

Company Profile



harmont&blaine



Distribution and Revenue

46 countries worldwide

85 monobrand stores

79 corners

533 multibrand stores

€105M revenue in 2024

The DNA

Harmont&Blaine is an upper-premium brand with a distinctly Italian soul and a strong international spirit.

Inspired by a strong Mediterranean culture, it redefines everyday style through color as a symbol of vitality and self-expression.

Over time Harmont&Blaine has consolidated its philosophy, now encapsulated in the statement: **Vivere a Colori.**

The Brand

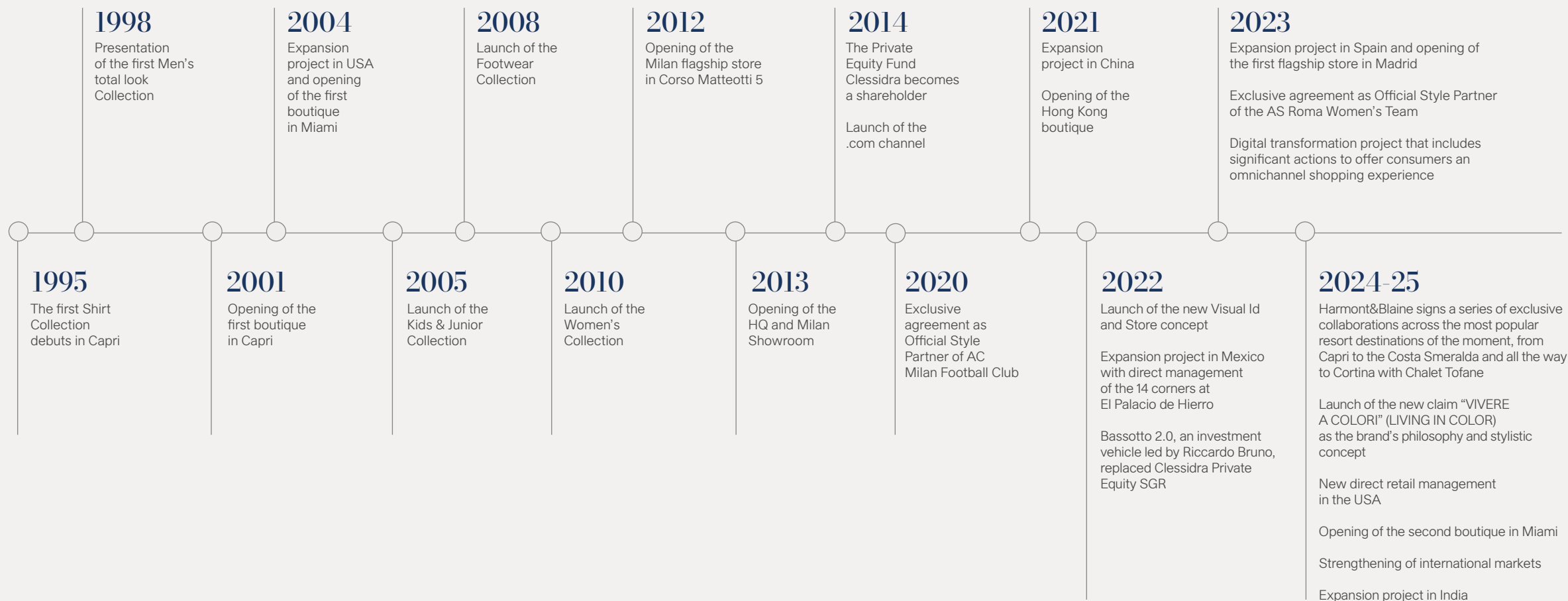
Harmont & Blaine was born from an authentic family vision, driven by entrepreneurial passion, creative intuition, and a deep connection to its roots. From the beginning, the brand has embraced a culture centered on people, quality, and lasting relationships.

Over time, these values have become the foundation of a purposeful transformation, guiding Harmont & Blaine from a family-owned business to an internationally recognized brand appreciated by customers worldwide.

