

# **ATTIC AND BARN**

BRAND PROFILE



ATTIC AND BARN: FALL/WINTER 24

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.

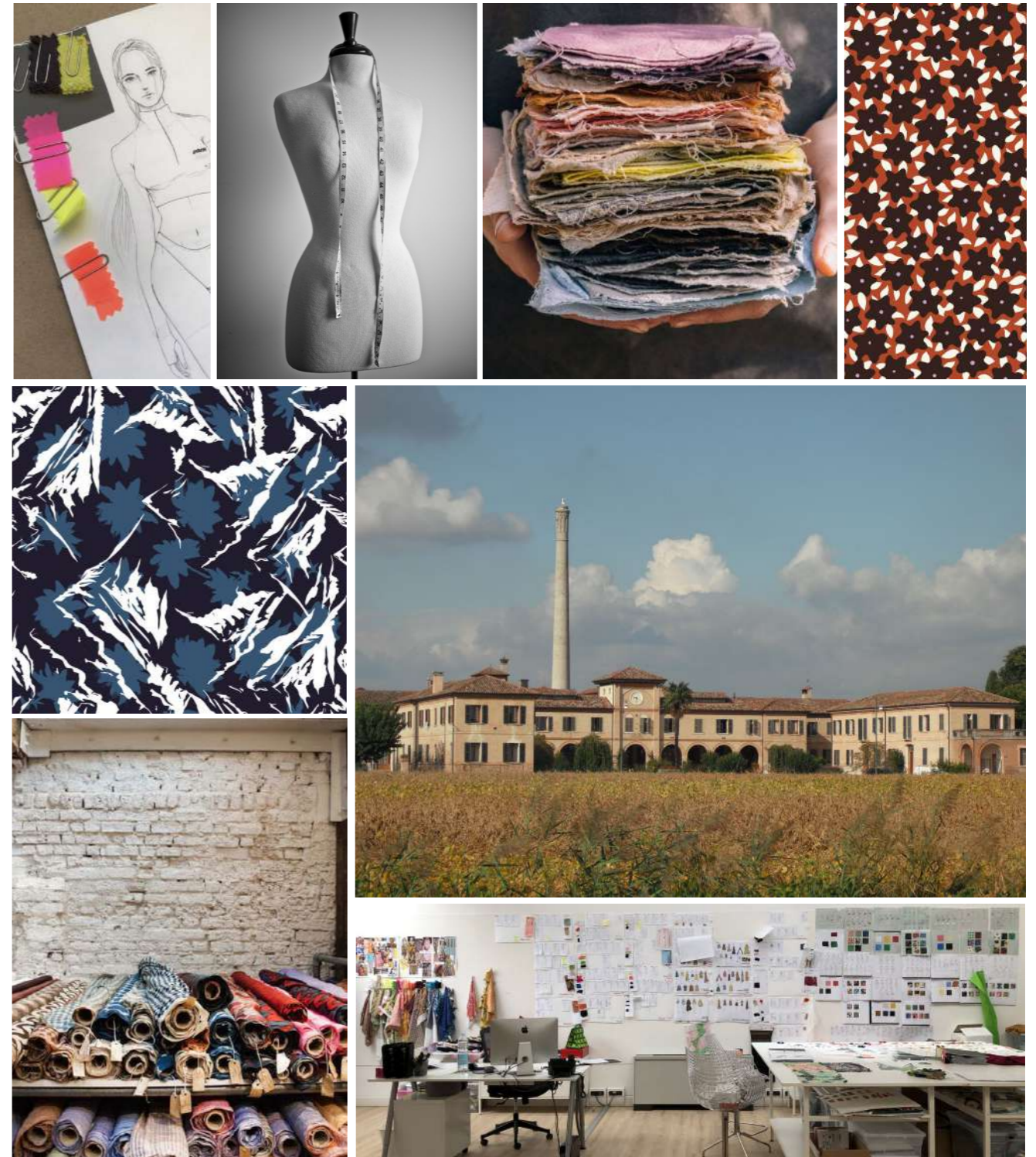
The irresistible, timeless charm of those clothes led the couple to create Attic and Barn, a new clothing line where vintage patterns and silhouettes are given a modern reinterpretation with an immediately recognizable style.

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](http://www.oofwear.com)

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



ATTIC AND BARN: SPRING/SUMMER 24



ATTIC AND BARN: SPRING/SUMMER 24



ATTIC AND BARN: FALL/WINTER 24



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.



