che occupano sempre più rifugi. Il marchio sostiene il **refugio San Francesco** di Piazzola sul Brenta (PD) attraverso la donazione di **cuccie** ricavate dai tessuti di scarto. I lettini sono, inoltre, accompagnati da **calde copertine**, il tutto realizzato con il **pelo ecologico** delle pellicce e tessuto **memory** dalle giacche reversibili.

Il messaggio che l'azienda vuole trasmettere è quello di **donare** i capi vecchi o qualsiasi cosa possa **riscaldare** le strutture che ospitano gli animali.

Un altro aspetto che dà, è quello di avviare un'adozione a distanza o ospitare in casa. È una **precisazione** che tiene a fare la griffe, con l'intento di **diminuire** l'alto tasso di abbandono dei cani: un'adozione non è solo a Natale, ma è per sempre.

Il gesto fatto, inoltre, è un nuovo tassello nel loro piano ecologico e umanitario, due punti di **fondamentale importanza** per il marchio.

Fashion Pills: giovedì e Amore is a warm bed: parola di OOF Wear



(Credit: courtesy of press office)

Nei periodi di festa tutti vorrebbero una famiglia almeno a cui stringersi, e i pet non fanno certo eccezione. Soprattutto se sono ospiti di un canile, in attesa di trovare qualcuno che li adotti e li coccoli con tutto l'amore che meritano. Per avvinare l'iniziativa, e per dare conforto ai randagi accolti dal rifugio San Francesco di Piazzola sul Brenta, **OOF Wear replica** - per il secondo anno - un'iniziativa di solidarietà, donando **cuccie realizzate con tessuti avanzati** dalle collezioni e lanciando allo stesso tempo un appello a tutti, per sostenere gli amici animali portando nei canili vecchi indumenti o sostenendo le adozioni. Ritornando nel contempo ad evitare sprechi inutili, che vengono trasformati in accoglienti casa temporanee e riperte. Il brand porta avanti con un progetto a cui tiene in modo particolare: diffondere la cultura dell'amore per gli animali sempre, non solo sotto le feste. **#NeverGiveAgain**



@sabrinaghio



@dilettaletta



@sol.macaluso



@anabel.mua



@california\_coma



@mengonimarcoofficial



@roxanazurao



@ludovicaluli



@martacano16

## 05.

### PRESENCE

#### NYKY HEADQUARTERS

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

# NYKY

- 1800 m<sup>2</sup> of office space
- Headquarters staff: 52 people
- Research laboratory
- Dedicated space for training sales staff
- Pilot boutique



#### INTEGRATED LOGISTICS

- Depot/warehouse: 10.000 m<sup>2</sup>
- Shipment management
- Automatic order scheduling
- Daily preparation of restocking
- Automatic picking
- Checking and management of incoming items
- Automatic packaging with parcel tracing systems
- Computerized data exchange





**05.1**

**NYKY SHOWROOM**



**TREVISO SHOWROOM**

Via delle Industrie, 7  
31057 Silea, TV - Italy

T: +39 0422 56891  
[commerciale@nyky.it](mailto:commerciale@nyky.it)



**MILAN SHOWROOM**

Via Archimede, 10  
20129 Milan - Italy

T: +39 02 54101809  
F: +39 02 23175145  
[showroom.milano@nyky.it](mailto:showroom.milano@nyky.it)



**PARIS SHOWROOM**

20, Rue Bachaumont  
75002 Paris - France

T: +33 1 42333323  
F: +33 1 42333448  
[showroom@nykyfrance.fr](mailto:showroom@nykyfrance.fr)

**06.  
CONTACTS**

**NYKY**

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

T: +39 0422 56891  
F: +39 0422 415649

[www.nyky.it](http://www.nyky.it)  
[info@nyky.it](mailto:info@nyky.it)

**momoni**

[www.momoni.it](http://www.momoni.it)  
[info@momoni.it](mailto:info@momoni.it)

 [momoni\\_official](#)

 Momoni

**ATTIC AND BARN**

[www.atticandbarn.it](http://www.atticandbarn.it)  
[info@atticandbarn.it](mailto:info@atticandbarn.it)

 [atticandbarn\\_official](#)

 Attic and Barn



**O O F W E A R**

[www.oofwear.com](http://www.oofwear.com)  
[info@oofwear.com](mailto:info@oofwear.com)

 [oofwear](#)

 OOFWEAR

**NYKY**

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