



harmont&blaine

The Brand

The image shows a close-up of a hand-drawn architectural sketch on a spiral-bound notebook. The sketch depicts a long, narrow building with a series of rectangular windows or columns along its length. To the left of the main building, there is a smaller, more abstract sketch that looks like a stylized face or a decorative element. A black pen lies diagonally across the bottom right of the page. The background is a soft, out-of-focus light color.

Harmont & Blaine's mission is
to celebrate the best of Italian style.



The Brand


harmont&blaine

A brand with 27 years of history

Harmont & Blaine is a premium brand with a vibrant Italian soul and an international vocation.

The label is under the guidance of the eponymous company founded in 1986 in Naples by 4 passionate brothers who first manufactured leather gloves, to subsequently enter the men's fashion accessories world with the launch of British-inspired striped ties.

Domenico and Enzo Menniti together with Paolo and Massimo Montefusco have presided over the growth of the company over the last 27 years, bringing about a notable shift, in 1995, towards the concept of a colorful total look. Paolo Montefusco is currently Chairman of *Harmont & Blaine's* Board of Directors.



The Brand



From there onwards, *Harmont & Blaine* and its iconic dachshund, called Blaine, have achieved constant international expansion thanks to a highly recognizable esthetics driven by the lively and upbeat vibrations of Italian style and Mediterranean appeal.