ATTIC AND BARN: FALL/WINTER 24

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**

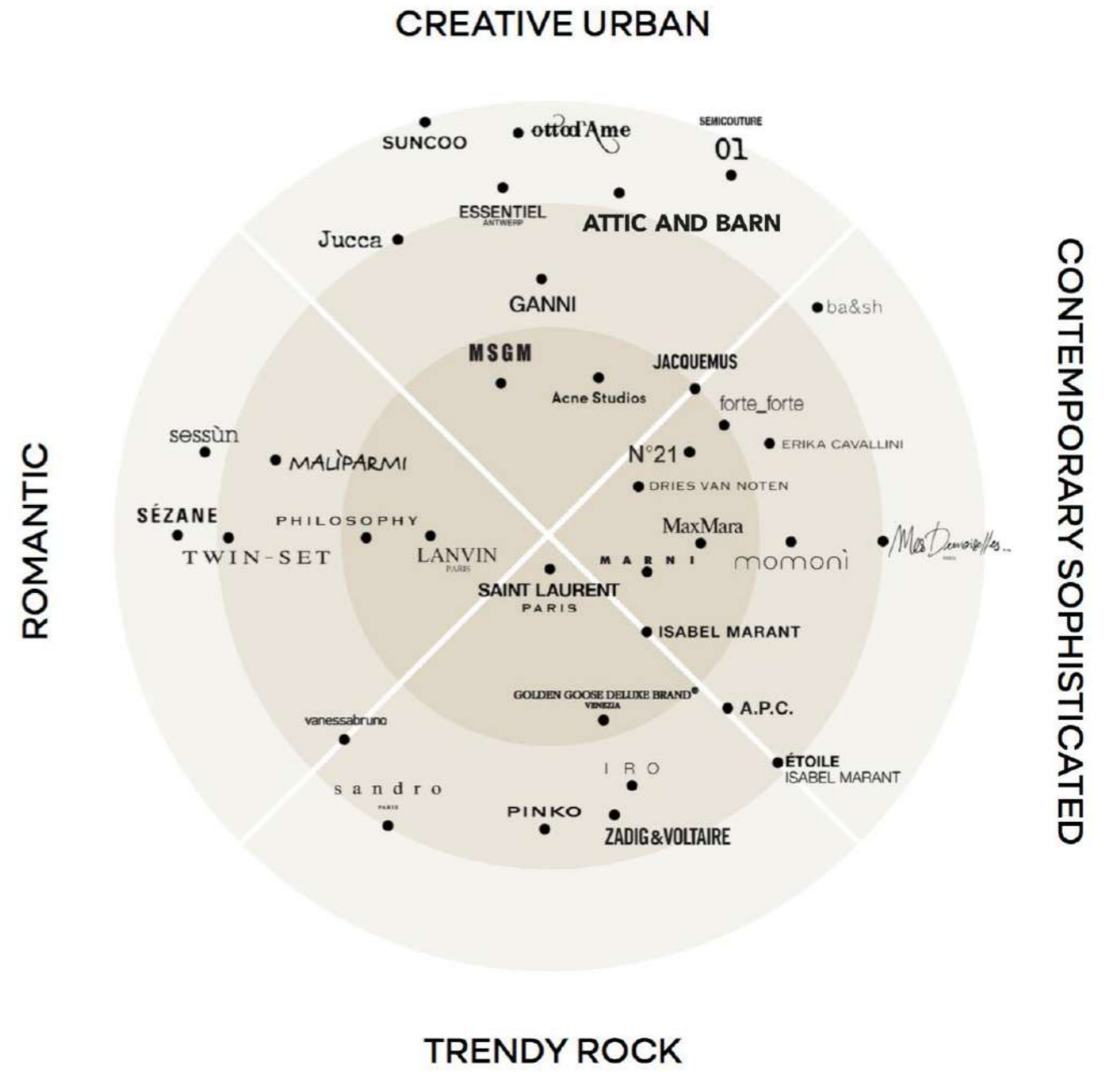
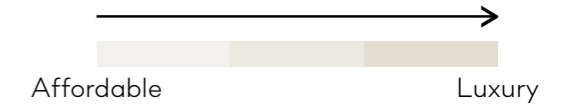




Marketing  
**POSITIONING**



ATTIC AND BARN: FALL/WINTER 24



## SOCIAL PROJECTS AND COLLABORATIONS



### Attic and Barn Workshop Ceramics Experience and Cooking Class

In November a special day was organized together with the ceramist Beatrice Lanza of studio Bea Ceramics (@studiobeaceramics). In a suggestive setting, immersed in the tranquility of nature and the countryside, a fascinating workshop on ceramics took place. Everything was made even more unique by the presence of a group of girls, each dressed in a total Attic and Barn look, which added a touch of elegance to this creative experience.

In December, a workshop dedicated entirely to the culinary world took place. Villa Freya, in Asolo hosted a delicious cooking class, surrounded by the beauty of the surrounding nature. A group of girls, all elegantly dressed in total looks from the Attic and Barn brand, gathered for an unforgettable culinary experience led by chef Enrica Longo. The participants learned the art of preparing fresh pasta in all its steps, from working the dough to creating unique shapes. The kitchen became a laboratory of creativity, with the girls immersing themselves in the process with enthusiasm and a collaborative spirit.



Influencer  
**#ATTICGIRLS**



@lucreziaworthington



@martinaparagoni



@panda\_bakes



@carlottabarolo



@federicagerini



@sarah\_bianchi



@barbarasantiago



@pretemoitaveste



@valentinabarabuffi



@\_lagiuditta



@bellamartinii



@francesca\_michielin



@ritamontezuma



@cazevedor



@evasiondecharme



@miaceran



@kikkafede88



@learohe

Headquarters

**NYKY**

**NYKY HEADQUARTERS**

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

1800 m<sup>2</sup> 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>  
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**



**MILAN SHOWROOM**  
Via Archimede, 10 - 20129 Milan  
T: +39 02 54101809 | +39 02  
23175145 showroom.milano@nyky.it



**PARIS SHOWROOM**  
20, Rue Bachaumont - 75002 Paris  
T: +33 1 42333323 | F: +33 1  
42333448 showroom@nykyfrance.fr



# ATTIC AND BARN

NYKY HEADQUARTERS

NYKY S.r.l. Unipersonale  
Via delle Industrie 7, 31057 Silea (TV) - Italia  
+39 0422 56891 | info@atticandbarn.it

[www.atticandbarn.it](http://www.atticandbarn.it)



[atticandbarn\\_official](https://www.instagram.com/atticandbarn_official)



[Attic and Barn](https://www.facebook.com/AtticandBarn)