

BRAND BOOK



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ROMANO BOTTA

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ABOUT US

Mahmut Kanpak, who was born in 1932 and moved from Siverek, Urfa to Istanbul at a young age, climbed the ladder in his profession rapidly and opened a shop in 1953 and began to make tailor-made men suits. Making a distinguished name for himself with his quality and competence he opened a retail store in 1979 with also the suggestion of his fellow friends. This was an important milestone of Kanpak Textiles' gaining ground in being a successful company.

As of 1985, Mahmut Kanpak's children took over their father's business and with the support and experience they have from their father; they continued to have a distinguished presence in the sector. During the period, both by the dynamism in foreign trade in the Laleli-Beyazıt districts, where the company is established, and by exhibiting at international exhibitions new foreign markets were discovered and the company moved with the idea of becoming permanent before the Romano Botta brand was created. Currently, sales are made through distributors to the previous Soviet Union geography, Russian Federation being in the first place. These conscious and sound steps directed the company to search for a brand. This idea was shared with the Italian fabric manufacturer Romano Botta, with whom the company has strong trade relations as well as personal relations. With the consent of distinguished Romano Botta as of 1996 the company moved on with "**Romano Botta**" brand.



Joining with the visionary, innovative and entrepreneur personality of Kanpak brothers, Romano Botta grow rapidly in its field of activity. Today, with its increasing number of shops and small and big distributors at leading retail outlets in Russian Federation via its headquarter offices located both in Istanbul and Moscow, Romano Botta has become a well-known quality brand among consumers.

Combining classical and modern style in men's ready-to-wear, Romano Botta appeals to the taste of privileged men with a wide range of products. The brand presents stylish and comfortable dressing to the tastes of its clients with a rich collection of men's wear including suits, shirts, neckties, t-shirts, pullovers, shoes, belts, outerwear, underwear and all kinds of accessories. Working the quality fabrics provided from the leading European fabric manufacturers up into qualified, special and demanded designs is only possible with a strong team work and spirit. Combining our vast knowledge and experience with dynamism and technology, the latest trends are harmonized with traditional lines and methods and thus, rich collections are produced. Romano Botta collections are produced as an extension of self-respect and the importance attached to the environment.

Our basic approach in all phases of preparation, supply, manufacturing and presentation is our high sense of quality that we make no concessions. The manufacturing is done with manufacturers which meet quality standards and which are the pioneers of their fields by using high-quality supplies. The same understanding shows itself as a well-established value in all processes as a corporate and brand image. Therefore, serious emphasis is laid on the product and service quality of the suppliers we work with and thus, we pave the way for our suppliers to enhance their quality standards in accordance with changing conditions and bring another different approach to our contributions to the textile industry.



We adopt a strategic co-operation approach in our relations with our product and service suppliers. Therefore, while managing our R&D activities we are also taking the role of directing the R&D activities of our strategic business partners. By this means, our continuous improvement philosophy covering all our shareholders reflects in all our activities.

We always keep in mind that we are the descendants of a nation who adopted customer-focused approach centuries ago and who moved with the saying "Customer is our benefactor". Moving from the fact that this saying is still hang on the shop walls of our small business owners and today named as CRM by the western societies, we are always working with this principle we discovered in the past.

MISSION – VISION – VALUES

MISSION

Our mission is to create unique collections with modern lines and with all its complementary accessories and to present qualified elegance to privileged consumers as a dressing and life style.

VISION

To place Romano Botta as a brand existing in leading retailing centers as a primarily preferred exclusive trademark setting the trends of the sector.



VALUES

We are dedicated to maintain expanding our sense of quality in every operation phase, to reflect customer-oriented understanding in every level of the company both for domestic and foreign clients, to support creativity and participation, to implement innovation in every field of our work, to respect human and nature, to consider transparency and equality.

Logo

The door-knockers with dragons at Cizre Ulu Cami (Great Mosque) are regarded as one of the leading examples of the art of Anatolian metalworking.