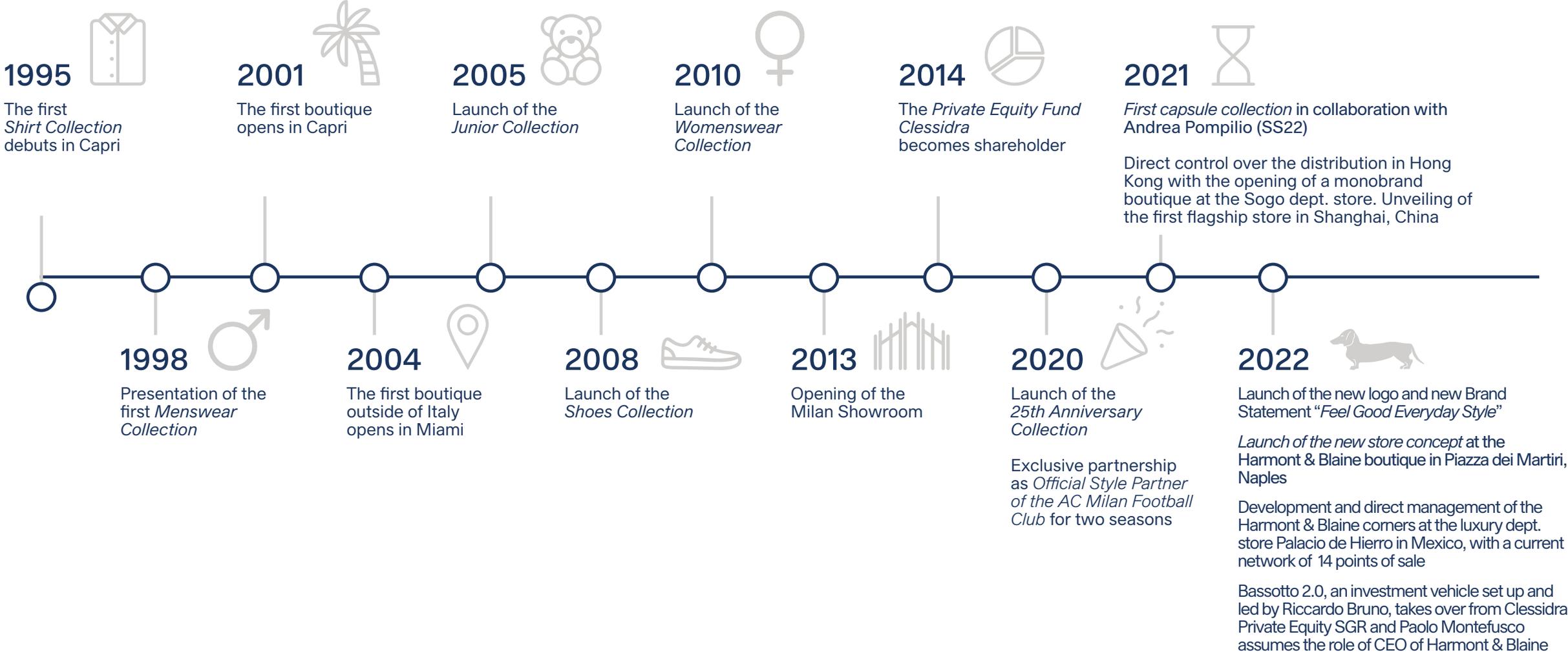


DOMENICO MENNITI, PAOLO MONTEFUSCO, MASSIMO MONTEFUSCO, ENZO MENNITI

PAOLO MONTEFUSCO



Corporate Milestones



New logo and Brand Statement



feel good everyday style

feel good everyday style



Feel Good Everyday Style

For *Harmont & Blaine*, 2022 marks a turning point and a further natural development on several fronts. The company's progressive spirit has led to a complete redesign of its image and brand codes, enclosed in the new logo and in the new brand statement "*Feel Good Everyday Style*".

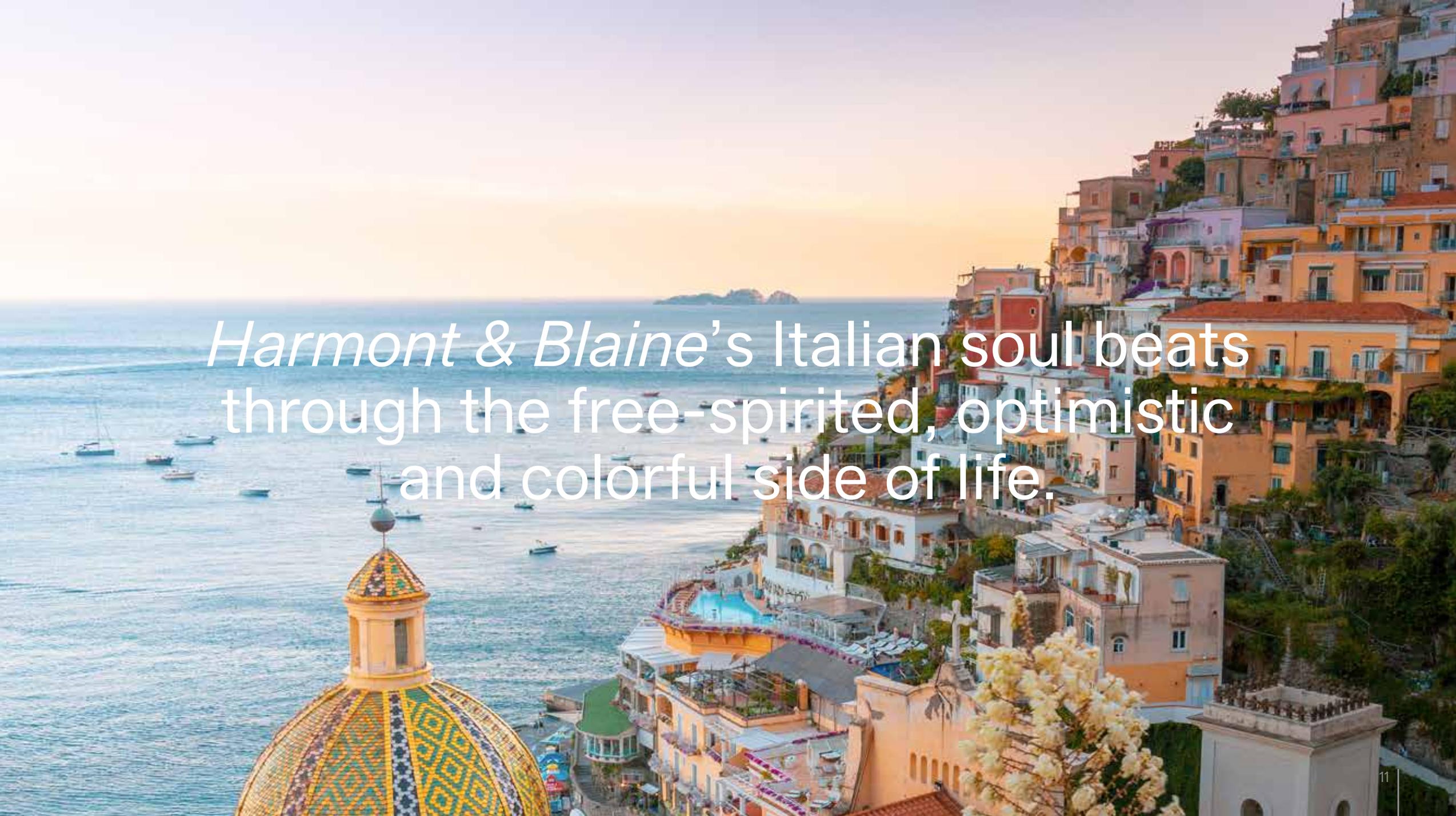
In addition to constant product research and development - with endless combinations of colors, shapes and materials - the brand's Italian spirit and drive for innovation resound in the new graphic version of the logo, which has been revamped with a more modern and contemporary typeface, and with the dachshund Blaine positioned on the right to align perfectly with his name. This total remake comes as a stronger stylistic tool to enhance the brand's storytelling and strategic direction.

