



MODA INTERNATIONAL FASHION GROUP

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Company Information



TURNOVER: €286
MILLION



28 STORES IN ITALY,
35 INTERNATIONALLY



FOUNDED IN MILAN,
ITALY; IN 1978

Company Information

- Workforce: 1,800 employees
- Products: Makes and sells clothing, designer shoes, handbags, giftware
- Target consumer: 20-35-years-olds
- Reason of success: Strong brand image; competitive prices; excellent TV ads; endorsement by a famous, young Italian model
- Mission: To create an exciting lifestyle for its customers
- Ads and promotion: Focuses on TV ads and on full-page ads in fashion magazines