After one of these door-knockers was smuggled to Denmark in 1969, the remaining door-knockers was taken under protection at Turkish Arts Museum. In the XI.–XIII Century Anatolian Seljuk Art similar animal figures, dragon and snake figures were frequently used. Dragon figures have a special place in Anatolian art. In the Middle Age Islam world, it was seen as a defender keeping both the door-knockers and the building safe from the evil. The source of this pattern is the Central Asian China art and later it took its place in Sassanian, Scythian, Hun art and in Turkish Twelve-Year Animal Cycle Calendar.

The door-knockers of Cizre Ulu Cami (Great Mosque) protected at Turkish Arts Museum is a typical example of Central Asia, Seljuk dragon figures.

The door-knockers were designed by the famous physicist and inventor **“Ebul-iz İsmail Bin Rezzez El Cezeri”** (shortly named as **El Cezeri**) and made by engraving technique from bronze. Sphinx dragons are depicted as winged creatures with almond eyes and pointy ears; and as biting each other's wings.



Their bodies are designed as snake skin. One of the dragons symbolizes the river Tigris and the other one symbolizes the Euphrates; the lion ornament placed between them symbolizes the people of Cizre while the eagles close to their tails represent the power of fighting.

And for us this figure has a further meaning. The looks of the dragons facing both sides means: Both east and west; the past and the future; our girls in the period of turning from apprentice to qualified and from qualified to master; and on the other hand, the power of modern technology and design; the historical and cultural roots of the geography we live on; and the richness fostering every phase of a fashion trademark from inspiration to introduction...



ROMANO BOTTA



Romano Botta

BRAND POSITIONING

BRAND IDENTITY and BRAND PERSONALITY

Identity: A prestigious, distinctive and dynamic fashion brand presenting modern products and styles.

Personality: Urban, dynamic, modern and original.

BRAND COMMITMENT: TO PRESENT A LIFESTYLE STRENGTHENING SOCIAL STATUS

DIFFERENTIATION – PRODUCT STRATEGY

To present our original collections, designed in classical lines interpreted in a modern way and with special stitching techniques, in a way that they are over the globally accepted “quality” definition.

To have a wide range of sizes for every regional market and to have comfortable and slinky “accurate patterns” showing body lines in ideal ratios.

TARGET GROUP

Our target group in all target markets is A,B+, elite consumers, new-riches, local and foreign managers and businessmen taking an active role in business life partly in B segments.

**BRAND POSITIONING****Demographical Procedures of Target Group**

- ✓ 25–45, 45+ age segments
- ✓ Top income group
- ✓ Modern lifestyle
- ✓ High education and cultural level
- ✓ Active social life, urban, dynamic

Positioning Among Competitors

- ✓ Top market segment

Product Characteristics

- ✓ Neo-classical and stylish sports luxury dressing style completed with accessories

TARGET CUSTOMER CONSUMPTION PATTERNS

Life style: Social people caring for their physical look, precise in their choices, making modern choices in accordance with their social status and having brand awareness.

Criteria Effecting Ready-to-Wear Purchasing Decisions: The outlook of the dressing, its slinky look, price, quality and brand.

