

**SUN68**



Headquarters of Numero 8 Srl near Venice.

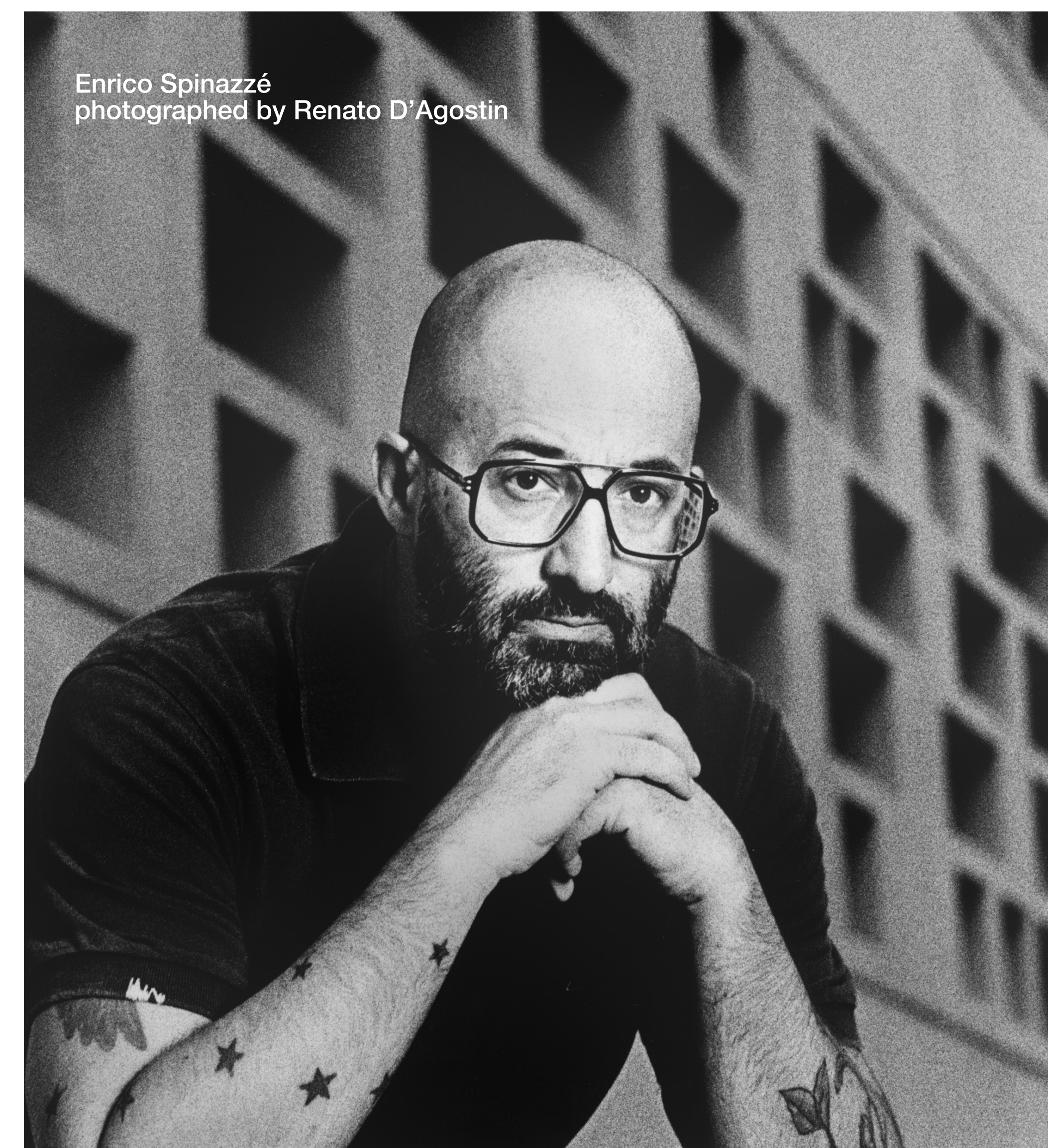
## NUMERO 8

NUMERO 8 is an innovative Italian fashion company, founded in 2005 in Noventa di Piave, 50 Km from Venice.

Founder and distributor of brand SUN68, NUMERO 8 has brought the brand to become an Italian casualwear excellence: with almost two million pieces distributed each year at more than 2,300 retail dealers, SUN68 is one of the most high-performance companies in Italy.

“The permanent revolution of NUMERO 8 continues with new challenges” says CEO Enrico Spinazzé on interviews recently appeared on Il Sole 24 Ore and Fashion Magazine.

