

ALCOTT

COMPANY PROFILE 2026

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WHAT IS ALCOTT?

SPACE FOR YOUR STYLE, SPACE FOR YOUNG

Alcott is a dynamic brand, always attentive to current trends, which aims to be the best solution for those seeking to express their identity and style through clothing.



THE CLIENTS MAKING THE BRAND

A YOUNG BRAND FOR YOUNG PEOPLE AND MORE

A focus on young people and new generations, while always keeping an eye on the needs of all other age groups. This is the strength of Alcott, which for years has studied and designed trendy, modern, and original garments, accessible to all, so that everyone can express themselves through what they wear. The clothing lines are dynamic, rich in detail and nuance, to meet the expectations of an increasingly demanding audience.



VISION

IDENTITY AND INCLUSIVENESS

The brand's vision aims to consolidate its position as a leading international player in the easy-to-wear clothing sector. The pillars of its future vision include:

Global Expansion: Strengthen its presence in international markets (already present in 7 countries with over 160 stores).

Sustainability: Evolve towards a more responsible model, collaborating with organizations like the Better Cotton Initiative to reduce the environmental impact of production.

Inclusivity and Identity: Embody a versatile lifestyle, capable of adapting to different personalities through its men's, women's, and premium labels..



MISSION

ACCESSIBILITY AND DYNAMISM

Alcott's primary goal is to offer fashionable products that are accessible to all, while maintaining high quality standards and attractive designs. Its mission focuses on:

Accessibility: Making the latest global trends available at competitive prices for a young audience (Gen Z and Millennials).

Dynamism: Constantly updating collections to respond in real time to changes in the fast fashion market.

Shopping experience: Creating points of sale ("New Revolution Stores") that are not just stores, but modern and engaging experiential spaces.





ALCOTT'S LOOK.
A NEW OUTFIT EVERY DAY

The Alcott brand offers its customers a constantly on-trend look with multiple weekly drops, capsule collections, and collaborations, all with quality materials and craftsmanship. A contemporary outfit that prioritizes sustainability and inclusivity.

POSITIONING MAP.