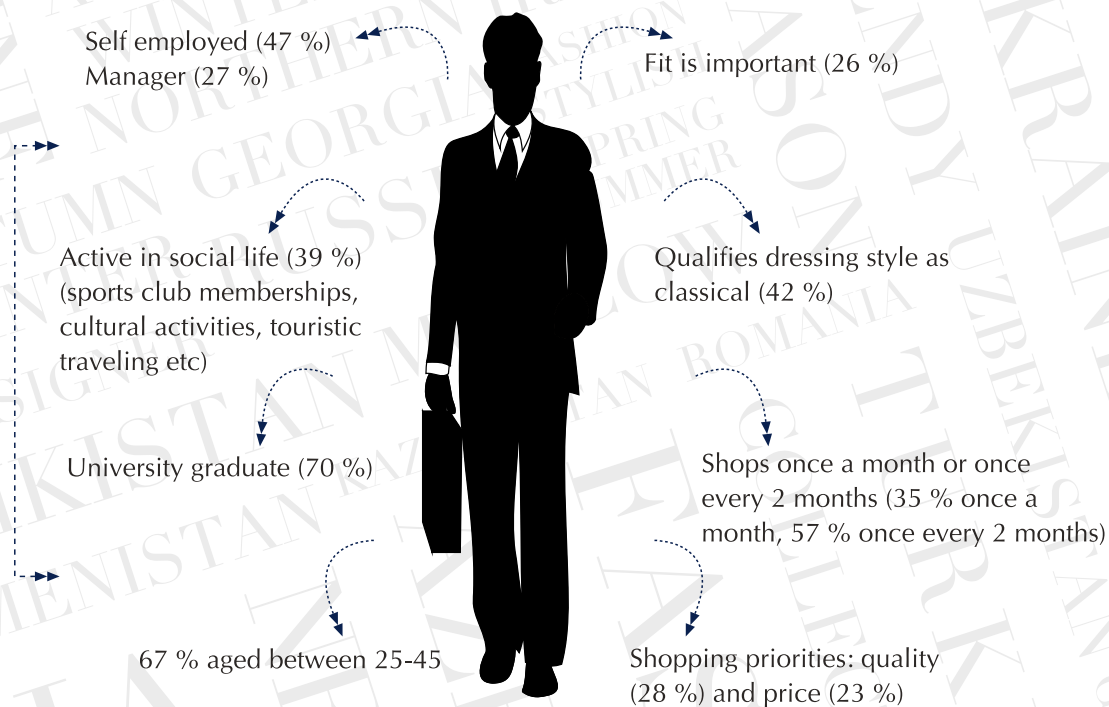
Perception of Quality: Design, cut, stitching, compounds and quality of the fabric.

Way of Dressing: Classical and fashionable, stylish and classic during the weeks, stylish and sport at the weekends, representing social status, comfortable and slinky clothes.

Preferred Shopping Points: Shopping Malls, multi-brand and street stores.



THE ROMANO BOTTA MAN



PRODUCTS

Romano Botta suits are all made entirely of natural materials. Most part of the materials is procured from the fabric manufacturers in Biella region of Italy. Finely twisted wool, wool/silk, wool/linen and wool/cashmere-mixes are the indispensables of our suit fabrics.

The materials used inside of our clothes are provided from leading companies expert in their fields. Attaching importance to the quality of the material used inside as well as the outer look of the cloth Romano Botta uses high quality materials in the linings. These high-quality auxiliary products are at least four to five times costly when compared to the products prevalently used in the market. Likewise, buttons and zippers are provided from the high-quality top companies of their own field in the world.

All Romano Botta jackets are made with industrialized half-canvas production technique. As this method does not involve fusable lining, it does not ruin the quality of the fabric but rather feels better. The fabric is attached to the interlining at the chest with a special stitching technique.



Since the inner padding materials like shoulder padding, collar interlining and felt are selected from natural and high-quality materials, the jackets fits the shape of its owner after wearing a few times and looks totally natural. This is one of the most important characteristics that differentiates Romano Botta from its competitors.

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Showing the same care in trousers Romano Botta never uses polyester inside pockets. Our inside pockets are predominantly natural cotton. Cotton/polyester inside pockets are used in only in some of our fashionable products. Likewise, belt linings are specially produced for us as pleated and involve various tailoring details from the past.



There are three different Romano Botta shirt groups:

Classical Shirts to be used with Neckties (dress shirts)

This group of shirts is the most essential complement of suits. The color and pattern stories are selected and prepared in coordination with the suits. Shirts for skinny fit suits are prepared in the same skinny pattern seasonally. That the suit collar is wide or narrow, that the neck vents are low or high and the arm and jacket length directly affect this shirt group. Collars, cuffs, arm lengths are prepared in coordination with the suits. As this product range is sold directly together with the suits, they are prepared in comparative matching.

Fancy Shirts

Although these shirts fit inside suits, their principal function is that they can be used without a jacket and necktie. Therefore, they have more inspirations and details from the fashion trends. They are cared to be combined with single jackets and trouser groups.