“After consolidating itself as a point of reference in Italian fashion industry, NUMERO 8 is working on a greater international presence with denim brand CYCLE and on a further development of the sneakers collection, key player of a growth beyond expectations.”

Enrico Spinazzé  
photographed by Renato D'Agostin

In a region historically known for its dedication to craft and production of quality goods, NUMERO 8 stands out for its unconventional vision of fashion and clothing. The company is run by Enrico Spinazzé, CEO and also Head of Design at the Sneakers Dept.

Coming from a family of fashion shopkeepers for generations, Enrico has founded SUN68 in 2005, aged 30. The company is now an undiscussed leader in Italian fashion industry, recognized for its professional structure and expertise, as well as for its young, modern and dynamic approach.

## SUN68

SUN68 is an un-conventional Italian casual-wear brand, dedicated to designing and reinventing clothes and sneakers with particular attention to details, materials and craftsmanship. A perfect balance between modern Italian design, everyday leisure-wear and neat detailing.

Born in 2005 as an independent fashion experiment, SUN68 has grown through the years and is now a strong reference point and an undiscussed leader in casualwear, recognized for its quality and bold style.

The vintage polo-shirt has been the first SUN68 product and has become the SUN68's signature item, a perfect example of the brand's philosophy and style.

From a small single-product company, to almost two million pieces a year distributed in Italy and Europe, all accomplished in just 17 years: this is the case history represented by SUN68, which now features fully developed and total-look collections for man, woman and kids, which include a fast growing shoes project covering almost 50% of the business.



## BRAND PHILOSOPHY

SUN68 is one of the youngest clothing companies to boast record growth.

What is its secret?

Rethinking everyday life, creating a product line that stands out in terms of independent aesthetic choices and original and innovative design, combined with obsessive attention to the price-quality ratio.

## OUR KEY-WORDS:

**STRONG  
IDENTITY**

**PERFECT FOR EVERY  
METROPOLITAN  
SITUATION,  
LEAVING SPACE  
FOR UNCONDITIONAL  
SELF-EXPRESSION  
AND INDIVIDUALITY**

**TIMELESS**

**FORMAL CASUAL,  
WITH A FUN  
TWIST**

**RETHINKING  
EVERYDAY LIFE**

**HIGH  
QUALITY**

**STYLISH,  
YET ACCESSIBLE**

## SUN68'S COLLECTIONS

SUN68 items are meant to be timeless and independent from the latest fashion, always paying particular attention to the correct balance between product and prices.

Every SUN68 collection is guided by good taste. Care of detail, materials' research and colors' palettes are the strengths.

SUN68 shoes collection is composed by 55 items, divided in: 20 woman, 20 man and 15 kids.

Best-selling footwear for men are models TOM, NIKI and JAKI; best-selling women's shoes are models ALLY and STARGIRL. The Kids shoes collection is designed to fit even the tiniest tots from size 24 to 39. Launched as a capsule collection of just six pairs in 2016, the SUN68 shoes collection currently constitutes an exceptional and progressive sales success, having sold more than than 1 million pieces last year.

SUN68 sneakers represent the brand's DNA: high visual impact built around the bright colours, a strong identity with a flair for casualwear, an extensive and diverse range of models, sought-after materials and painstaking care for details.