In recent years, the company has accelerated its evolution through three key strategic drivers: **a renewed governance structure and opening of capital, the managerialization and strengthening of the organization, a high level of process internalization.**

Today, Harmont & Blaine is a solid and contemporary company, combining international ambition with a strong connection to the values and heritage that have defined it since its foundation.

milestones



The world of Harmont&Blaine



Harmont&Blaine's style transcends traditional fashion to deliver the perfect smart-casual look for every occasion - whether you're at work, relaxing on the weekend, or traveling. The brand combines 24/7 comfort and ease of movement with a sophisticated yet laid-back attitude, transforming casual clothing into the go-to dress code for everyday life.

Harmont&Blaine offers a versatile, dynamic wardrobe that's suitable for every moment and engagement of the day, from morning to evening, appealing to those who appreciate a natural, comfortable, and effortless style. Clean-cut silhouettes are crafted from premium fabrics and innovative materials that refresh classic elegance while seamlessly fitting into the contemporary, casual lifestyle.



The garments are practical and versatile, with graphic patterns, exclusive prints, and tailored details blending and re-blending in a unique and continuous balance between relaxed elegance and personal style.

HARMONT & BLAINE PILLARS



Mediterranean Identity

An open, sunny, and kaleidoscopic mindset born from the Mediterranean spirit and influenced by its culture, traditions, art, and music, shaping into a true lifestyle.

Versatility

A dynamic, innovative, and casual style that embodies a modern concept of elegance focused on quality and attention to detail, perfect for any occasion.

Originality and Color

The foundation for those boldly embracing an eccentric, vivid style, free from rigid conventions, to explore new combinations of colors, prints, and fabrics, exuding energy and positivity.

Quality

Each piece is crafted with premium materials and meticulous attention to detail, ensuring impeccable fit, comfort, and excellence.

Main Competitors MAN



Main Competitors WOMAN



Target

AGE 30-50

A person with big aspirations and a positive, proactive attitude towards life, who loves feeling unique and special. They especially appreciate refined experiences, love to travel, and enjoy taking time for themselves to disconnect from the daily routine. They stay informed, seek out entertainment, and make carefully selected purchases — always in search of products and services that fit their lifestyle.

