



ORIGINAL MARINES

COMPANY PROFILE







OUR PURPOSE

Making our children's future extraordinary

COMPANY PROFILE

 ORIGINAL
MARINES



BRAND AIM

Inspired by Italian fashion design, we
responsibly create excellent collections
to make the future of our children
extraordinary



Premium
fabrics



OUR DNA

Italian
fashion design



Advanced social
responsibility



OUR VALUES

PASSION DETERMINATION EXCELLENCE

Manifesto

Children are our tomorrow.

This is why at Original Marines we feel a great responsibility. Because to dress a child is to dress the future.

And today's world does not seem to be cut out for children.

Huge changes are throwing it into disarray and when the children grow up it will be too late for action.

It is up to us to plan today for a better future.

We believe that children deserve the world to be as safe as our clothes.

A world they will enjoy taking care of, when their time will come.

For this reason, we want to be a positive force. Protect the planet and its people. Enhance the uniqueness of each person and each element of nature, restore the balance. Respect the world in every part, so it can finally become a children- friendly world.

A future-friendly world

WEAR THE *future*



A young girl with long brown hair, wearing a white beaded headband and a blue sleeveless dress with a ruffled skirt, is walking on a wooden boardwalk. The background is a lush green landscape with bushes and trees. The image has a semi-transparent dark overlay.

BRAND POSITIONING

A Contemporary Lifestyle Brand able to interpret the values, interests, attitudes and opinions of our consumers.

BRAND STRATEGY

Strengthen leadership as a retail specialist and increase the value positioning of the brand and the level of awareness.

CSR

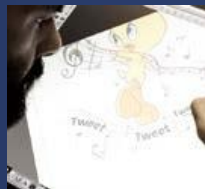
OM has always tried to establish a bond with its internal and external stakeholders focused on transparency, integrity and seriousness.

The objective of our sustainability journey will be aimed at incorporating the principles of social sustainability within the value chain.

A series of concrete initiatives that shorten the distance towards the ambitious goal of building a more inclusive society that offers the same opportunities to all our children.



Entry into foreign markets
Distribution in the Middle East
and expansion of the product
range with a complete line of
casual and sportswear for the
entire family



Partnership and licensing
Signed a multi-year licensing
contract with Warner Bros. for
the use of Looney Tunes, and
it is still in place.



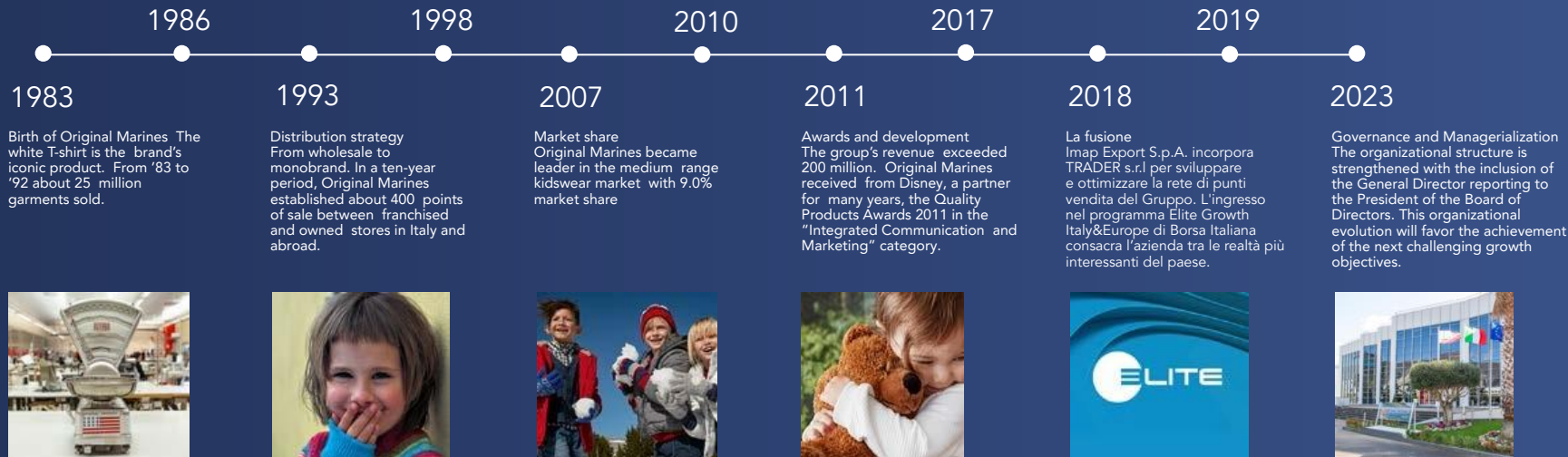
Growthboom
The company sellout reached
20 million garments in a
single year



Internationalization and Newborn
Growth of the network: 505
franchised and 65 owned stores in
Italy and 140 between Europe,
Asia and Africa. Launch of the
Newborn line for the 0- 18-month
range.



Onebrand, onecompany
The corporate name changes
from Imap Export S.p.A. to
Original Marines,
strengthening the company's
identity, with the brand total
worth of 40 million euro.