CONTEMPORARY LOOK

A POSITIONING THAT SATISFIES THE MARKET

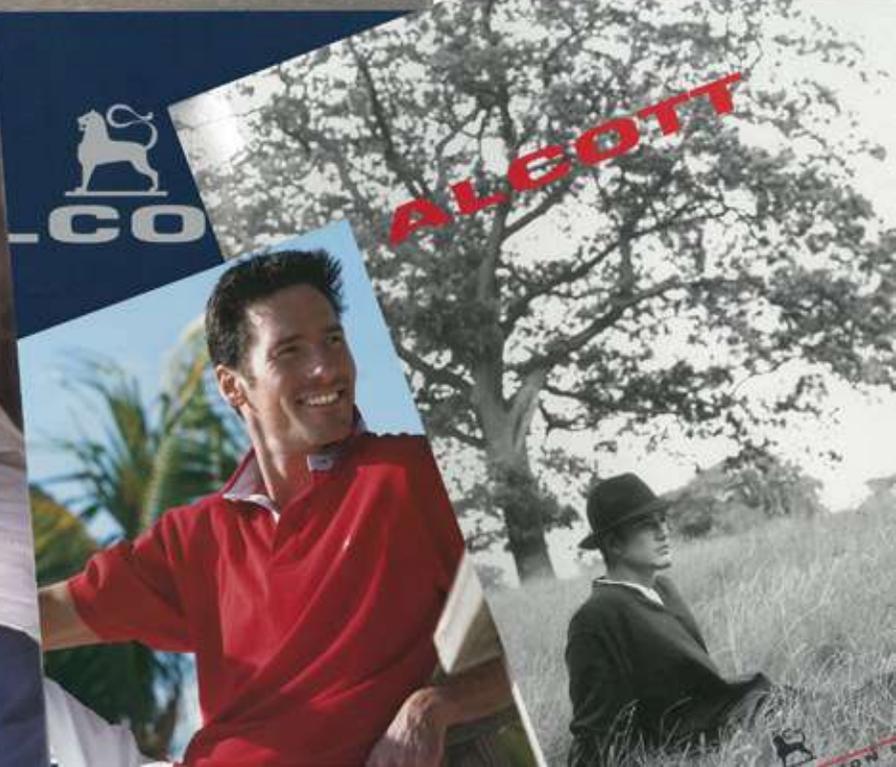
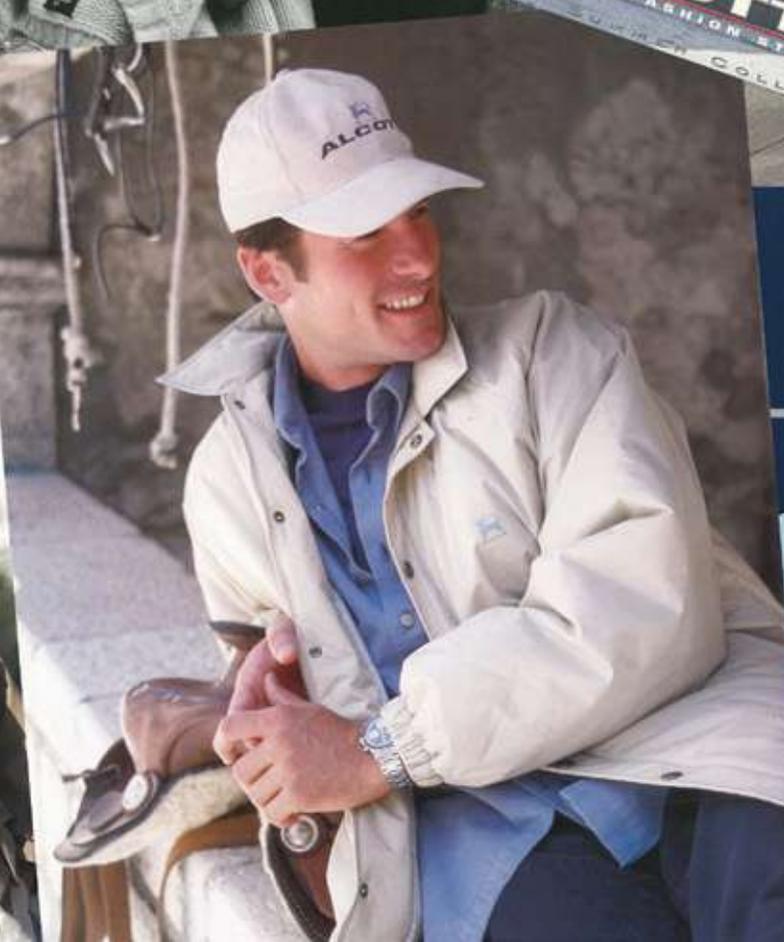
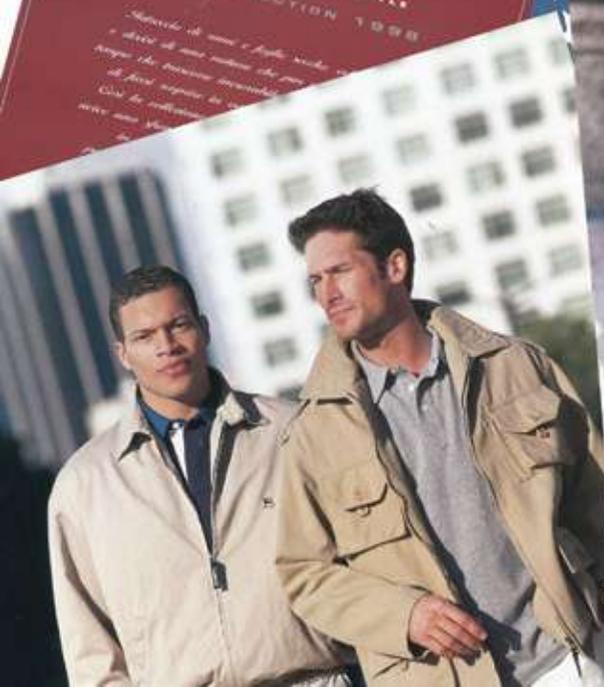
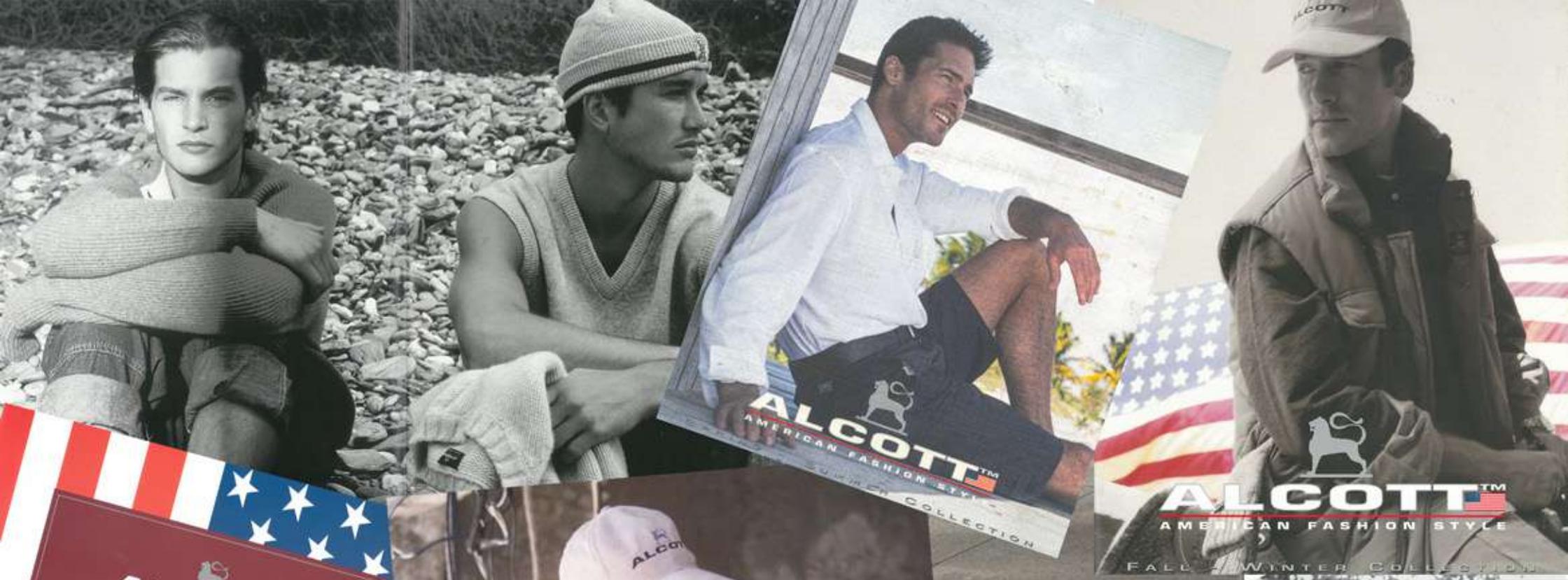
Alcott offers a wide range of products, always striving for quality at the right value. A conscious fashion statement, a clear and defined positioning that stems from years of market presence and is defined and strengthened season after season. All this in the most important locations