Core Categories

SHIRTS **25%**

TROUSERS **20%**

POLOS & T-SHIRTS **20%**

ACCESSORIES **13%**

OUTERWEAR **12%**

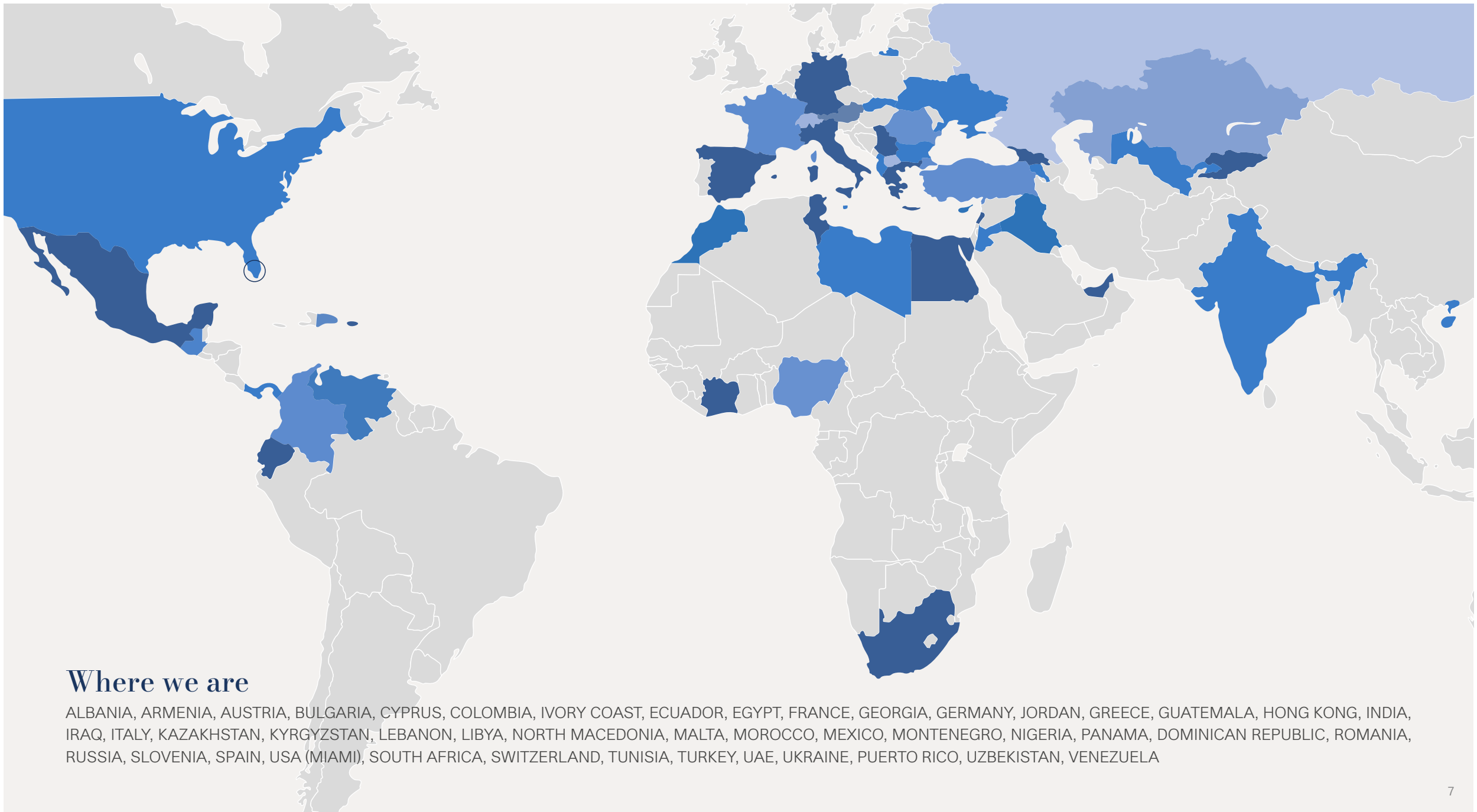
KNITWEAR & SWEATSHIRTS **10%**

Global Distribution

The brand's international growth is fueled by a cross-channel distribution strategy, allowing it to establish a presence in **46 countries** across Europe, APAC, and the Americas, including over **85 monobrand stores** in Italy and abroad.

This extensive network is further bolstered by a strong wholesale presence, featuring **533 multi-brand retailers** and **79 shop-in-shops and corners** in some of the most prestigious department stores globally, supported by exclusive partnerships with La Rinascente, El Corte Inglés, and Palacio de Hierro.

In 2024, the brand opened a **new boutique in Miami at Aventura Mall**, launching its first directly operated store and marking the beginning of its international expansion strategy in the USA, followed in 2025 by the opening of a new boutique in Brickell City Centre.