Our team

Behind the creation, marketing and sales of our collections there is a lot of work.

It takes more than 1000 people, of which 160 employees at the headquarters alone, to get it done. They strive every day to maintain the high quality of our clothes and of our level of service, to make everything appear effortlessly and naturally beautiful.

Safety first

All textiles reaching our factories come from producers OEKO-TEX 100 certified, an international standard for textile products' safety.

We are also a member of the BCI - Better Cotton Initiative, selecting cotton from sustainable sources.

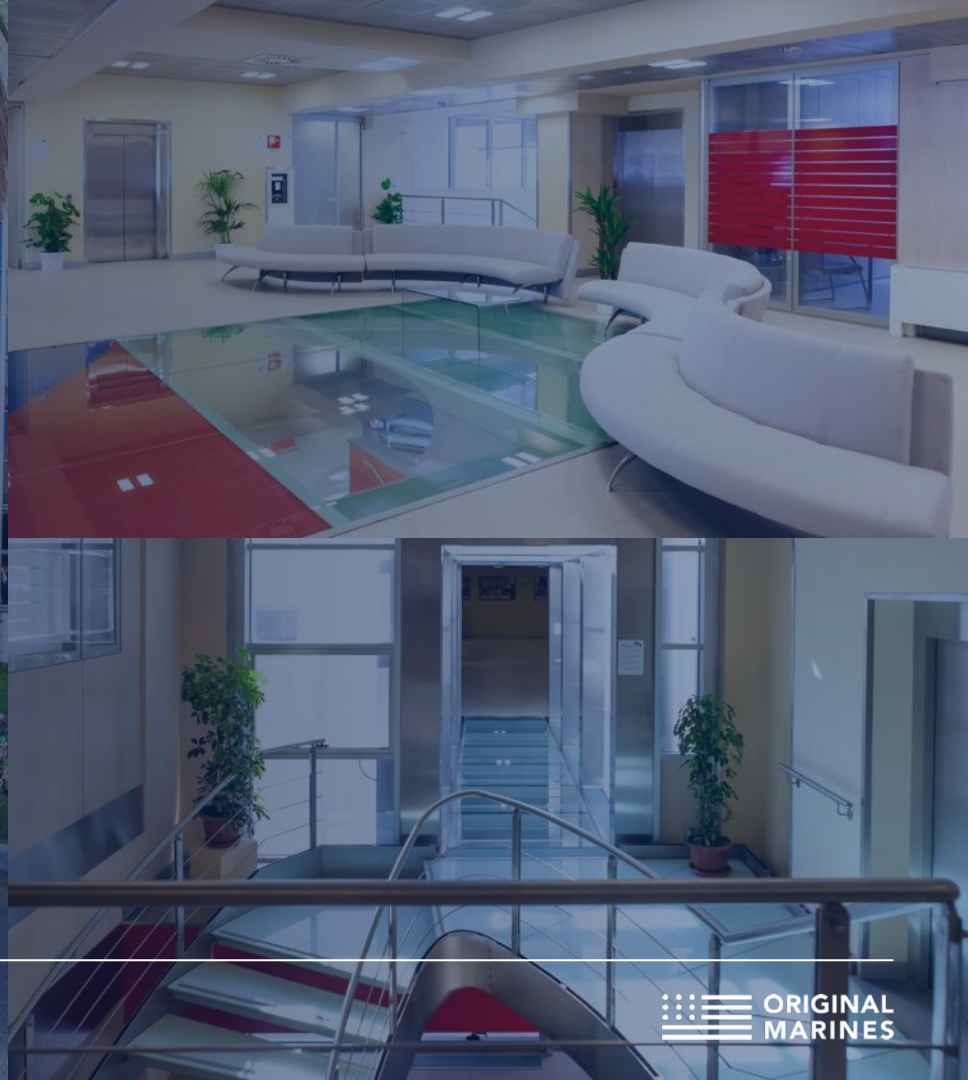


A strong code of conduct

All our suppliers adhere to a precise Code of Conduct that rejects child labour, forced labour and any kind of discrimination, guaranteeing a healthy workplace, adequate salaries and respect for all regulations protecting the environment. It would be unthinkable for us to work with those who have values different from ours.

Headquarter

We began in Nola in 1983 from a simple white T- shirt. Meanwhile, we have explored new styles and reached new continents. But the place we always call home is our headquarters, a space of over 10,000 sqm where still today every collection is conceived.



Our numbers

200_{mln}

Revenue

485

Stores
in Italy

150

Stores
abroad

1700+

Total
Employees

130

Employees at the
headquarter

Dati aggiornati al. 03/24

In Italy

With more than 450 stores all over Italy, Original Marines is one of the most popular clothing brand in the country in the kids fashion sector.

The stores, half of which directly owned, are constantly renewed to better reflect the evolution of a brand that keeps on growing, just like its little customers.

364

DOS

81

CV

40

Franchising

Data updated 03/24

Around the world

From Russia to Balkans, until the Middle East, tens of thousands of children in Europe, Asia and Africa wear Original Marines.

150

Stores
abroad

40

Around the
world

Data updated 03/24



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