



wilden.*herbals*

Tisane e bevande dal gusto contemporaneo
per preziosi momenti di benessere, salute e piacere

wilden.
herbals

Chi siamo



Wilden.Herbals è un progetto *Made in Italy* che riscopre il potere delle piante e aggiorna il loro uso a nuovi stili di vita.

Selezioniamo piante officinali da agricoltura biologica certificata per creare infusi e bevande pensati per il benessere quotidiano e per bisogni specifici.

VISION

Valorizzare la **biodiversità**, divulgare un'educazione alla **sostenibilità** e promuovere un'agricoltura biologica.

MISSION

Offrire un'occasione quotidiana per rallentare il ritmo, trovare un nuovo **benessere** ed **equilibrio**, tornare alla natura e attingere consapevolmente alla millenaria **cultura** delle piante.



Brand in linea con i nuovi trend di consumo

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SALUTE E BENESSERE

Aumento della domanda di prodotti **naturali**, **biologici** e **sostenibili**



ANTICHI RIMEDI PER LA VITA MODERNA

Consumatore informato alla ricerca di alimenti che contribuiscano al **benessere** e alla **crescita personale**



CLIENTELA GIOVANE

Crescente entusiasmo per il mondo del tè, delle tisane e dei rimedi naturali tra i millennials, che prestano particolare attenzione per la **qualità**, la **provenienza** e la **sostenibilità** dei prodotti

wilden. herbals



Wilden.herbals oggi

Le linee

REMEDIA



I Remedia di Wilden sono tisane funzionali create per offrire un delizioso supporto quotidiano in ogni occasione.

HEALTH



Wilden.herbals Health: una nuova linea progettata e realizzata a partire dalle proprietà curative delle piante per rispondere a bisogni specifici.

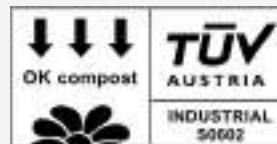
BEVANDE



Frècc è la nostra idea di bevande fermentate a base di erbe, marchio registrato a livello europeo.

Qualità e Certificazioni

-  Solo piante certificate biologiche di cui possiamo avere analisi chimiche dei residui.
-  Foglie, spezie e radici sono in taglio tisana. Non usiamo additivi, aromi o zuccheri.
-  Filtro compostabile e certificato TÜV
-  Sovraincarto biodegradabile e adesivi vegetali
-  100% plastic-free
-  Carbon Neutral: la nuova linea Wilden.herbals Health è certificata carbon neutral.





ITALIAN TRAVEL BAGS
SINCE 1952

Corporate Presentation



<https://www.youtube.com/watch?v=p3BHjVOIHEI>

In 2022 Bric's celebrates 70 years as a worldwide brand, founded by the visionary Mario Briccola, that continues to evolve under the family company governance.

Como, Milan and our factory have been fundamental places in this 70-years process, to create elegance and beauty, competence and quality.

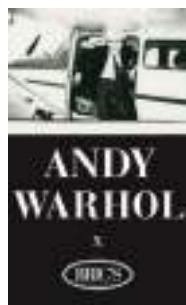
Bric's production has always been characterized by continuous research, where skilled craft and advanced technology are intertwined with balance, creating iconic and timeless products.

We wish you a good viewing of the **70° Anniversary** video.

Since 1952



ITALIAN TRAVEL BAGS
SINCE 1952



ZERO
HALLIBURTON



Bric's was founded by Mario Briccola in **1952** and is currently a Group, with a worldwide presence, which core business is **design, manufacturing and distribution of luggage and travel bags** for the medium to high-end segment of the market.

Brand awareness is very strong, both in Italy and abroad, also leveraging **35 Bric's store**, a strong presence in **multi-brand stores (about 1.500 locations)** and more than **170 corner shops** in department stores all over the World.

Bric's collections are sold both on consolidated and emerging markets via a **multi-level commercial network** based on distributors and local agents.

Bric's industrial model is focused on design, marketing and distribution, trying to meet or set the market trend; manufacturing is partially **outsourced to selected third parties both in Europe and Asia**, with a strong control over quality and delivery.