New Store Concept

Miami, Brickell City Center



Madrid, Calle Serrano



Napoli, Piazza dei Martiri

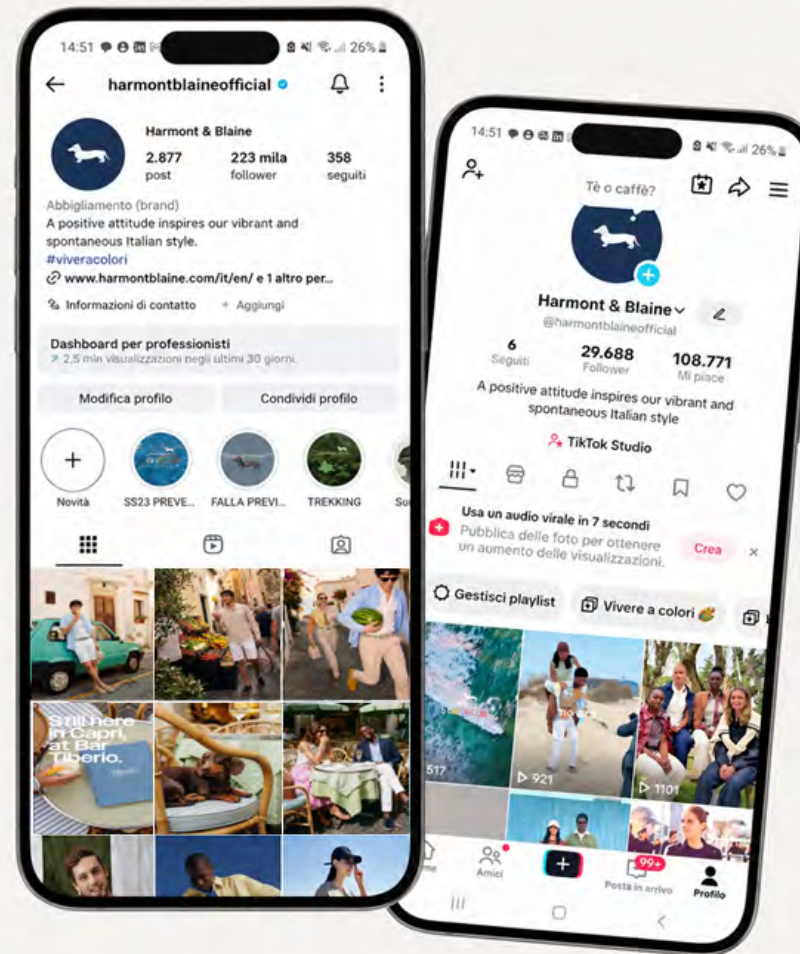


Atene, Attica City Link

Digital Development

Harmont&Blaine is continually enhancing its digital strategy with a dynamic, engaging, and targeted approach, in addition to establishing a fast and efficient CRM system.

The brand's Instagram profile, featuring a mix of editorial and product content, and supported by collaborations with content creators, has reached 223K followers to date.



In June 2024, Harmont&Blaine made its debut on TikTok to boost its visibility and keep pace with the evolving communication landscape. The main goal is to connect with and engage the platform's eclectic audience by adopting a communication style that's sophisticated, elegant, and contemporary - just like the brand - while also embracing the lighthearted and playful tone of young creators who can truly embody and convey its core values.

Friends in Harmont&Blaine



Rodner Figueroa



Tommaso Zorzi



Giorgio Pasotti



Luca Vezil



Teresa Pugliese



Giada Todesco



Andrea Zenga



Gianluigi Lembo



Helen Hunt

Carolina de'Castiglioni



Stefano Conti



Massimiliano Rosolino



Silvester Stallone



Paolo Bonolis



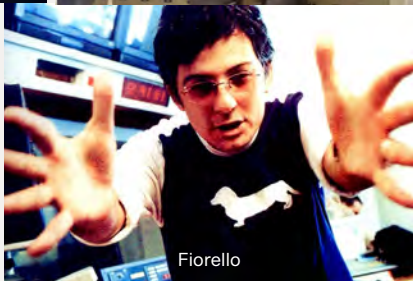
Elle Mcpherson



Alessandro Gassman



Enrico Vanzina



Fiorello

Sustainability

Sustainability is a core value of Harmont&Blaine's philosophy; its green vision extends across multiple levels of the business - from collection design to partner selection, from manufacturing and production processes to the marketing content created for retail and digital channels.

Eco Cashmere

A capsule collection of soft, warm, and essential sweaters, entirely made in Italy with 50% pure cashmere yarn and 50% recycled fibers from leftover cashmere production.



Eco Sneakers

These responsibly made sneakers feature a vegetable-tanned leather upper, complemented by organic cotton laces and EVA soles made from recycled materials.



