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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 became 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.

Momoni brings 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 SPRING/SUMMER 24



Momoni SPRING/SUMMER 24

NYKY: ABOUT US

Momoni is developed and distributed on the national and international market by Italian company, NYKY, established 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 founded, 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

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

NYKY

momoni



ATTIC AND BARN

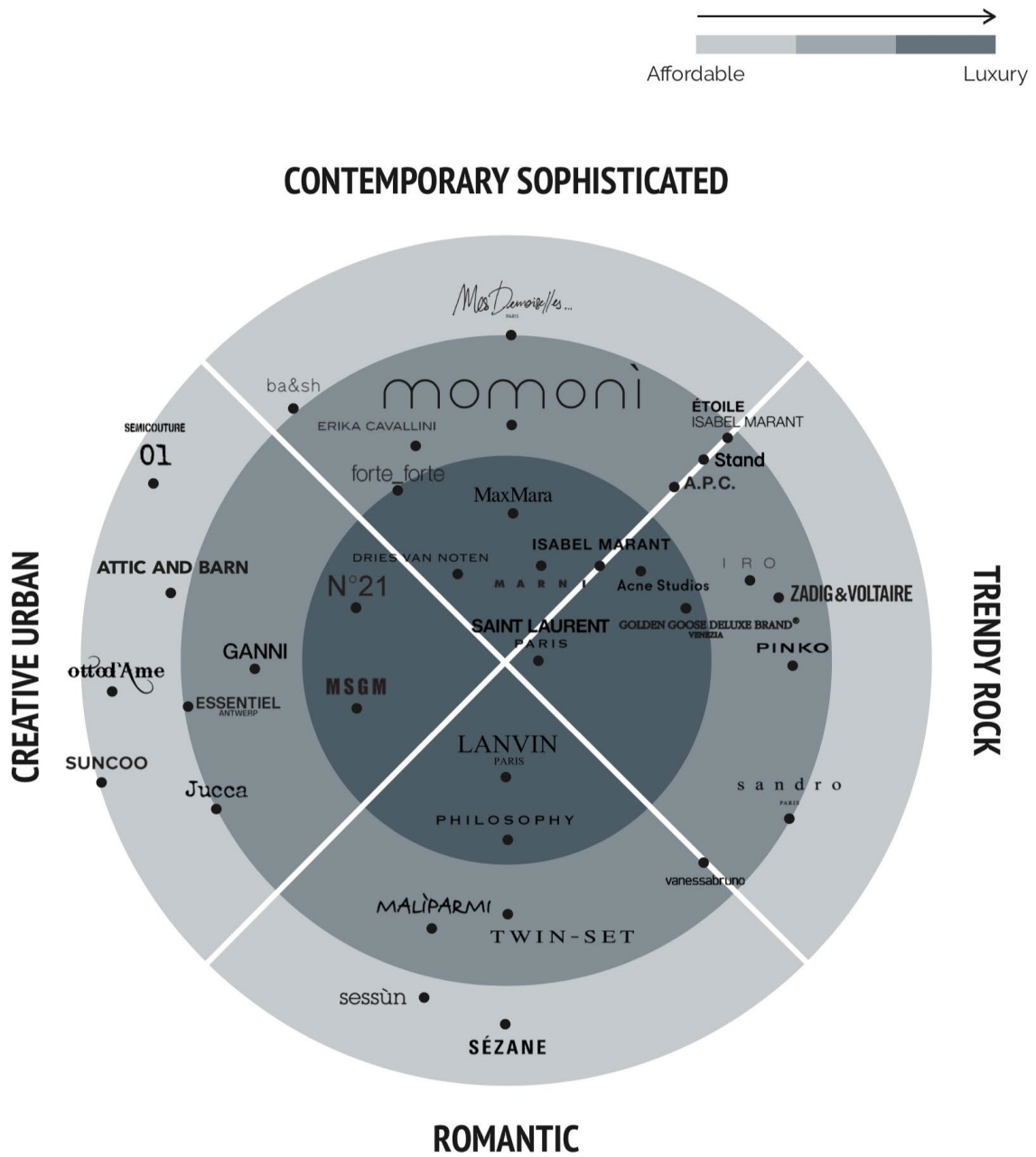


Momoni FALL/WINTER 24



Momoni FALL/WINTER 24

BRAND POSITIONING



PHILOSOPHY

SOPHISTICATED, FREE and CREATIVE, this is the Momoni world.