Sports Shirts

In this category, shirts for everyday life and weekend vacations are designed. This group of shirts is identical with their red labels on them. These shirts are predominantly combined with trousers and jackets prepared from cotton fabrics and yarns. This group of shirts has softer collar and cuff lines.



Romano Botta outer wear group occupies an important place in the collection.

One of the most important reasons behind it is that it is intensely marketed to cold climate geographies. These products, made from leather, fur and synthetic fabrics filled with special fibers are designed considering other elements of the collection. The accessories used are procured from the suppliers providing the highest quality.

Only natural fur is used inside and on the collars of fabric products.



Only natural materials are used in Romano Botta tricots. These yarns are not only natural but also of highest quality and high quality class.

Our wool, cotton and cashmere mix yarns are provided from the leading manufacturers of the world. For our customers who enjoy luxury, we offer products made of 100'S, 120'S, 140'S wool, woven demandingly in very thin machines. Even in our basic products our difference is seen in the smallest details and quality. In our cotton products, we only use cotton from Egypt.

Silky and soft touches are the typical characteristics of Romano Botta tricot. The beauties of our products, far from ostentation and hidden in details is felt with a touch.



Our shoe stretchers are tailor-made for Romano Botta brand. There are new trendy shoe stretchers that we add to our collections every season as well as the ones that we use long-term. Romano Botta shoe shows itself with its stand.

All leather used in our shoes is procured from Italian and Turkish tanneries and mainly veal leather, an indispensable of a high-quality shoe, is used.

Some of our shoe soles are brought from Europe and some are produced in Turkey with high-quality products. Calf leather of the same color is used for shoe insole as well.

The most important element of a good pair of shoes is the material used to make it. Shoes made from poor quality materials will be deceptive with their initial look. They will become deformed after wearing a few times and all their faults will become apparent. Thus, good material is a must for a good pair of shoes.

Romano Botta shoes are placed in mold during production and they are kept in mold for at least 72 hours. This operation is of great importance for the shoe to take the shape of the mold. In cheaper shoes this operation might even be reduced to just a few hours.

Some of our shoe soles are left as leather soles and some of the shoe soles, especially our winter shoes, are coated with rubber through an injection system. Although this looks like a rubber shoe sole at first sight, it is still first class leather at the bottom. Such winter shoes provide the opportunity to be completely stylish in those cold climate regions where snow remains on ground for a long time. This is another thing that distinguishes Romano Botta from its competitors.

We use first-class leather; they are not artificially thickened by swelling in water. The leather is solely used as leather sole.

All metal accessories are provided from Italy and Turkey.

Romano Botta provides its shoe stretchers from Italy, as they do in their jackets; and changes and customizes them according to the market they are present.



Neckties are combined using the color and pattern ranges of suits and necktie shirts. Predominantly Italian silk fabric is used to produce neckties. A rich pattern and color range is presented in the framework of a story. The details are hand finished and the interlinings inside are mainly of natural fibers. The widths, shapes and lengths of the neckties are presented in harmony with the shirt and jacket collar details.



The same leather used for our shoes is also used in all our belt leathers. All our belt buckles are made of top-quality materials. They are chosen among a wide range of options and specially designed for us. And some of our buckles are designed and produced totally by us.

The quality of our belt linings is of the same quality with our belts' face leather. Second class leather or artificial leather is never used for any reason.

Every single belt is hand finished one by one.

In all our bags and other leather accessories hand-made, high-quality 100% leather is used. Among the range of products that we present by combining qualified hand-workmanship with latest trends are briefcases, wallets, portfolio bags and key holders. Our products stand out not only with their solid and enduring structure but also with their practical shape and interior designs.