HARMONT&BLAINE FOREST TOWARDS A GREEN FUTURE, ON TREE AT A TIME

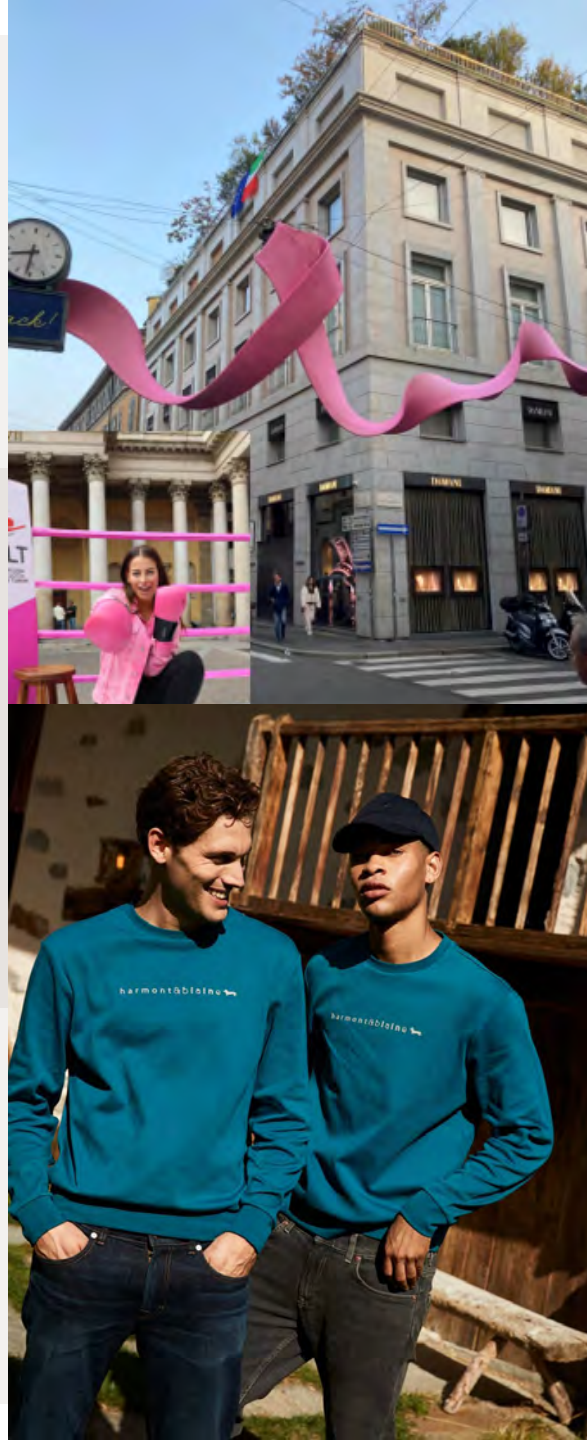
As part of its commitment to sustainability and social responsibility, Harmont&Blaine has chosen to support the development of sustainable projects in collaboration with *Treedom*, the world's first digital platform that allows users to plant trees remotely and follow the story of the project online.

In 2024 we established the first *Harmont&Blaine Forest*, with the planting of 1,000 fruit trees in Ecuador. The company firmly believes in the power of collective action to drive change and build a fairer future for all. The forest is growing and in 2025 Guatemala is seeing the planting of 250 trees.

Social Responsibility

LILT SOLIDARITY SHOPPING

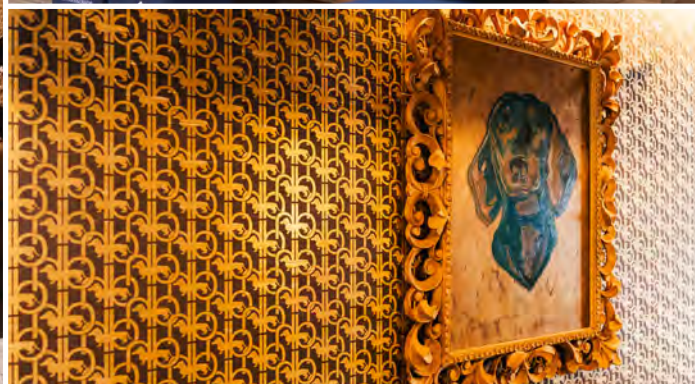
Harmont&Blaine supports LILT's Pink Ribbon Campaign each year with special "Solidarity Shopping" days, donating 10% of sales to breast cancer prevention efforts.



