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CROFF, THE HOME DECORATION BRAND OF OVS SPA

Dedicated to people who love easy, informal, and **contemporary design** for everyday use. We operate in Italy with standalone formats, shop-in-shops inside Upim stores, in city centres, shopping malls and residential areas.

CROFF COLLECTIONS: ITALIAN DESIGN, UNIQUE STYLE, AND EXCELLENT VALUE FOR MONEY

From textiles to table and kitchenware, from accessories to complementary items, our collections are made by **carefully selected** European and international manufacturers.



THE CROFF RANGE

We regularly renew our ranges, with seasonal collections alongside our continuing lines (45%). The trends and colours of every season pair beautifully with the neutral shades and evergreen styles of our continuing collections. Croff stores also sell other brands that complete and complement the ranges in store.

PRODUCT SEGMENTS

- ✿ Bath linen
- ✿ Bed linen
- ✿ Table linen
- ✿ Soft furnishings
- ✿ Kitchen
- ✿ Tableware
- ✿ Houseware
- ✿ Wardrobe accessories
- ✿ Small complementary items

MIX OF PRODUCT RANGES

- ✿ In terms of value issued, 70% textile and 30% non-textile
- ✿ In no. options: 60% textile and 40% non-textile





FIVE COLLECTIONS A YEAR

1 Linen sale – special offer promo collection, December

2 Spring / summer, March

3 Summer linen sale – special offer promo collection, mid-May

4 Autumn / Winter, early September

5 Christmas, early November



THE VALUE OF MADE IN ITALY

Made in Italy is extremely important to Croff: in its continuing ranges, which include some **1800 options** of which **800 textile** and **1000 living**, with over **600 items made in Italy**. A full range to suit all needs: from basic quality products at affordable prices to more elegant items such as Premium Quality, Zero Twist towelling, sheets in cotton Percale and an-all Italian pottery line for the kitchen.

GLI INDISPENSABILI: ESSENTIALS WITH STYLE

Gli Indispensabili are an important part of our continuing ranges. These are must-have, everyday items with a minimal design at affordable prices in **personalised packaging**.





CROFF: FOCUS ON SUSTAINABLE INNOVATION

For Croff, sustainability means awareness and responsibility. We use **renewable raw materials** and materials made with respect for the ecosystem, such as organic cotton, bamboo fibres, and recycled aluminium.



THE CROFF GREEN LINE

- ❖ Table linen made using **organic cotton with GOTS certification**
- ❖ **Duvets in recycled** down
- ❖ Table accessories and complementary items in **recycled glass**
- ❖ Table accessories in **bamboo fibre**, a highly renewable material
- ❖ Aluminium drinking flasks. Insulated, re-usable, and **BPA-free**.
- ❖ Cooking utensils in **100% recycled** aluminium
Made in Italy.

A CONTEMPORARY, ESSENTIAL SPACE

Croff stores have a pared-back, contemporary design where grey tones are given warm touches of wood to **create hints of privacy and comfort**. The focus is back on sustainability for the materials and lighting chosen, while the display spaces encourage and facilitate shopping. A modern, welcoming and functional space, with a sales space of at least 180 sq m.







CROFF IS IN 192 SALES SPACES, INCLUDING 38 STANDALONE STORES





CROFF CARD IS A QUESTION OF STYLE. YOURS

Dialogue with customers is an essential asset for brand development. The loyalty programme is personalised based on the needs of the customer, who is given the possibility to join the basic or premium programme. The Croff loyalty card **can also be used in Upim stores.**

CROFF IS ONLINE WITH AN E-COMMERCE SITE, A FACEBOOK PROFILE AND AN INSTAGRAM PROFILE





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