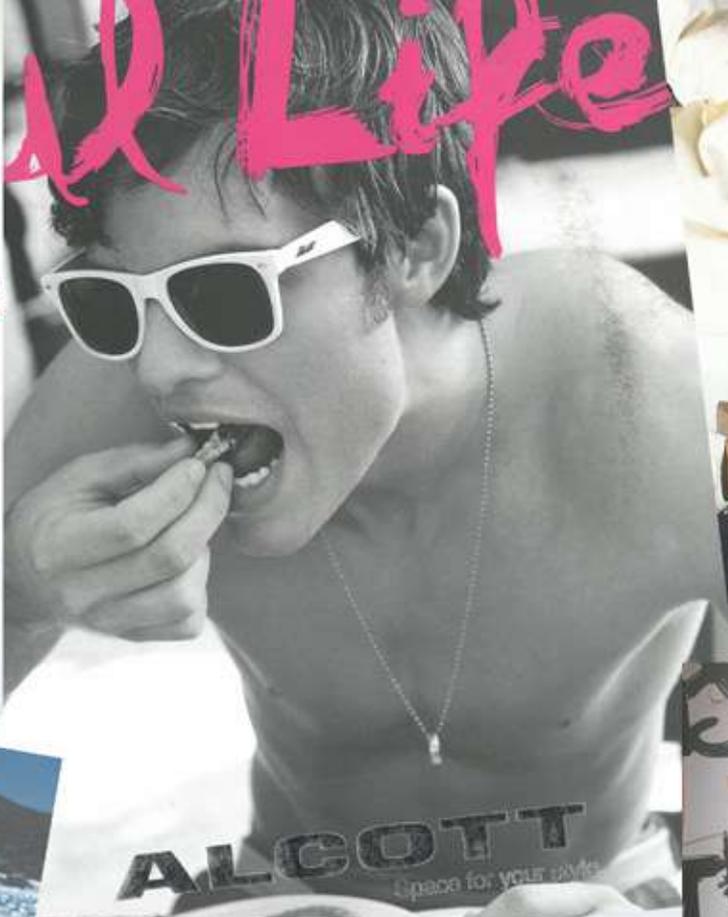
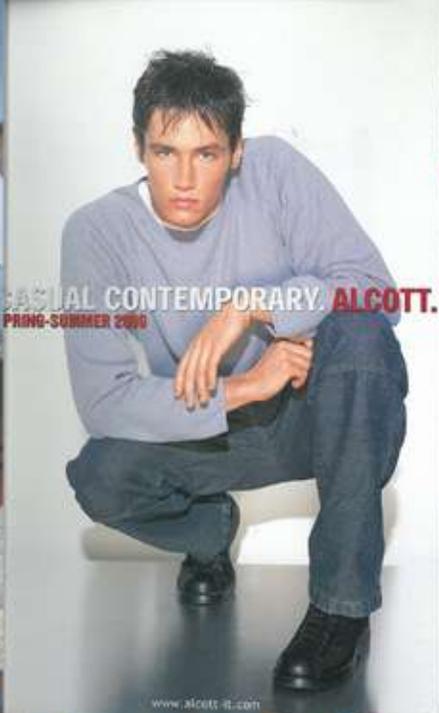


THE STORY

FROM 1990 TO TODAY WITH AN EYE TO THE FUTURE

The story of the Alcott brand is an intense journey where emotion and passion intertwine. Denim and cotton become the raw materials for the brand's collections. Alcott is streetwear and lifestyle in one.





IT ALL STARTED IN 1990:
FROM DAY ONE TO TODAY.

Alcott, as the cornerstone brand of the Capri Group, has grown rapidly, establishing itself in Italy and abroad in less than 20 years and becoming a major player in the fashion industry.

Today, with a versatile commercial approach and a synergistic commitment to innovation, Alcott presents a wide range of products every week, always guaranteeing cutting-edge collections and small selections of clothing in tune with current trends.



FROM NAPLES, EVERYWHERE **FROM A STORE TO A RETAIL CHAIN**

From a small store on Via Nisco in Naples to the international scene, passing through the most prestigious locations. Year after year, the brand expanded first in Campania, then throughout Italy, and finally throughout Europe and beyond.

Wholesale distribution has brought the brand to the forefront, drawing on prominent clients and high-profile investors who saw the affiliation project as an excellent business opportunity.

A sponsor of Serie A teams and a promoter of cultural and sporting events, Alcott is an integral part of everyday life in the places where it has established its stores.

The brand's strong recognition is the result of over 35 years of business and presence on the international market.

A DIFFERENT LOOK IN PROGRESS

ALCOTT
Space for your style.

ALCOTT

CASUAL CONTEMPORARY. ALCOTT.
RING-SUMMER 2000

ALCOTT™
AMERICAN FASHION STYLE

SPRING COLLECTION

ALCOTT
Space for your style.

ALCOTT
Space for your style.

Celebrate Life!

ALCOTT
www.alcott.it

Spring/summer break.
Two thousand and one.