IEO MONZINO FOLLOW THE BLUE

Harmont&Blaine joined the "Follow the Blue" campaign organized by the IEO-MONZINO Foundation, donating 20% of sales from a specially designed blue sweatshirt to encourage male cancer screening and prevention awareness. The Harmont&Blaine team promoted the campaign through engaging social media and digital activations, rallying various talents and friends of the brand to get involved.





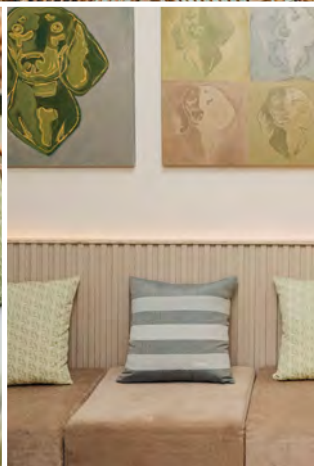
The Partnership with *Chalet Tofane - Cortina*

Harmont&Blaine expands its lifestyle vision with a three-year partnership focused on the mountains and major international events.

The project involves the customization of the spaces at Chalet Tofane, an iconic destination in the Dolomites, loved by winter sports enthusiasts as well as those who explore the region's unique nature and landscapes year-round.

The "Living in Color" philosophy blends seamlessly with the warm and welcoming atmosphere of the Chalet. From the exterior signage to the window displays, from wood sculptures of the dachshund - handcrafted by local artisans - to graphic elements in the hospitality areas and skishaped totems, every detail reflects the brand's distinctive style.

Even the staff uniforms are specially designed, featuring garments and accessories from Harmont&Blaine's seasonal collections, bringing the brand's identity to life in every aspect of the experience.



The Partnership with *Bar Tiberio* - *Capri*

Harmont&Blaine's smart-casual elegance meets the timeless glamour of Capri: the brand of the iconic dachshund launches an exclusive collaboration with Bar Tiberio, the legendary venue located in Capri's famed Piazzetta.

The Brand has reimagined the venue's aesthetic, customizing all décor elements—awnings, umbrellas, tablecloths, and seating—with its signature fabrics and a refined selection of soft, elegant summer shades featuring the brand's stripe and monogram. This initiative, marks a true experiential partnership, conceived to endure over time. A prestigious and ongoing collaboration that reinforces the brand's visibility in a highly qualified context, fully aligned with its values.

A multi-seasonal project, starts from summer 2025, that goes beyond traditional sponsorship, transforming the space into a genuine tribute to the resort destinations that inspire Harmont&Blaine's collections.

The beating heart of Caprese life, Bar Tiberio becomes the perfect stage for a new blend of contemporary style and Italian tradition.



Harmont&Blaine and *Sports*

Harmont&Blaine's connection to the world of sports, particularly football, stems from a deep friendship between the company's founders and Fabio Cannavaro, the former captain of the Italian national team, a proud Neapolitan, and a respected style ambassador for the brand.

This long-standing friendship has led the company to support the Cannavaro Ferrara Foundation, which was established in Naples by Ciro Ferrara and Cannavaro himself to provide concrete educational and healthcare programs for underprivileged or marginalized youth affected by poverty and social hardship.

From September 2020 to June 2022, the brand served as the Official Style Partner of AC Milan Club and supported charitable initiatives sponsored by the Milan Foundation.

The year 2024 marks the beginning of a new chapter in sports partnerships: Harmont&Blaine becomes the Official Style Partner of the AS Roma women's first team, reinforcing the brand's connection to football and its significant commitment to women's sports.



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