As conveyed by the *Feel Good Everyday Style* message, creativity embraces conviviality, cheerfulness, nonchalance and relaxation to capture the different needs of an increasingly attentive and aware audience, looking for those positive, energetic and optimistic vibes that have always inspired Harmont & Blaine's products and philosophy.



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Italian style and colourful creativity



Harmont & Blaine's Italian soul beats through the free-spirited, optimistic and colorful side of life.



Italian style and colourful creativity


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High Quality and Style

Inspired by the beauty of nature, and by the dynamic and connected pace of modern living, the seasonal collections for men, women and children combine high quality and absolute comfort in a signature design vision grounded in effortlessness and functionality. The love for colors represents a core style code that imbues every element of the wardrobe with an inventive, fresh and joyful spirit, rendered through an unconventional play of shades and patterns for a truly distinctive twist.





Italian style and colourful creativity

The Iconic Dachshund

It is not by chance that the brand has designated the dachshund, a courageous, elegant and very playful dog, as an emblem of this infinite creativity and passion for the unexpected.

The happy Blaine is the iconic friend that enhances and identifies each and every garment, becoming a symbol of Italian excellence and the highest quality.

Italian style and colourful creativity



Collections

A photograph of three people sitting in a lush green field. On the left, a young man with curly brown hair is wearing a dark blue sweater and brown trousers, looking down. In the center, a young man with dark hair is wearing a green jacket over a plaid shirt and dark pants, looking towards the woman. On the right, a young woman with long reddish-brown hair is wearing a plaid shirt, brown trousers, and brown boots, looking down. The text is overlaid in the center of the image.

Feel Good Everyday Style
For every experience and context
of the now, from the city to the great
outdoors immersed in nature.



A smart Casual Style

Harmont & Blaine's design approach goes beyond the classic rules of tailoring to deliver a smart casual style that works for every occasion, from office time to leisure to overseas travel. The notion of 24-7 comfort and freedom of movement meets a stylish and laid back attitude that turns informal wear into the new dress code for every day.

Responding to today's changing needs and trends, an all-purpose day-to-evening wardrobe is offered to all consumers searching for an easy look and feel. Essential shapes are crafted using high quality fabrics and innovative materials, re-inventing the classic into the contemporary.



Collections

Garments are streamlined, practical and versatile, envisioned to smoothly transition from early AM business meetings to evenings out and weekend escapes in the open air. Graphic patterns, exclusive prints and customized details are consistently mixed and remixed in a unique balance between relaxed elegance and personal taste.

Every look is completed with a comprehensive array of accessories ranging from hats and belts to the casual and sportive shoes. Along with the menswear and womenswear lines, the offer also includes a childrenswear collection.



harmont&blaine
junior





Collections


harmont&blaine

Capsule Collection by Andrea Pompilio

In May 2021, Harmont & Blaine announced the launch of a creative collaboration with designer Andrea Pompilio, invited to interpret the brand's style through his personal vision of the urban & streetwear universe. The focus on the new metropolitan youth has been rendered into a Made in Naples line-up with a strong international flair, in full synergy with the Harmont & Blaine aesthetic.