ALCOTT

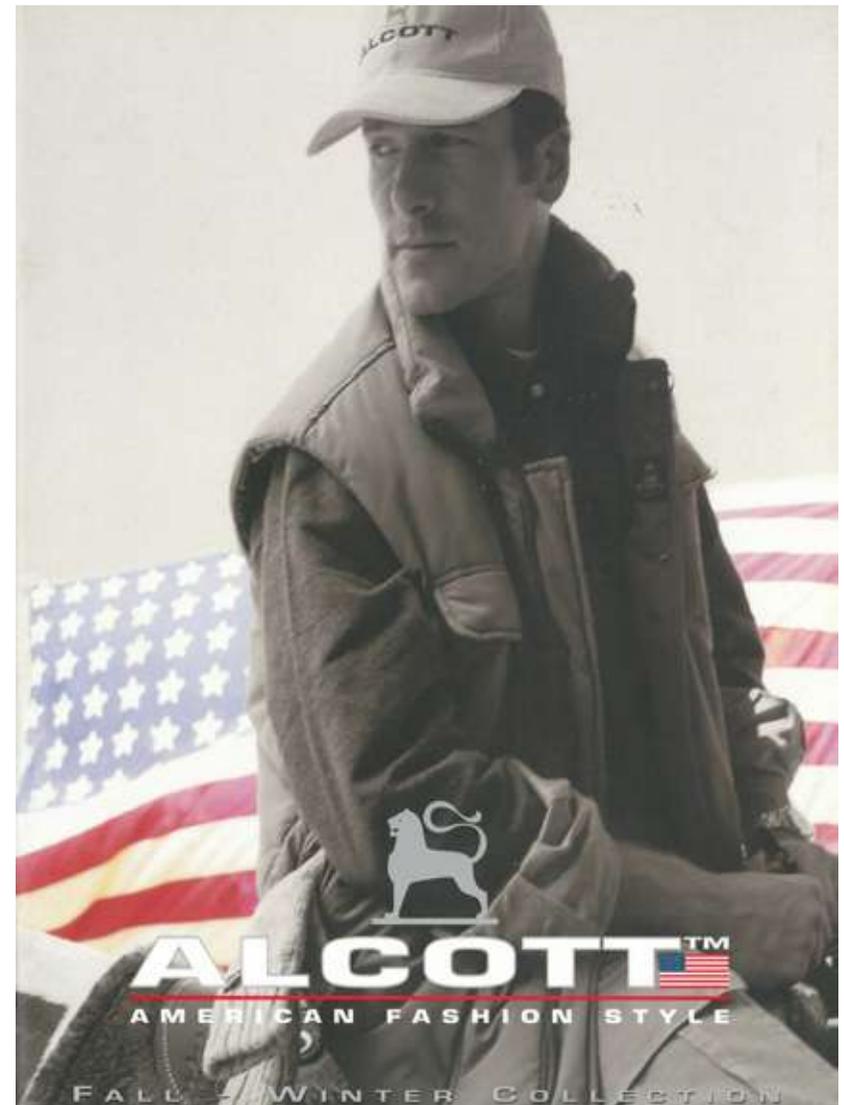
THE ORIGIN **AMERICAN DREAM**

Alcott was born from a vision: to bring the taste and style of American casual to Italy, without compromising the cornerstones of Italian quality and craftsmanship. To offer a product with a fair and tangible quality-price ratio; not a cheap brand, not simply a fast fashion label, but a brand with its own identity and significant quality.

The choice of fine cottons for shirts and t-shirts, and the careful selection of denim and twill fabrics for trousers, brought the dream to life.

Alcott was born and became a point of reference for many generations. From the first single-brand store to an established retail chain, the journey was driven by passion and dedication.

The rest is a success story.



THE OWNER CAPRI GROUP

CAPRI
GROUP

Alcott is a brand of the Capri Group.

A solid Italian business that has carved out a path for itself on the national and international markets over the past 40 years.

Capri founded the Alcott brand in 1990, which became the cornerstone of the Group. Dynamic and constantly attentive to current trends, it strives to establish itself as the best solution for those who wish to express their identity and style through clothing. Alcott is Italy's answer to international fashion retail.



Nunzio Colella
Chairman



Anna Sorrentino
Vice-Chairman



Salvatore Colella
CEO



Francesco Colella
CEO



Marianna Colella
Shareholder



Veronica Colella
Shareholder

GOALS AND OBJECTIVES

BRAND SUCCESS AND GROWTH

Alcott's journey began in 1990 and has continued ever since, with milestones that have marked successes and significant achievements, the result of carefully planned growth that is only destined to improve over time.

1990

The first store ALCOTT opens in Naples.

1997

Beginning of franchising distribution.

1999

The inauguration of the first ALCOTT flagship store on Via Toledo in Naples.

2006

Expansion into Europe, the Middle East and India begins.

2007

A megastore opens in Milan on Corso Vittorio Emanuele.

2008

Retail expansion also begins in shopping centers.

2012

Opening of the brand's online shop.

2015

The Alcott Building opens in Milan, featuring 2.000 sq.m of offices and a megastore.

2016

Spain becomes the second country of expansion after Italy.

2020

Strengthening digital marketing and e-commerce structure.

2024

Alcott changes face with the new store design and the refresh of the brand colors.

2025/26

The arrival in Morocco is massive. Six openings in just a few months.

INTERNATIONAL EXPANSION

International expansion with a presence in the world's most important markets, in prestigious locations, is underway with careful and meticulous study of the different markets.

STRENGTHENING FRANCHISING AFFILIATION

The current franchising network already boasts significant national and international presences. The goal is to expand the franchise while maintaining a partnership exclusively with high-end partners and in prestigious locations.

RECYCLING & SUSTAINABILITY

Among the objectives is the creation of the second-hand project, a project born from the desire to further concretize Alcott's commitment to sustainability and environmental protection, which has been underway for years.



*THE
COLLECTION*





THE COLLECTION **AUTHENTIC VALUE**

The products in the Alcott collections are made using BCI cotton, recycled padding, high-performance technical fabrics, and the attention to detail and craftsmanship worthy of products designed to last. Because the brand's primary goal is to produce high-quality clothing at a fair price and with a contemporary look.