The brand's philosophy is based on these three fundamental concepts that transport us into a fascinating world that revolves around colors, fabrics and prints.

On the other hand, Momoni's internationality finds its roots above all in a specific national talent: Italian craftsmanship. In fact, the excellence of the collections conveys a unique way of being that derives from the synergy between tradition and innovation.

According to the company, the ability of trusted local artisans to make the most of raw materials is the truest expression of people's creativity.

Unusual color combinations and exclusive prints allow the Momoni woman to give free expression to her personality. From this freedom of being comes the term "relaxed elegance" that is often associated with the brand. This is because our customer is not looking for the 'logo' but that femininity and sophistication that allows them to be at ease in any situation.



*"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

THE CURRENT NETWORK

Multibrand Shops

- Italy: 220
- Worldwide: 420

Momoni Boutiques

- Italy: 10
- France: 5
- Spain: 1

Momoni Apparel Concessions

- Denmark: 1 (ILLUM dpt store Copenhagen)
- France: 5 (Le Bon Marché Paris, Galeries La Fayette Paris Boulevard Haussmann Printemps Boulevard Haussmann, BHV Marais Paris, Printemps Lille)
- Portugal: 2 (El Corte Ingles Lisbon, Porto)
- Spain: 5 (El Corte Ingles Madrid Castellana, Madrid Serrano, Marbella, Valencia, Palma di Maiorca, Madrid Pozuelo)

Momoni Apparel Corner Wholesale

- Italy: 8 (Rinascente Milan, Turin, Florence, Rome Tritone, Rome Fiume, Cagliari, Coin Excelsior Milan e Trieste)
- France: 5 (Galeries La Fayette Bordeaux, Le Printemps Deauville, Tolone, Marseille Terrasses du Port, Paris CC Parly 2)
- Luxembourg: 1 (Galeries La Fayette Luxembourg)
- Swiss: 5 (Bongénie-Grieder Basilea, Berna, Ginevra, Lucerna, Zurigo)

Momoni Lingerie Corner Wholesale

- France: 12 (Le Bon Marché Paris / Galeries La Fayette Paris Boulevard Haussmann, Lyon CC Part-Dieu, Nice Massena e CC Cap 3000, Marsille CC Bourse, Strasbourg, Rennes / Printemps Paris Boulevard Haussmann e CC Velizy 2, Rennes, Tolone)
- Spain: 4 (El Corte Ingles Madrid Castellana, Valencia, Marbella, Madrid Pozuelo)

Momoni Outlets

- Italy: 1 Castelromano
- France: McArthurGlen Outlet Paris-Giverny a Douains

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

Momoni Boutique

5 Rue Alphonse Karr, 06000

+33 7 61 25 68 86

alphonsekarnnice@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

Momoni 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

Momoni Boutique

Calle de Claudio Coello 35, 28001

0034 915 736 245

callecoello@momoni.it

BOUTIQUES



Momoni stores are bound to catch the eye of those strolling along the streets of the historic centres of many Italian and European cities. The display windows are large and the entrances centrally located. They are eye-catching points of reference in the trendiest, most well-frequented areas of the city.



BOUTIQUE MILAN - Corso Como, 3

Momoni boutiques are designed to be nothing short of a mecca for seekers after the latest fashion trends.
Interior spaces and store windows are also designed to host local store marketing events.

STORE CONCEPT



BOUTIQUE ROME - Street Del Babuino, 166 Rome, 00187



BOUTIQUE LYON - 16 BIS, Street Gasparin

The furnishings of a Momoni boutique are warm and elegant, almost evoking the flavor of a Parisian boudoir.

They are mainly handmade by expert craftsmen, to create a convivial atmosphere in a sophisticated, intimate setting.

STORE CONCEPT



BOUTIQUE PARIS - 36, Etienne Marcel

Momoni's signature colours are peacock blue, black and burnt brown. The ideal location is a regular-shaped space measuring about 120 square meters in total, of which about 80 square metres are devoted to display and sales, and about 40 square metres to stockroom and services.

