



## **LES COPAINS DÉBUTS AT OVS**

### **EXCLUSIVELY AT 500 STORES**

Venice, 25 February 2025 – OVS launches the Les Copains brand, acquired in 2022, at over 500 stores. The new Spring/Summer 2025 collection, available from 25 February, is playing its part in expanding the offer dedicated to women, with a balanced mix of style and wearability.

Designed to be accessible in terms of price and versatility, Les Copains offers essential, mix-and-match pieces that any woman can wear, regardless of age or style preferences. Fashion interpreted in a way that combines feminine style, elegance, vivacity and freshness.

*"Les Copains has been a reference brand for Made in Italy", says Stefano Beraldo, CEO of OVS. "It has dressed generations of women in its elegant and contemporary style, in line with the trends of the time. Our aim is to respect its spirit, not so much by redesigning, but by reinterpreting it in a contemporary key, in step with the current evolutions in fashion".*

An eclectic collection that blends vintage-inspired pieces with boho chic and casual pieces. Embroidery and lace, with a refined look, are applied to natural fabrics and paired with stripes in unusual combinations—an overarching theme of the collection. Always different, the stripes range from regimental to subtle pinstripes on denim, through to maxi stripes with a bold personality, creating original combinations that give the collection its versatile soul. Contemporary shapes and large volumes are presented in a palette of feminine shades that mix easily together. A carefully selected range of neutrals - cream, vanilla, and warm whites - forms the foundation of the season's palette, sometimes mixed with spiced tones. Pure white is paired with deeper blues and bright azure to evoke the essence of Provence, where striped nautical tops and full broderie anglaise skirts bring a timeless French flair. Premium materials, including linen, cotton, and ramiè enhance the quality and create a highly refined look for every piece. "Real suede", an iconic material, is used for the de-constructed jacket and accessories - Mary Janes and fringe-adorned bags - and paired with embroidered blouses and raw-wash denim flares for a vintage, boho-inspired look.

The campaign, created by Scott Schuman (The Sartorialist), tells the story of a day in the life of three women, with Milan as the backdrop. Photographs capturing everyday moments, in Schuman's signature style, perfectly reflect the brand's new philosophy.

**OVSS.p.A.** is Italy's major men's, women's and kids' fashions and also operates in beauty and home decoration.



With a network of over 2,200 stores in Italy and internationally, the majority of which operating under the OVS and Upim brands, the group offers a wide range of owned brands, including PIOMBO, OVS Kids, Les Copains, Blukids, Stefanel, and CROFF.

Listed on Euronext Milan since 2015, the group's 2023 sales figures were € 1,536 million, with EBITDA of € 182 million.

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