THE DENIM **ALCOTT'S WORLD**

The essence of Alcott is denim, understood not in the traditional sense of the word, but for a world of a lifestyle rich in gestures, ways of living, and the interpretation of clothing as a daily companion that identifies you and helps you build your image.

Freedom in dressing, wearing, and feeling yourself. Garments that hug the body so they can be worn every day, in every situation.

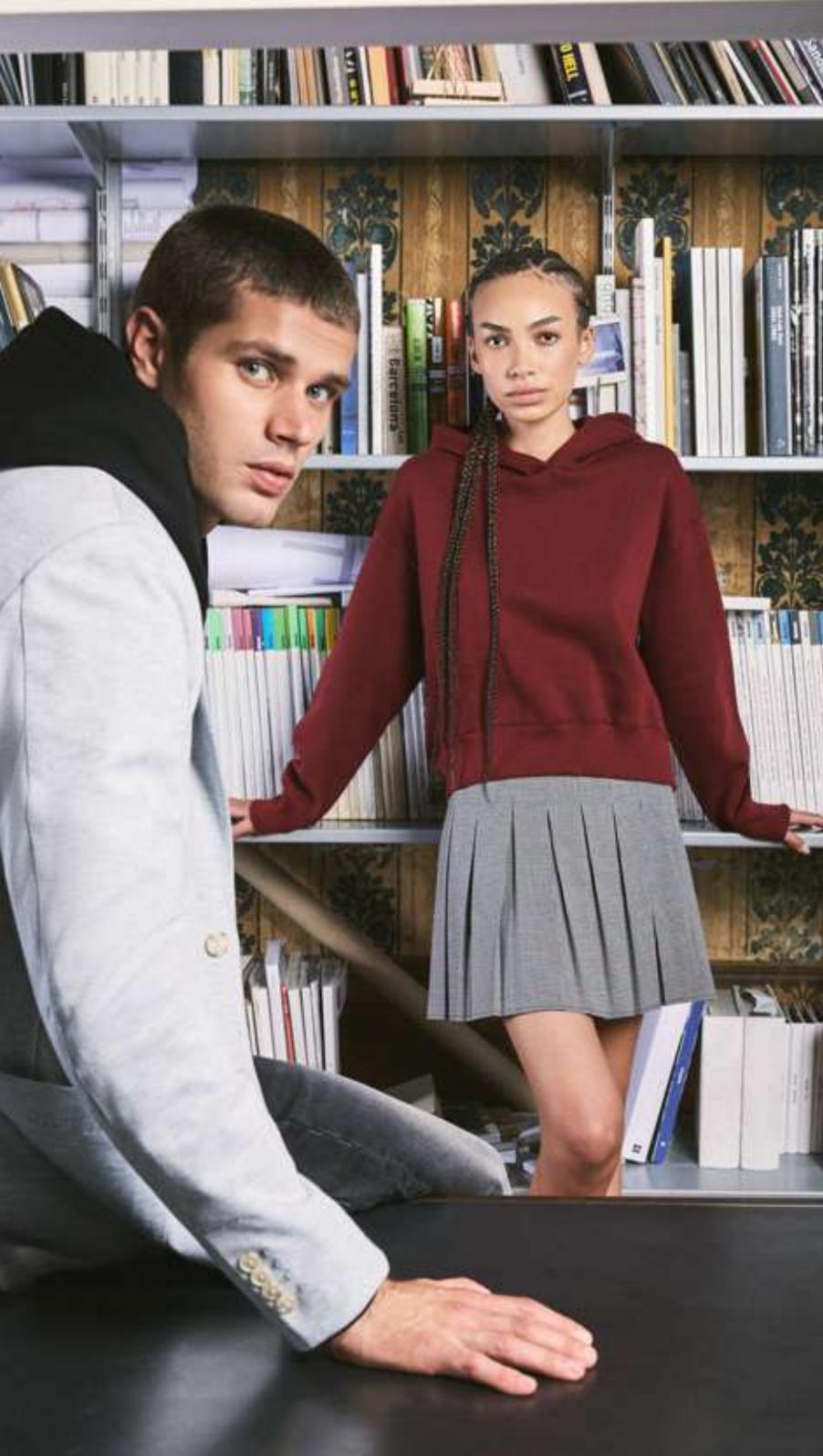




CASUAL & MORE **A LOOK FOR EVERY DAY**

Alcott's offerings are diverse. From college-inspired pieces to pieces in collaboration with officially licensed music groups, comic book heroes, and major universities like Harvard and Yale, the collections span genders and age groups, focusing on the new generation but also appealing to longtime customers who grew up wearing the brand.





The fits follow trends, embracing the unisex concept that's increasingly popular among young people. The extensive offering is rounded out with accessories and footwear, as well as a sizable fragrance line, to offer a look suitable for any occasion.

Each piece is crafted with the utmost attention to detail, selecting high-quality partners who share the brand's values of sustainability and environmental awareness. Every Alcott piece is designed to be a product that lives intimately with the customer who chooses it for their wardrobe.



THE STORES **AN EMOTIONAL EXPERIENCE**

ALCOTT stores are designed to resonate with customers' habits, effectively transforming into truly immersive experiences.

The color of people, the color of clothes, and the color of music are the protagonists of the Alcott store concept, which draws inspiration from and interprets the American world, drawing primarily from the underground style of the New York subway. The power of the metropolis, its energy, but also its perfectly organized and synchronized chaos, are reflected in this new concept store, which nods to the most characteristic stylistic features of New York. Lights, writing, speed, chaos, noise, art, and street art are extremely contemporary elements that brand a lifestyle and emerge in every detail of the stores, ready to engage its customers.