From the sunny atmospheres of the first SS22 Capsule, to the mountain landscapes of the second AW 22-23 release, Pompilio has reinterpreted the iconic elements of menswear by mixing and remixing Harmont & Blaine's distinctive codes with an essential yet daring approach driven by contemporary shapes and free layering. Pompilio's aesthetic is masterfully characterized by continuous deconstructions and reconstructions, collages of different materials and subtle contrasts that enhance the graphic impact of the looks playing with oversized volumes, intricate patchworks and unexpected color modulations.







Collections


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Essentials

The ESSENTIALS Collection features a modern, minimalist take on key wardrobe staples. Freed from fading trends and dictates, the multi-seasonal range offers a comprehensive total look that fuses classic elegance and contemporary flair in a new easy-to-wear concept. The clean-cut shapes convey a relaxed and comfortable look, with an eye for detail and timeless monochromes shifting from urban tones and natural shades.

From padded jackets to fine-yarn sweaters, from regular fit shirts to stretch pants, from polo shirts to 5-pocket denim, each garment pairs perfectly with the other essentials, becoming an extremely easy and versatile piece adaptable to both casual and formal styles.



Collections


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Blaine Limited Edition

Christmas, Valentine’s Day, Halloween or Father’s Day. The dachshund Blaine never misses a chance to change his look and celebrate the most important moments of the year with his creative and playful spirit. Over the past few seasons, Blaine has appeared on several limited editions of unisex t-shirts made in collaboration with Jay C. Lohmann, resulting in a unique sequence of exclusive customizations with plenty of fun and color.

Dressed in the classic “ugly” Christmas holiday sweater, rendered in a ghost version with pumpkin and a white sheet, or seen while hugging his mini-me version framed by dreamy hearts, the brand’s iconic dachshund keeps on starring on the original cotton jersey t-shirts embellished with the American artist’s pop cartoon illustrations.



