



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.

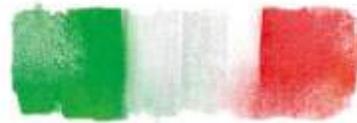
Bric's production has always been characterized by continuous research, where skilled craft and advanced technology are intertwined with balance, creating iconic and timeless products.

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

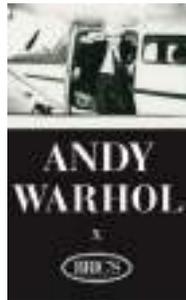
Since 1952



ITALIAN
ATTITUDE
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



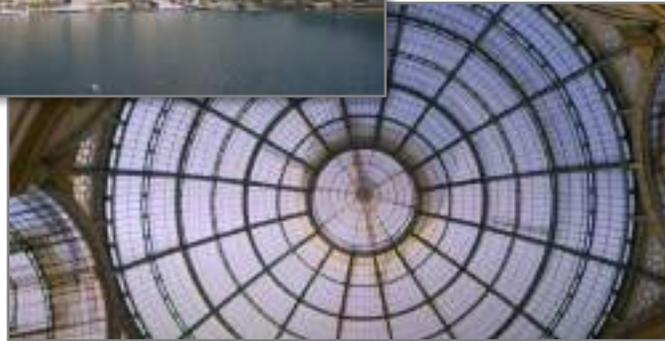
Family



Timeless elegance



Territory



Heritage & Craftsmanship



Values

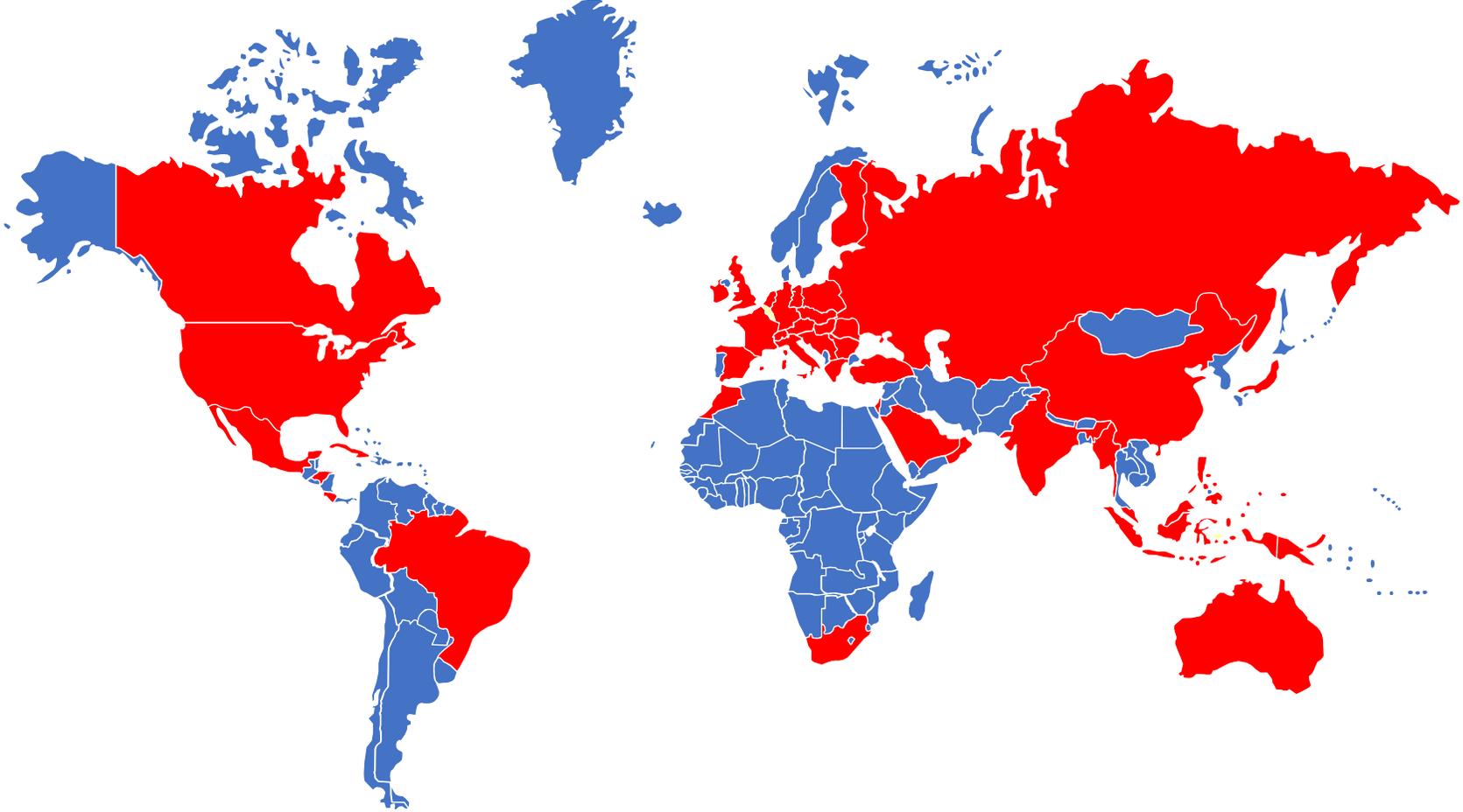
BRANCHES:

- 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



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