103 STORES **65.000** SQ. M



ALCOTT
ALGOTT

ALCOTT

ALCOTT

ALCOTT
ALGOTT

NEW COLLECTION

NEW COLLECTION





15

ALCOTT

19

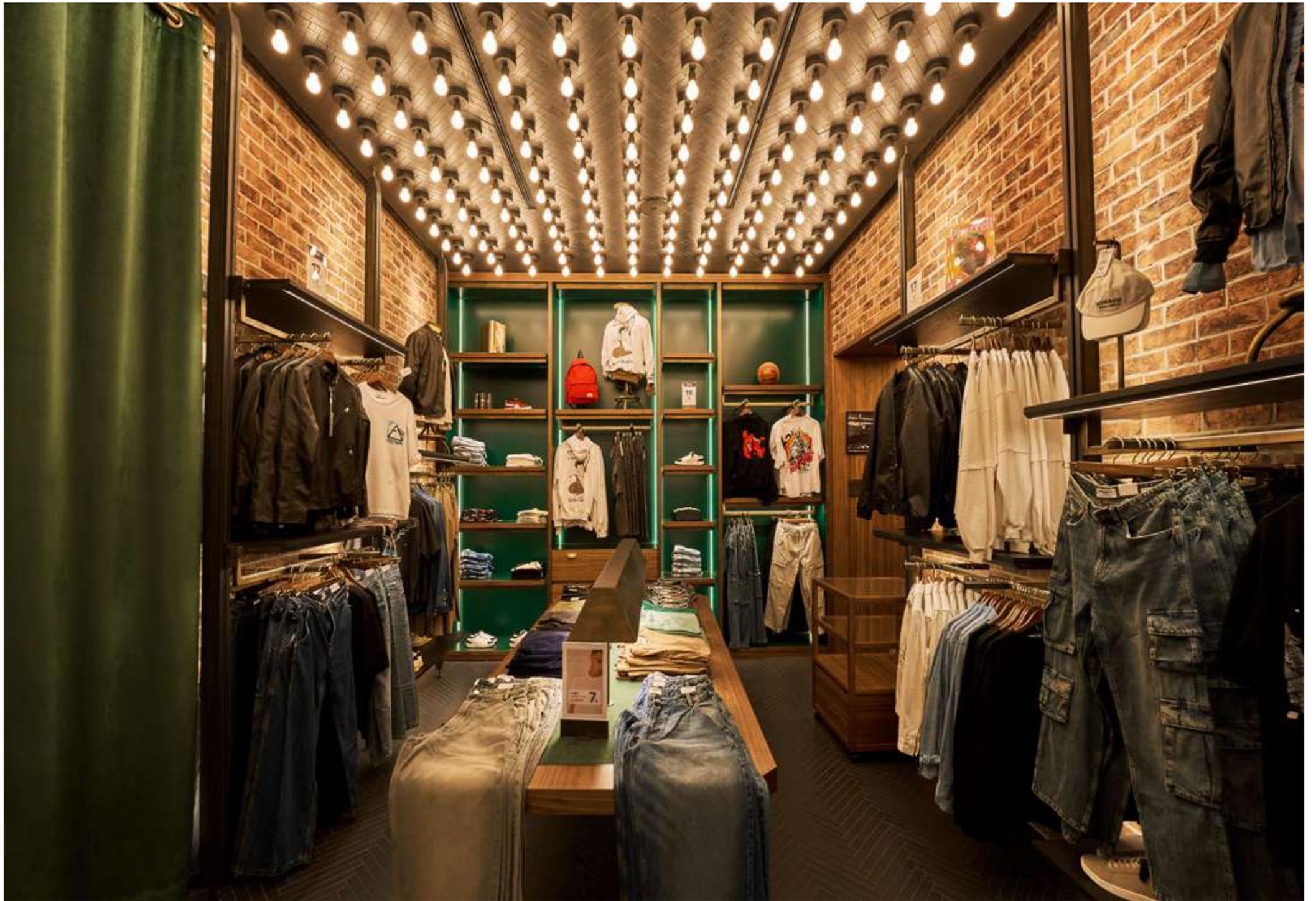
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NEW IN
39%











2

19.

39.

19.

39.

29.

ITALIA

AGRIGENTO

- Via Fosse Ardeatine snc, CC Città dei Templi, Agrigento, 92100, AG

- Corso Vittorio Emanuele 119, Sciacca, 92019, AG

AREZZO

- Via Enzo Ferrari 5, Valdichiana Outlet Village, Foiano della Chiana, 52045, AR

AVELLINO

- Via S. Michele Passo Eclano 28, CC Il Carro, Passo di Mirabella, 83036, AV

BARI

- Corso Cavour 108, Bari, 70121, BA

- Via Noicattaro 2, PC Casamassima, Casamassima, 70010, BA

- Contrada Giannavello snc, CC Baribù, Triggiano, 70019, BA

- Via dei Portuali 12, CC Puglia Village, Molfetta, 70056, BA

BENEVENTO

- Via dei Longobardi 24, CC I Sanniti, Benevento, 82100, BN

BERGAMO

- Via Portico 71, CC Oriocenter, Orio al Serio, 24050, BG

BIELLA

- Viale Domenico Modugno 3, CC Gli Orsi, Biella, 13900, BI

BOLOGNA

- Via Ugo Bassi 14, Bologna, 40121, BO

- Viale Tito Carnacini 47, Parco Commerciale Meraville, Bologna, 40127, BO

BOLZANO

- WaltherPark, Via Alto Adige 1, Bolzano, 39100, BZ

BRESCIA

- Piazza Cascina Moie 1/2, Franciacorta Outlet Village, Rodengo-Saiano, 25050, BS