STORE CONCEPT



BOUTIQUE MARAIS - 108, Rue Vieille du Temple

Momoni boutiques feature a number of exclusive elements and focal areas designed to welcome customers and make them feel at ease:

- Fitting rooms are equipped with silk curtains;
- The sofa and armchairs in front of the fitting rooms help create an intimate convivial ambience;
- Tables in the centre of the shop highlight a display of pieces designed to suggest potential outfits to the customer;
- The cash desk, entirely covered in fabric, is handcrafted;
- The display wall consists of shelves with integrated light fittings and completes the display of product;
- One wall is devoted exclusively to lingerie.

STORE CONCEPT



BOUTIQUE LYON - 16 BIS, Street Gasparin

Both welcoming and sophisticated, the Momoni interior decor features glossy woods, floral carpets and unique pieces of furniture.

Within this space, the customer can move with ease to find apparel that stands out for the elegance of the fabrics and the originality of the prints.

Exquisite pieces of furniture or visual merchandising elements and unexpected compositions of items in the collection complete the design of the display space: from the original bag holders to the display cases for bijoux, trays for accessories and boules for underwear.

Momoni offers both product and visual merchandising training sessions designed for and shared with every store.



MOMONI GALERIES LAFAYETTE - 40 Boulevard Haussmann PARIS, 75009



BOUTIQUE NAPLES -Street Giosuè Carducci, 49/51

LINGERIE



Momoni was started as a lingerie brand and, although the brand has evolved over the years offering increasingly complete total looks, underwear still plays an important role within the collections today.

Particular attention is given to the choice of fabrics and prints.

From soft crêpe de chine and silk satins that combine elegance with the comfort of the fabric to sheer tulle, light lace and lurex trims.

Each piece, the result of careful research and passion, stands out for a refined allure enhanced with unexpected details.

All Momoni boutiques and in store corners contain an area devoted solely to lingerie displays.

STORE WINDOWS



Store windows showcase some signature elements of the Momoni mood. Product accessories, tailor's dummies and floor-level communication are the features of a coordinated system designed to keep the quality of each store's visual communication high.

PARTNERSHIP

The array in the boutiques consists prevalently, around 90%, of Momoni brand products, while the remaining 10% is purchased from selected external suppliers.

This choice is dictated by the desire to complete womenswear outfits with creations by the most skilled local artisans.



EVENTS

For the past two seasons, Momoni has been present on the National Chamber for Italian Fashion's official presentation calendar for Milan Fashion Week.

It supports stores in the organization of local store marketing events and establishes the calendar. Events for the presentation of new products can be organized together with local and national partners or even completely independently. Other events can be held in conjunction with leading style, fashion and design industry trade fairs, such as the Salone del Mobile. Momoni guarantees its presence and continuity of communication on the main social media, such as Instagram, Facebook and LinkedIn.



PRESS AND SOCIAL MEDIA

Momoni is always attentive to every aspect of communication and is the subject of continuous interest from the sector press.

Leading international newspapers constantly report the evolution of the brand and its products to the general public with high visual impact editorials dedicated interviews.

Italian Press Office: Guitar Milano

Spanish Press Office: Via Comunicacion

Menù degli abiti da sera invernali per party look indimenticabili
 Prenati/salati/publicati pour vous per tutti i party di dicembre, Natale e Capodanno.



PARTY DRESS 2022 2023

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

marieclaire.it

Regali alternativi e solidali

Un dono alla propria mamma può essere un modo per fare un gesto di altruismo, non solo verso il pianeta, **preferendo brand etici e sostenibili**, ma puntando anche su progetti solidali. **Momoni**, ad esempio, per l'occasione lancia una capsule collection a sostegno di Mamma and Daddy Onlus, che da oltre 20 anni sostiene un'eredità preziosissima cura dei bisogni e della crescita di oltre 20 mila bambini e ragazzi indiani. La speciale collezione, che sarà in vendita dal prossimo 6 maggio, si compone di cinque pezzi unici realizzati in India con stampe handmade.



iodonna.it

Stilisti e momoni per la spiaggia, oggi i one-piece aka i costumi interi della moda mare 2022 si indossano anche con giacche, pantaloni eleganti e gonne ricercate. Alternativa, perfetta, a body e top class. Lasciati, sofisticati quanto basta, videoventi ma anche buici si sposano perfettamente con qualsiasi capo. Dal pantalone maschile dritto a vita bassa che scopre la sgambatura del costume intero in perfetto stile anni 90 (da replicare per le più giovani della Generazione Z) alle gonne a tubo, più ladylike. Sotto blazer e giacche di lino formali e perfino con skirt di paillettes o minishorts per look da sera.