# SUN68 SHOES ADV CAMPAIGNS FW22



SKU: Z42101  
TOM SOLID NYLON

MAN  
SNEAKERS FW22



01 BIANCO



03 ARANCIONE



07 NAVY BLUE



09 VIOLA



10 ROSSO



11 NERO



23 GIALLO



27 VERDE SMERALDO



34 GRIGIO MEDIO



36 RUST



37 VERDE SCURO



47 GRIGIO SCURO



56 AVIO



58 ROYAL



70 OTTANIO



74 MILITARE SCURO



77 BEIGE SCURO

SKU: Z42102  
TOM FLUO

MAN  
SNEAKERS FW22



01 BIANCO



07 NAVY BLUE



11 NERO



34 GRIGIO MEDIO



74 MILITARE SCURO

SKU: Z42103  
UNCLE TOM



11 NERO



31 BIANCO PANNA

SKU: Z42104  
TOM CLASSIC

MAN  
SNEAKERS FW22



01 BIANCO



07 NAVY BLUE



11 NERO



**THE TOM SHOE  
IS SUN68'S  
BEST-SELLER MODEL,  
DEVELOPED IN  
5 STYLES AND  
ALMOST 15 COLORS**

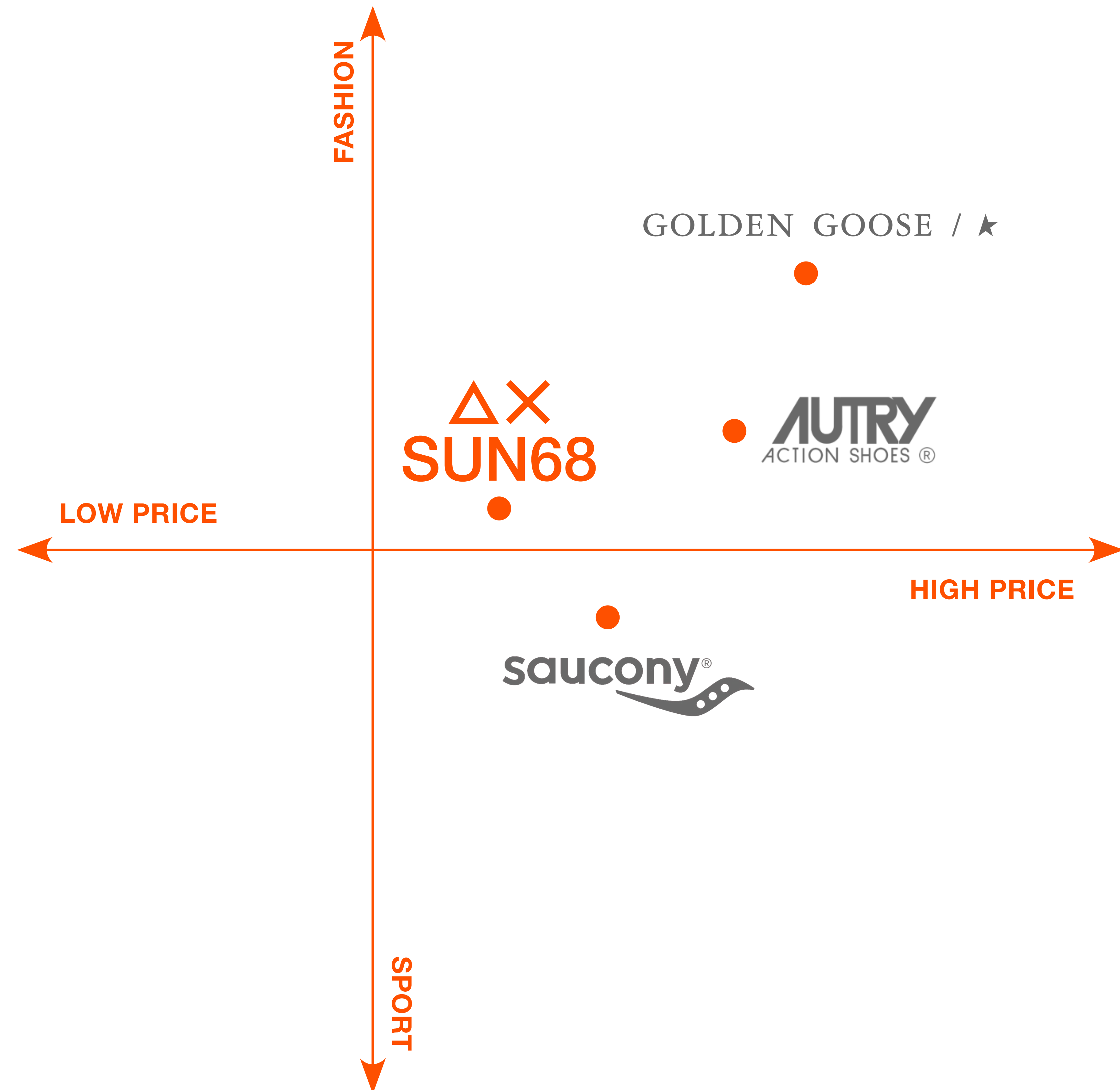
## BRAND POSITIONING AND TARGETS

SUN68's buyer persona is literally everybody. Since its very foundation, the brand's aim is to "dress people in their everyday lives", no matter what age, fashion trend or budget.

The target audience age is very wide, ranging from 25 to 65 yrs old. In Italy, the target is 65% man and 35% woman. SUN68's buyer persona is living an active lifestyle, passionate about Italian bold style, fashion and trends, but never chasing them.

After having consolidated its organization in Italy, Spain and Benelux, SUN68 is looking forward to sharing its expertise with international partners: the aim is to create a strong network of international distributors and sellers, both by placing its collections in multi-brand stores as well as recreating a dedicated "shop-in-shop" experience inside selected department stores.

With a sell-out starting price of 89/95€ for the adult sneakers, and in consideration of the high standards of designing and logistic/pricing expertise, the brand is currently positioning itself among the greatest players in the sneakers fashion industry market.





**SUN68.COM**

**@SUN68**

**@SUN68.OFFICIAL**



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