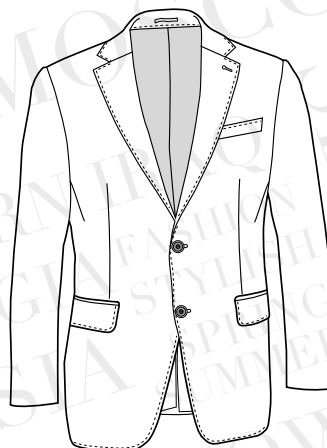
DROP SIZE



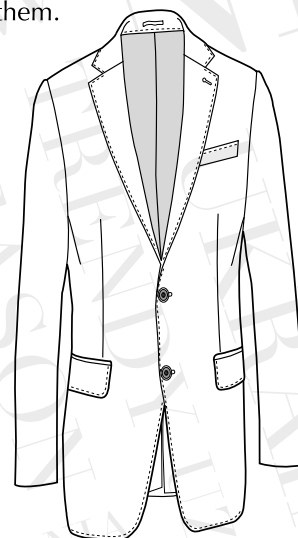
From sizes 42 to 66, Romano Botta presents stylish, neat and high-quality suit designs for all body types. Along with a range of sizes, arm and jacket length alternatives make the clients feel they are special with clothes fitting their body as made by a tailor specially for them.



4 DROP



6 DROP



8 DROP



STORE CONCEPT

ROMANO BOTTA









Social Media “QR CODE”

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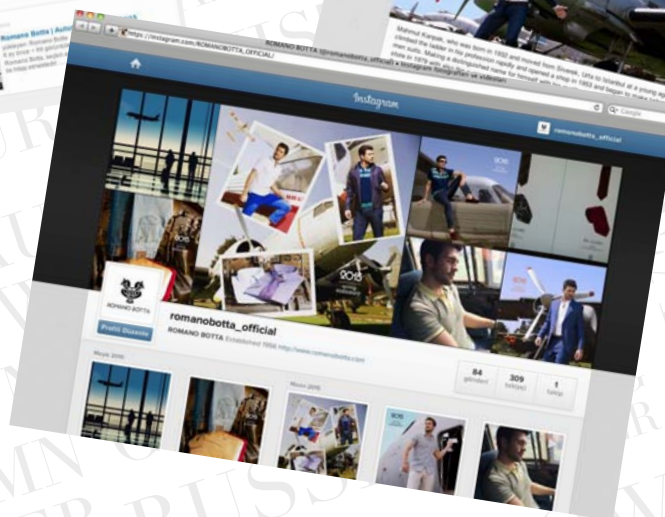
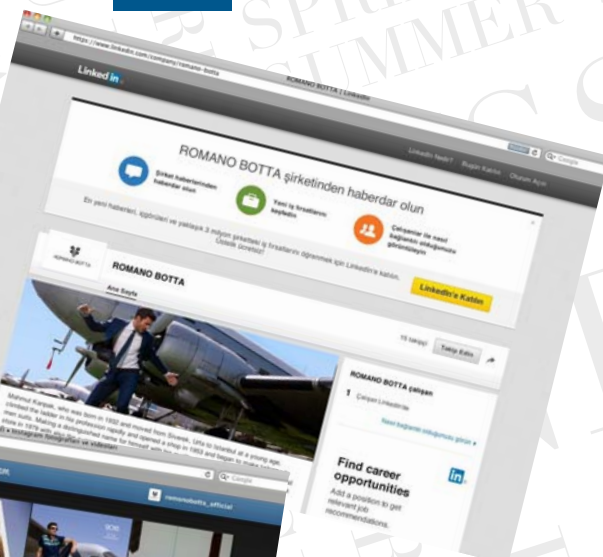
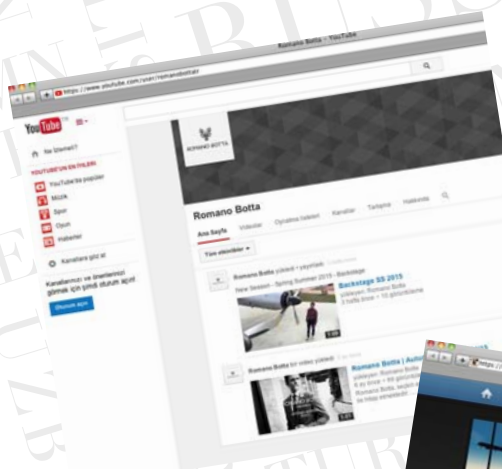
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