Seen in Harmont & Blaine



SILVESTER STALLONE



JASON LEWIS



HELEN HUNT

ELLE MCPHERSON



ASHANTI



FIORELLO



PAOLO BONOLIS



MASSIMILIANO ROSOLINO

ALESSANDRO GASSMAN



VALENTINA RODINI
E MAURIZIO GANZ



ANDREA MONTOVOLI



DANIELE SICILIANO



GIANMARIA SAINATO

GIOVANNA GOGLINO



GIOVANNI MASIERO

MADIOR FALL



RIKI



SAM AND WENDY

TOMMASO ZORZI

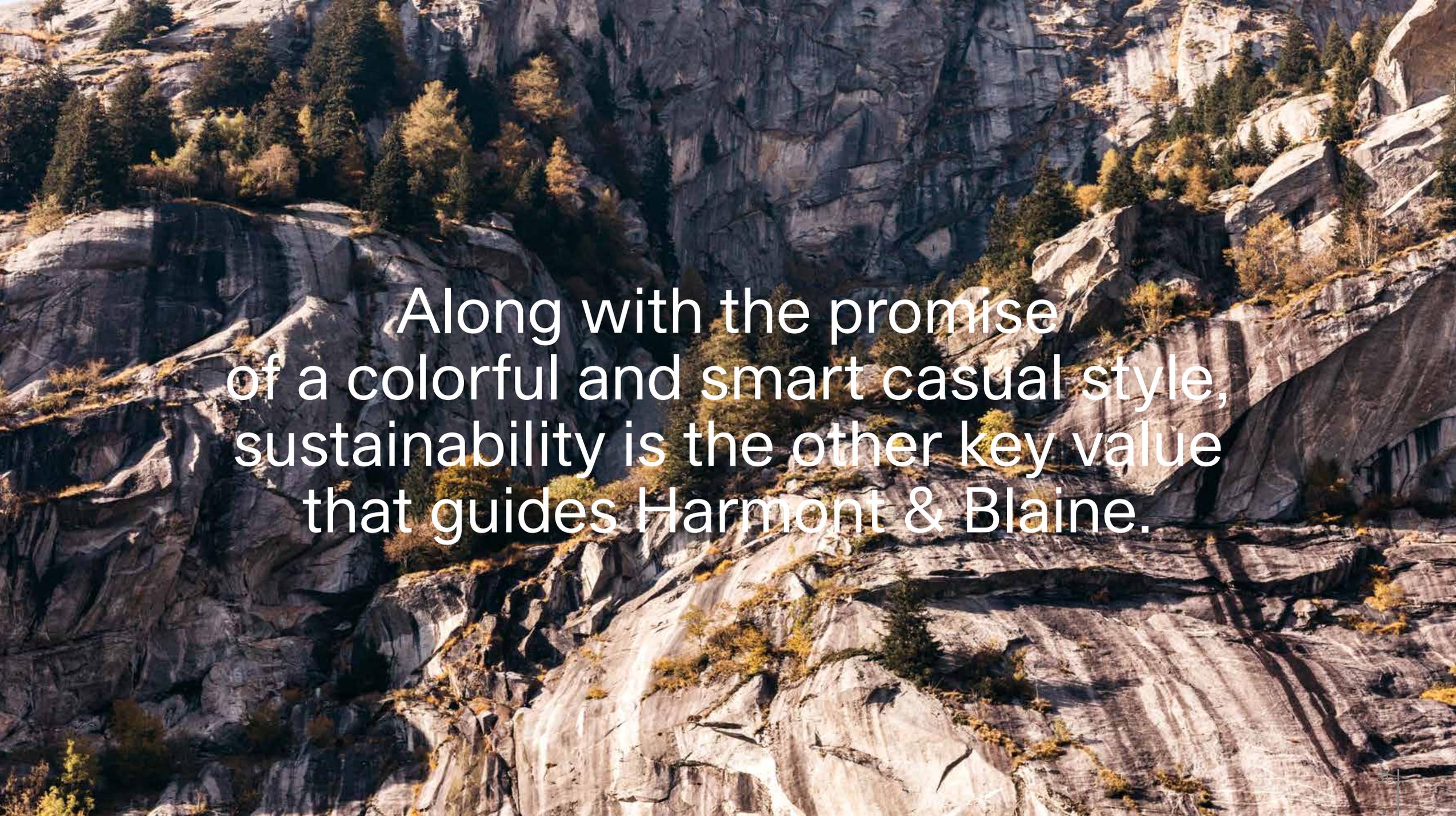


VALENTINA PEGORER

YUMAN



Brand commitment to sustainability

An aerial photograph of a rugged mountain landscape. The terrain is dominated by large, grey, craggy rock formations. Sparse vegetation, including small evergreen trees and patches of yellowish-brown shrubs, is scattered across the rocky slopes. The lighting is bright, creating strong shadows and highlights on the rock surfaces.

Along with the promise of a colorful and smart casual style, sustainability is the other key value that guides Harmont & Blaine.



Brand commitment to sustainability



Sustainability

Along with the promise of a colorful and smart casual style, sustainability is the other key value that guides *Harmont & Blaine*, continuously tying the brand's creativity with an authentic commitment to safeguarding the planet and its precious resources.

Harmont & Blaine's green vision involves almost each aspect of the business, from the design of the collections to selecting its network of partners, from final production to bespoke marketing content for physical and digital channels.

The intrinsic value of a “*cool & conscious*” product, which remains firmly anchored to the brand's DNA while always capturing the latest trends, comes from the use of innovative techniques and state-of-the-art materials that place nature and sustainability at center stage.



Brand commitment to sustainability

Eco Cashmere

Eco Cashmere is a soft, warm knitwear capsule collection made entirely in Italy using 50% pure cashmere and 50% recycled cashmere yarns from production deadstock. Each style is offered in a palette of 16 different shades, from classic to pop, once again attesting to the major role of color at Harmont & Blaine.



Brand commitment to sustainability



Eco Sneaker

Including a wide range of seasonal men and women's styles, from casual to sports-inspired shapes, the Harmont & Blaine Eco Sneaker line is characterized by a precise combination of materials and details with a low environmental impact.

The responsibly designed sneakers are constructed with a vegetable leather upper combined with organic cotton laces and an EVA sole made from recycled materials. The exterior is accented with distinctive customizations such as the dachshund and Harmont & Blaine lettering, while moisture-wicking cork innersoles ensure a high level of breathability and a sense of freshness.