- Via Guglielmo Marconi 1, CC Le Vele, Desenzano del Garda, 25015, BS

BRINDISI

- SS7 712, CC Le Colonne, Brindisi, 72100, BR

CAGLIARI

- SS 131ex, CC La Corte Del Sole, Sestu, 09028, CA

CALTANISSETTA

- Corso Vittorio Emanuele 311, Gela, 93012, CL

CASERTA

- Località Aurno 87, CC Campania, Marcanise, 81025, CE

- Piazza Dell'Agorà 1, CC Alice Riardo, Riardo, 81053, CE

- S.S. Appia km 19, 400, CC Decumano Shopping Center, Vitulazio, 81041, CE

CATANIA

- Contrada Cubba SP 54, CC Centro Sicilia, Catania, 95045, CT

- S.S. 192 del Gelso Bianco Km 84+500, CC Porte di Catania, Catania, 95121, CT

- Via Etna 118, Catania, 95131, CT

CATANZARO

- SS 280 dei Due Mari, CC Due Mari, Maida, 88025, CT

ENNA

- Contrada Mandre Bianche, Sicilia Outlet Village, Agira, 94011, EN

FIRENZE

- Via Meucci SNC, CC Barberino Designer Outlet, Barberino di Mugello, 50031, FI

FORLÌ

- Piazzale della cooperazione 2, CC Punta di Ferro, Forlì, 47122, FC

LATINA

- Via Mamurrano snc, CC Itaca, Formia, 04023, LT

- Via della riserva nuova, CC Aprilia2, Aprilia, 04011, LT

LECCE

- Via Salvatore Trinchese 25, Lecce, 73100, LE

- SS 16 km 962,70, CC Cavallino, Cavallino, 73020, LE

- Via Lecce 5, Gallipoli, 73014, LE

- Corso Roma 2, Gallipoli, 73014, LE (Donna)

LECCE

- Via Grassi 48/A, Nardò, 73048, LE

- SS275, CC Gulliver, Surano, 73030, LE

- Via Cavalieri di Vittorio Veneto 55, Maglie, 73024, LE

LUCCA

- Viale Regina Margherita 45/46/47, Viareggio, 55049, LU

MANTOVA

- Via Marco Biagi snc, CC Mantova Village, Bagnolo San Vito, 46031, MN

MESSINA

- Via Firenze snc, CC Parco Corolla, Milazzo, 98057, ME

- Viale S. Martino 107, Messina, 98122, ME

MILANO

- Via Torino 47, Milano, 20123, MI

- Via Eugenio Luraghi snc, CC Il Centro, Arese, 20044, MI

- Galleria Pattari 2, Milano, 20122, MI

MONZA E DELLA BRIENZA

- Largo Giuseppe Mazzini 2, Monza, 20900, MB

NAPOLI

- Via Toledo 187/193, Napoli, 80132, NA

- C.so Umberto I 160, Napoli, 80139, NA

- Piazza Dante Alighieri 90, Napoli, 80135, NA

- Via Epomeo 126/128, Napoli, 80126, NA

- Via Argine 380, Napoli, 80147, NA

- Piazza Giuseppe Garibaldi, Napoli, 80142, NA

- Loc. Boscofangone, CC Vulcano Buono, Nola, 80035, NAV

- Via Macello 22, CC La Cartiera, Pompei, 80045, NA

- Via Plinio 54, Centro commerciale MaxiMall Pompeii, Torre Annunziata, 80058, NA

- Via Masullo 76, Quarto, 80010, QA

- Parco Commerciale Grande Sud, Giugliano, Napoli

NOVARA

- Via San Martino di Zusiagna 106/108, Vicolungo The Style Outlets, Vicolungo, 28060, NO

PALERMO

- Via Ruggiero Settimo 1, Palermo, 90139, PA

- V. Pecoraino snc, CC Forum, Palermo, 90124, PA

- V. Pecoraino snc LOC. Roccella, CC FORUM, Palermo, 90124, PA

- Via G. Lanza di Scalea 1963, CC Conca d'Oro, Palermo, 90146, PA

- Via Ciachea 2, Centro Commerciale Poseidon, Carini, 90044, PA

PALMANOVA UDINE

- SP126 Km 1.6, Palmanova Village, Aiello del Friuli, 33041, UD

PESCARA

- Via Moscarola, Città Sant'Angelo Outlet Village, Città Sant'Angelo, 65013, PE

PERUGIA

- Via Aldo Capitini 8, CC Quasar Village, Corciano, 06073, PG

REGGIO CALABRIA

- Corso Giuseppe Garibaldi 273, Reggio Calabria, 89135, RC

ROMA

- Via collatina 858, CC Roma Est, Roma, 132, RM

- Via Tuscolana 837, Roma, 00174, RM

- Via Nazionale 79/80/81, Roma, 00184, RM

- Via Del Corso 286/291, Roma, 00186, RM

- Via Geminiano Montanari snc, Parco Commerciale Da Vinci, Fiumicino, 00054, RM

- Via dell'Oceano Pacifico 83, CC EUROMA2, Roma, 00144, RM

- Via della Pace, Valmontone Outlet, Valmontone, 00038, RM

- Viale Bruno Buozzi 35, CC Monterotondo, Monterotondo, 00015, RM

- Via Alberto Lionello 201 Loc. Bufalotta, CC Porta di Roma, Roma, RM

Via Tuscolana 789, Roma, 00174, RM (Donna)