I modelli beachwear, veri must have di stagione? Ci sono gli interi con spalle sottili, molto sporty chic, da impreziosire con cinture gioiella. Immacabili i monopalla che insieme ai trikini si indossano con bluse e perfino bottom a rete per outfit super sexy by night. Tanto che anche il costume da bagno intero si fa brillantissimo in tessuti lurex o dettagli bling bling. E visto che la tendenza Estate 2022 è ancora fatta di moda crochet, anche il one piece si allinea al trend ritrovando vigore nei modelli Anni 70, molto hippie. Arricchiscono, scolloni profondi e maxi ruches su costumi di bagno iper colorati, dal rosa shocking al rosso ciliegia passando per il turchese, l'arancio e il lime. Più sofisticati i costumi cut-out verde oliva, mattone e navy. Inutile dire che anche il beachwear 2022 dà il benvenuto ai modelli black and white e ai selvaggi stampa leopardata.



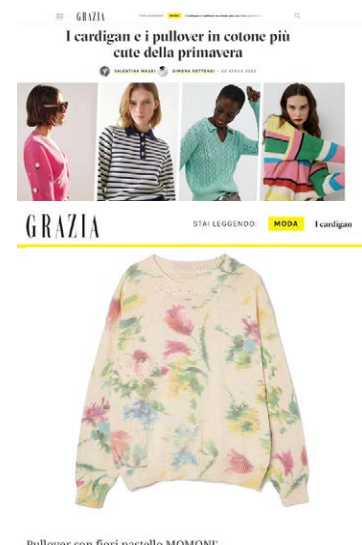
elle.com



Diva Moda Magazine



Grazia Magazine



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@mariaruizacuna



@andrea_pascual



@alessandragrillo



@paoline_serreau



@virnatoppiofficial



@oh_milan_experience



@giuliaarena



@nuriarocagranell



@la_casetta_dellartista



@patriciasanes_



@adelaide'dandigne



@soesja_leugs



@ariannamontefiori



@sarahbalivo



@ elish__



@martinamaccherone

HEADQUARTERS

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

NYKY

- 1800 m² of office space
- Headquarters staff: 52 people
- Research laboratory
- Dedicated space for training sales staff
- Pilot boutique



INTEGRATED LOGISTICS

- Depot/warehouse: 10.000 m²
- 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

HEADQUARTERS

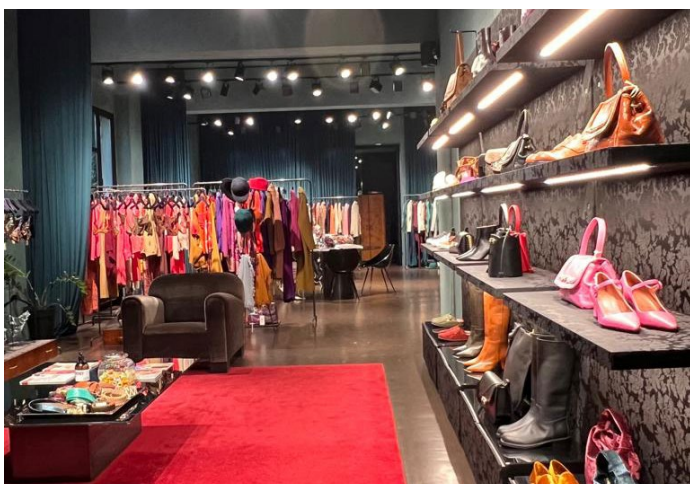


SHOWROOM



Treviso Showroom

Via delle Industrie, 7 - 31057 Silea (TV) - Italy
T: +39 0422 56891 | +39 0422 415649
commerciale@nyky.it



Milan Showroom

Via Archimede, 10 - 20129 Milan - Italy
T: +39 02 54101809 | +39.02.23175145
showroom.milano@nyky.it



Paris Showroom

20, Rue Bachaumont – 75002 Paris - France
T: +33 1 42333323 | +33 1 42333448
showroom@nykyfrance.fr



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