Brand commitment to sustainability

Eco Denim & One Glass One Jeans

Eco Denim is the capsule collection that reimagines the iconic 5-pocket jeans using only organic cotton sourced from certified organic farming and treated with special low energy consumption washes. Natural fibers are dyed through the Eco-Alchemy 360° process, which avoids using water and chemicals, and reduces toxic gas emissions into the environment.

One Glass One Jeans is an extremely innovative treatment that implements the revolutionary eFlow technology to allow a pair of denim pants to be washed using only one glass of water instead of the 70 liters habitually used.

Harmont & Blaine and the world of sports



Harmont & Blaine and the world of sports



Harmont & Blaine and the world of sports

Harmont & Blaine's connection with the world of sport, in particular football, originates from the founders' great friendship with Fabio Cannavaro, former captain of the Italian national football team, a bona fide Neapolitan, and one of the brand's most esteemed style ambassadors.

This longtime partnership also led the company to support the Fondazione Cannavaro Ferrara, founded in Naples by players Ciro Ferrara and Fabio Cannavaro to provide concrete health and education programs to underprivileged youth marginalized by poverty and social hardship.

From September 2020 to June 2022, the brand was *Official Style Partner of the AC Milan Football Club* and supporter of the charity initiatives sponsored by Fondazione Milan.



As official style partner of AC Milan, the brand provided, for 2 seasons, a selection of formal wear and club uniforms for the Senior Men's and Women's teams as well as for the technical staff.

Harmont & Blaine in the World

A photograph of a modern clothing store interior. The store features light-colored walls, wooden shelving units, and racks of clothing. In the foreground, there is a white ceramic bowl filled with yellow lemons on a wooden table. The background shows a mannequin and more clothing displays. The text is overlaid in the center of the image.

Harmont & Blaine operates a distribution network of 81 mono-brand shops, 469 multi-brand boutiques and 81 corners and shop-in-shops, in 75 department stores across 46 countries worldwide.



469
Multibrand
boutiques

81
Monobrand
boutiques



75
Department
stores

Harmont & Blaine's Global Distribution

Today, Harmont & Blaine's international presence relies on a widespread cross-channel distribution strategy that makes the brand's offering available in 46 countries across Europe, APAC and the Americas, with over 81 monobrand stores in Italy and abroad, and a recently launched expansion plan in China.

The brand's distribution is further reinforced by a consolidated wholesale network of over 469 leading multi-brand boutiques and 75 department store shop-in-shops and corners, driven by relevant partnerships with prestigious players such as La Rinascente, Coin, El Corte Ingles and Palacio de Hierro.



Harmont & Blaine in the World



Expansion in China

After taking direct control of distribution in Hong Kong, Harmont & Blaine has started unrolling its business strategy in the country with the opening of its first mono-brand boutique in Shanghai, in the Yaohan shopping mall, followed by further openings in Beijing, Hangzhou, Nanjing and Chengdu. The mission is to cover the Chinese market extensively, reaching consumers in the most dynamic regions. This progressive expansion is driven by the evolving style that Harmont & Blaine has always offered to its customers, by leveraging the launch of the e-commerce platform in 2022 and specific activations across major social networks such as WeChat, Weibo and Red.