The Company



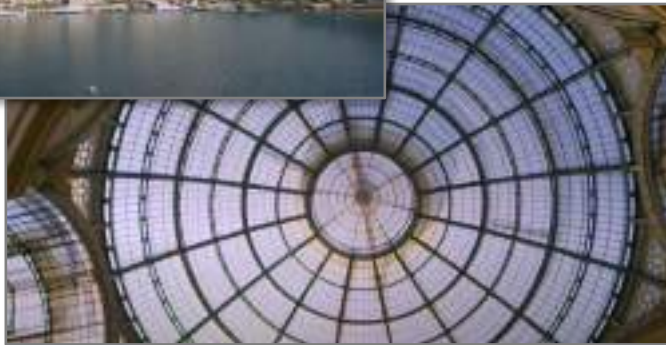
Family



Timeless elegance



Territory



Heritage & Craftsmanship



Values

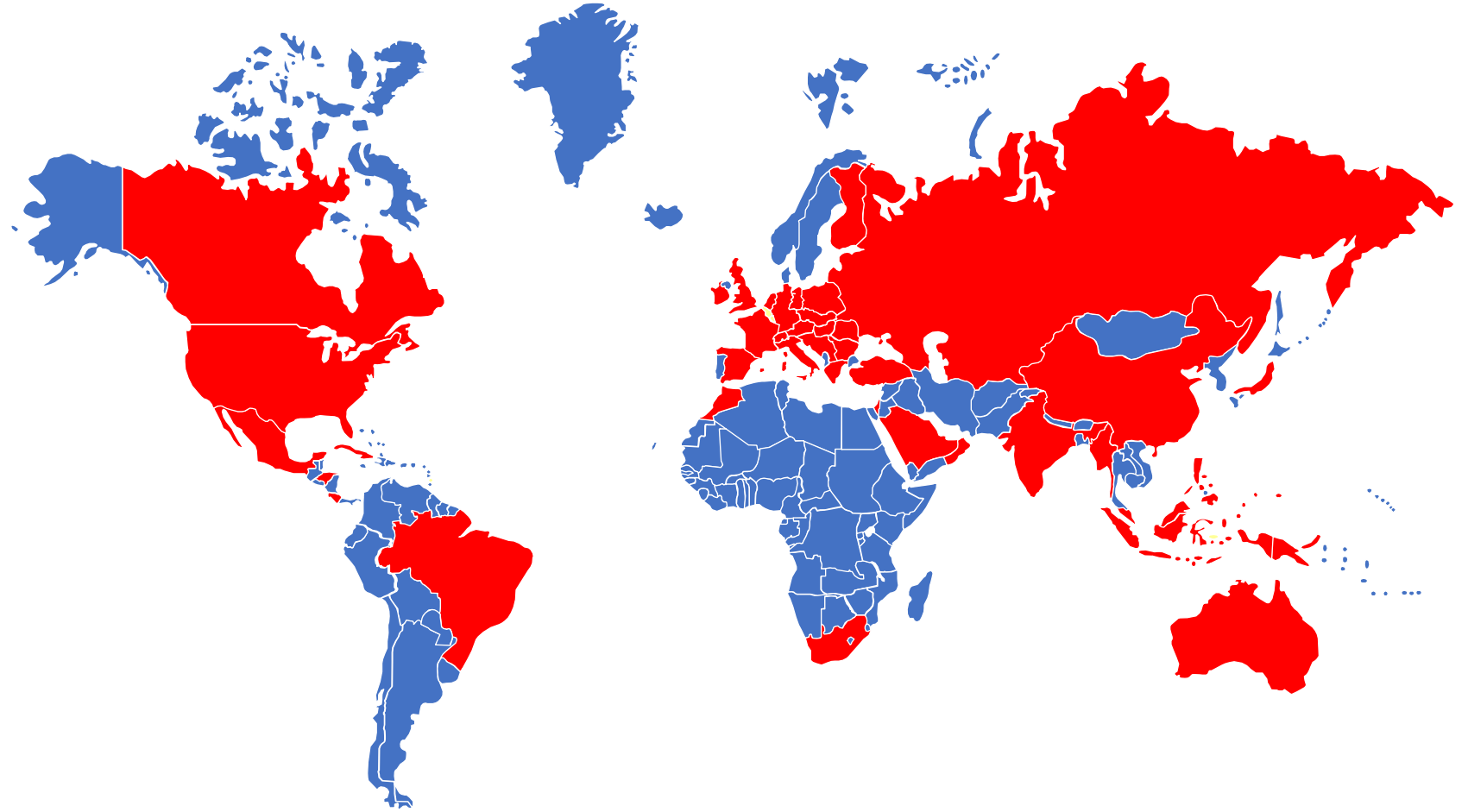
BRANCHES:

1. Bric's Italy-Headquarter
2. Bric's Usa
3. Bric's France
4. Bric's Germany
5. Bric's China
6. Bric's Switzerland

35 BRIC'S STORES

170 CORNERS

1.500 DOORS



Worldwide Distribution Network



Bric's Flagship Store
Galleria Vittorio
Emanuele
Milan

Europe

- La Rinascente - Italy
- Harrods, Uk
- Selfridges, Uk
- John Lewis, Uk
- Galeries LaFayette, Paris, France
- Ka.De.We., Germany
- Karstadt, Germany
- De Bijenkorf, The Netherlands
- Jelmoli, Switzerland
- Illum, Denmark
- Stockmann, Finland
- Steen & Strøm Magasin, Norway
- NK, Sweden
- El Corte Ingles, Spain
- El Corte Ingles, Portugal

Asia

Indonesia

- Sogo
- Debenhams
- Galeries Lafayette
- Seibu

Thailand

- Central

Japan

- Marunochi
- Mitzukoshi
- Isetan
- Daimaru

Korea

- Lotte
- Hyundai

Taiwan

- Sogo
- Mitzukoshi

Singapore

- Takashimaya

USA

- Bloomingdales

Department Stores



Amal Allamudin Clooney



Jessica Alba



Inna



Lupita Nyong'o



Kate & Pippa Middleton



Antonio Banderas



Bebe Vio

VIPs using Bric's



Direct Online Management

Website corporate



Europe; <https://www.brics.it/>

USA; <https://bricstore.com/>

Marketplace



Amazon → Amazon Seller

Account Europa

Account USA

Cina → T-mall & JD

Department Store → Elcorteingles

Direct Online Management



ITALIAN TRAVEL BAGS
SINCE 1952

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