SALERNO

- Via Pacinotti SNC, CC Maximall, Pontecagnano Faiano, 84098, SA

- Via Dei Greci 5, CC Le Cotoniere, Salerno, 84135, SA

- SS 18 Tirrena Inferiore, CC Cilento Outlet, Eboli, 84025, SA

TORINO

- Strada Altessano 141, CC Area 12, Torino, 10151, TO

- Via Torino 160, Torino Fashion Village, Torino, 10036, TO

- Strada Debouchè snc, Mondojuve Shopping Village, Vinovo, 10042, TO

- Via Ermanno Fenoglietti 15, Centro Commerciale Lingotto, Torino, 10126, TO

- P.za Castello 95, Torino, 10124, TO

- Via Torino 160, Torino Fashion Village, Torino, 10036, TO (Donna)

TRAPANI

- Via Roma 142, Marsala, 91025, TP

- Via Caduti di Nassiriya, CC Bellicittà, Castelvetro, 91022, TP

- Viale Italia 43, Alcamo, 91011, TP

VARESE

- Viale Ticino 82, CC Campo dei Fiori, Gavirate, 21026, VA

VENEZIA

- Via Marco Polo 1, Designer Outlet Mc Arthurglen, Noventa di Piave, 30020, VE

- Via Don Federico Tosatto 22, CC Porte di Mestre, Venezia, 30174, VE

VERONA

- Viale Delle Nazioni 1, CC Adigeo, Verona, 37135, VR

VIBO VALENTIA

- SS18 tirrena inferiore, CC Vibo Center, Vibo Valentia, 89900, VV

MAROCCO

CASABLANCA

- Morocco Mall, 1 Bd de l'Océan, Casablanca, 20180

- Bd des Almohades, Marina Shopping, Casablanca, 20250

- Lot 37 Angle bd Abdellah Cheri, Aeria Mall, Marocco, 20250

- Madjane Bd Dammam CT 1029, Casablanca, 20250

OMNICHANNEL AND WEB **RETAIL ONLINE AND OFFLINE**

At Alcott, it doesn't matter whether you shop in a storefront or on a tablet, in a mall, or on a smartphone—nothing will change. The service, the support, the item descriptions, and the overall shopping experience will always be fantastic because the interaction between online and offline is seamless, as if it were one.



my **ALCOTT**



LOYALTY PROGRAM **ALCOTT CLUB**

The exclusive ALCOTT CLUB was created with the aim of supporting, rewarding, and valuing customers who have chosen to embrace the brand for their look.

The program includes a special series of services and activities exclusively reserved for Club members. By purchasing, they earn valuable points that will have a significant value on future purchases.



**CHOOSE AND TRY ON
YOUR ITEM IN THE BOUTIQUE**



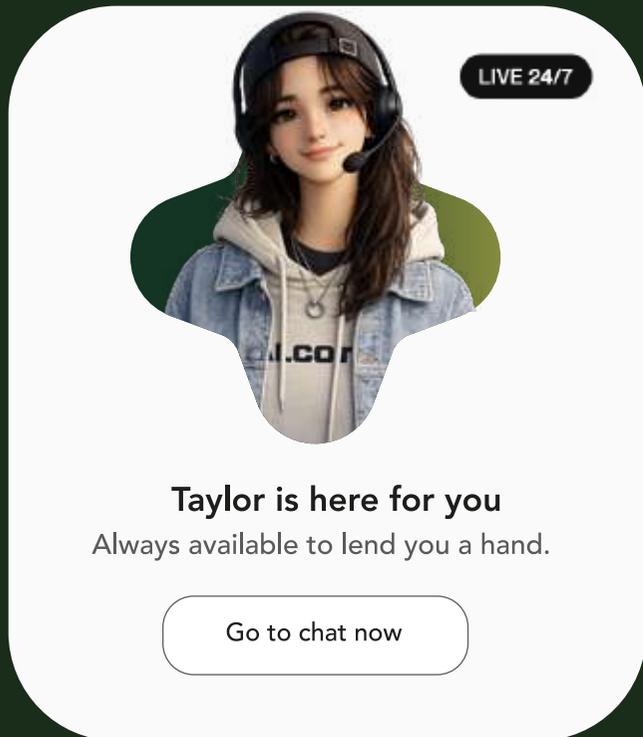
**BUY THROUGH A
PERSONALIZED LINK**



**RECEIVE THE ITEMS DIRECTLY AT
WHEREVER YOU WANT**

ORDER ON BEHALF **EASY SHOPPING**

Buy in-store and have it delivered to your home. This is the logic behind Alcott's "EASY SHOPPING" service. This order-on-behalf service allows customers to purchase items in-store, with the convenience of having everything delivered to their door.



A digital profile card for an AI assistant named Taylor. It features a circular avatar of a young woman with long brown hair, wearing a grey hoodie and a blue denim jacket, with a headset. To the right of the avatar is a dark green badge with the text "LIVE 24/7". Below the avatar, the text reads "Taylor is here for you" in bold, followed by "Always available to lend you a hand." in a smaller font. At the bottom of the card is a white rounded rectangular button with the text "Go to chat now".



AI FOR CUSTOMERS

AI WHATSAPP CUSTOMER CARE

Alcott strengthens customer relationships with an AI-powered assistant, also active on the most popular messaging channel.

The goal is clear: to simplify and speed up the customer experience, ensuring an efficient, responsive first contact, aligned with consumers' digital habits.



FREE SHOPPING **CLICK & COLLECT**

The Click and Collect service allows you to conveniently purchase from home and pick up your order at the selected store. A practical and functional system for customers who enjoy shopping at their own pace. Buy online and pick up in store. Quick and easy.



ONLINE SHOP **APP**

Thanks to the Alcott app, the shopping experience is streamlined and enjoyable. Highly intuitive, it allows you to have the entire Alcott world at your fingertips. Online shopping and more. Multiple payment methods accepted and direct access to customer care for every need.

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ALCOTT is a brand owned by Capri srl