Harmont & Blaine in the World



MILANO



NAPOLI



PORTOFINO



CAPRI



FORTE DEI MARM



MIAMI



SHANGAI



PALACIO DE HIERRO MEXICO



EL CORTE INGLES SPAIN



SOGO HONG KONG



RINASCENTE ITALY

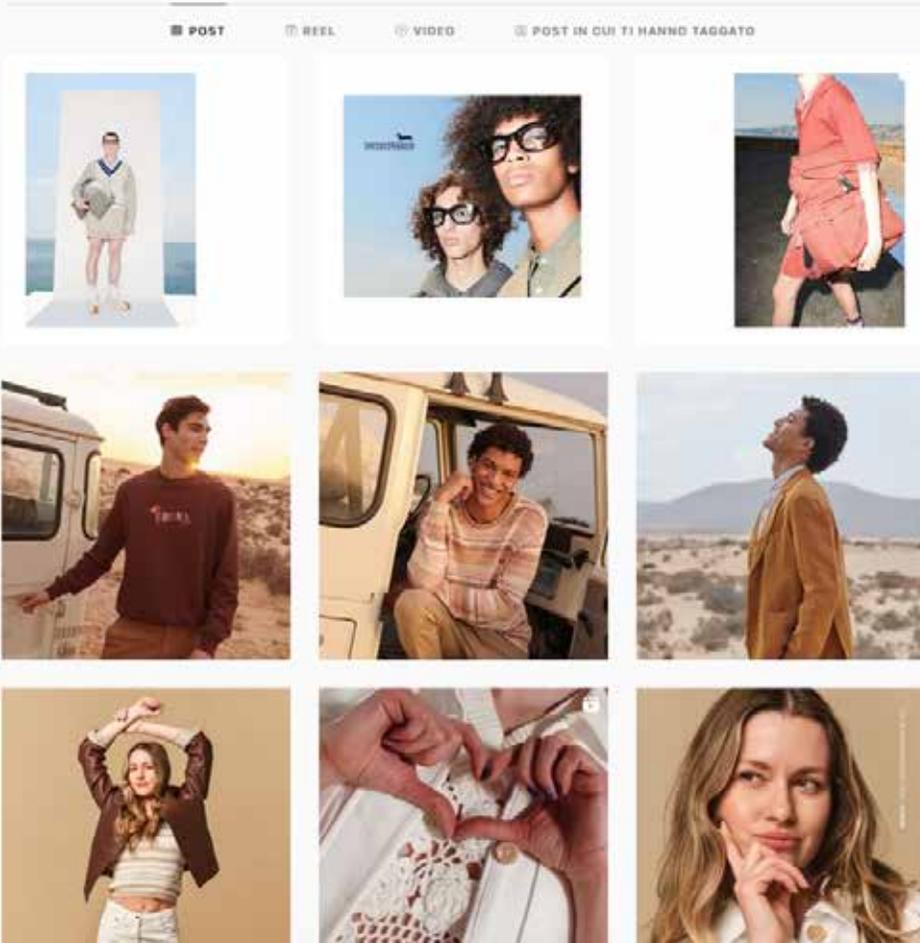
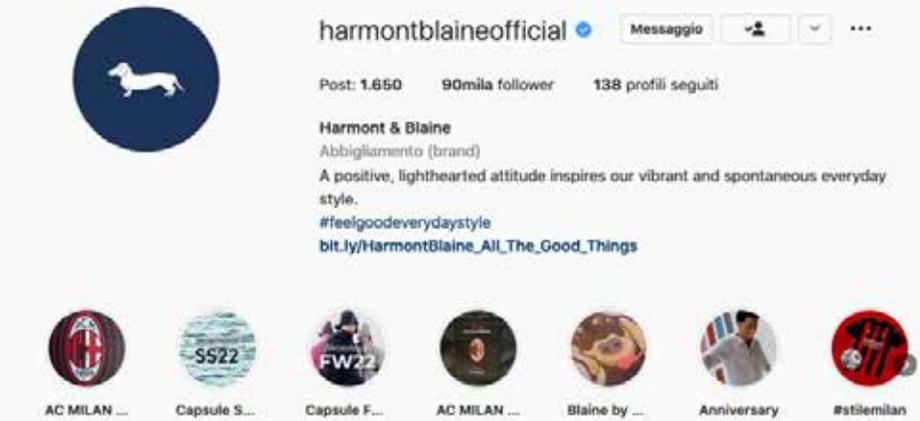


MILANO SHOWROOM



NAPOLI HEADQUARTER





Harmont & Blaine online



Digital Development

Harmont & Blaine continues to consolidate its dynamic, engaging and targeted digital approach. Among the goals for 2022 is the development of a fast-paced and efficient CRM system, which will support the specialized content creation division.

Harmont & Blaine's e-commerce platform is enlivened by an extensive calendar of seasonal campaigns and SEO-driven product launches, with constant website updates, direct emailing and social media activations that reinforce the brand's connection with customers while maintaining an integrated and consistent planning across all communication channels and tools. The launch of the brand on major social platforms in China, with dedicated content, will also be crucial for 2022, aiming at increasing the impact of the forecasted expansion.



harmontblaine.com