

SALES MEETING FW 2022
NORTH SAILS X MASERATI



EXCLUSIVE.SUSTAINABLE.PERFORMANCE

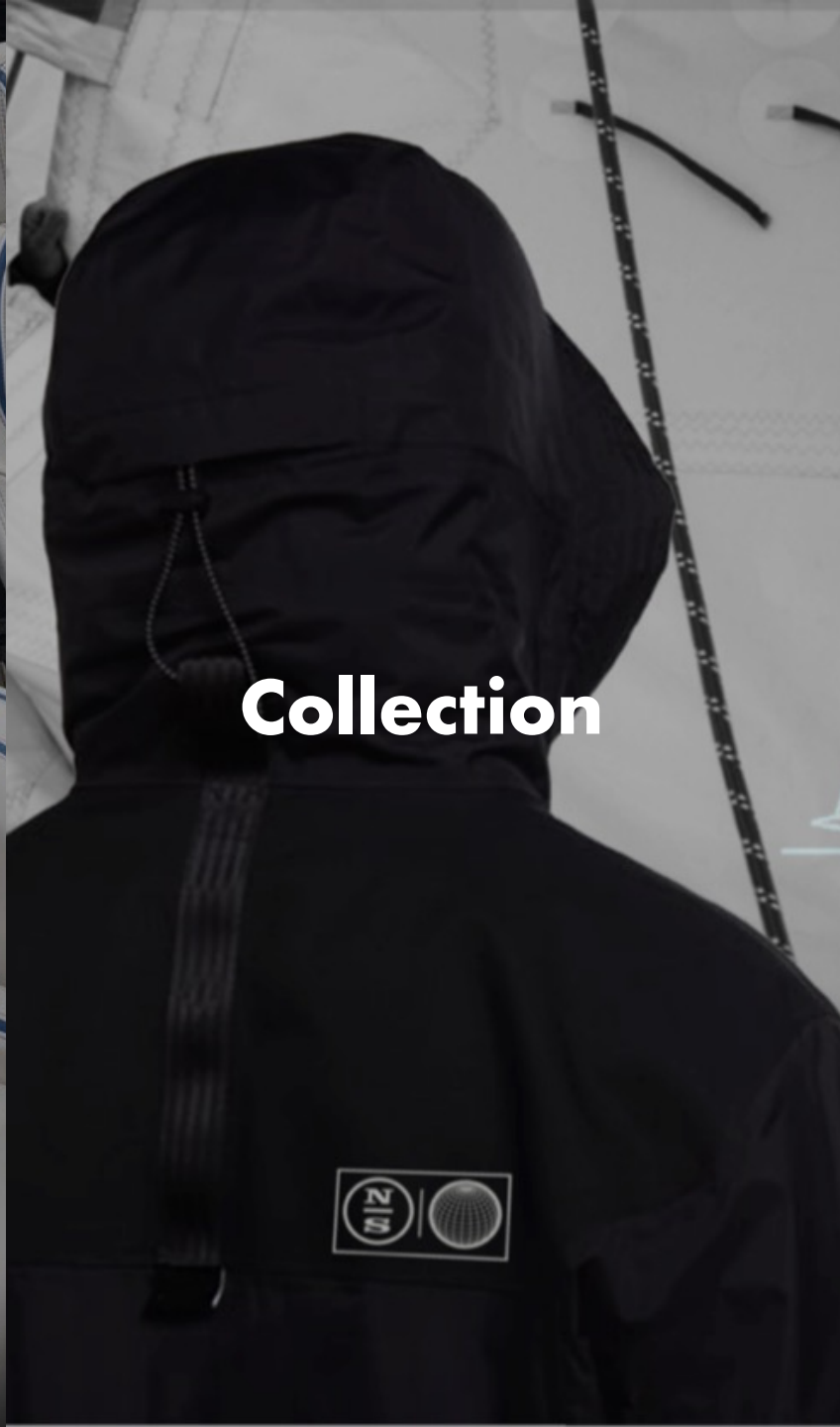


**Exclusive
Sustainable
Performance**





Upcycling



Collection

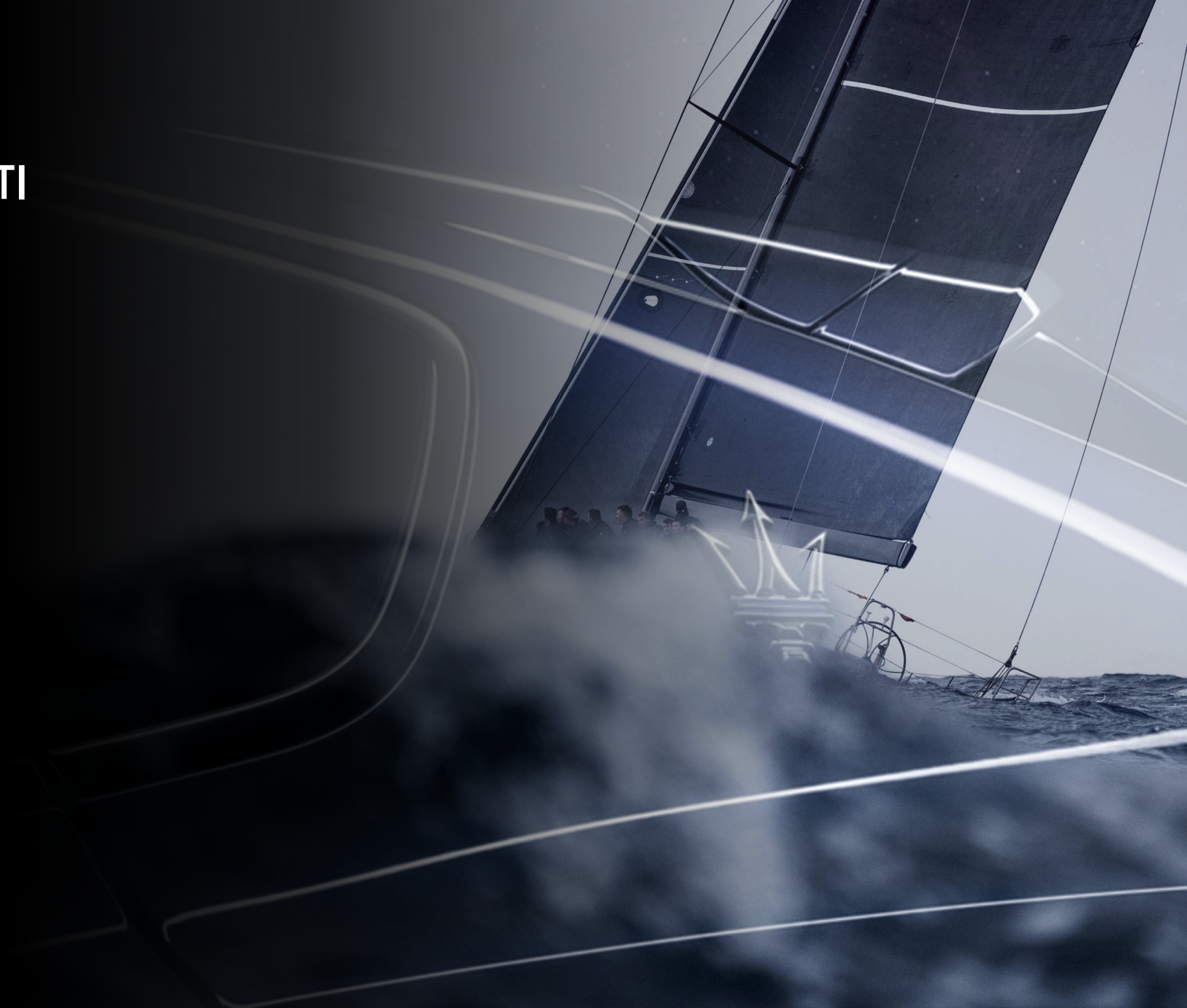


Sailing

NORTH SAILS X MASERATI FW22 CONCEPT

- OUR VALUE PROPOSITION

- North Sails x Maserati value proposal to penetrate **Premium distribution** with a long-term project and authentic collection
- Modern and **contemporary design** inspired by the ocean for our daily urban mobility. Packed with innovative fabrics and green technology expression of technology and performance.
- NS x Maserati collection will help navigating the city with **performing fabrics** that protects from the elements and are enriched with details to make this as a premium collection



A close-up, artistic photograph of a car's front end, focusing on the headlight and grille. The car is a dark color, possibly black or dark blue, with bright, glowing blue and white light streaks running along the contours of the headlight and grille. The Maserati trident logo is visible on the grille.

DIGITAL DECK LINK
NORTH SAILS X MASERATI

https://n-orthsails.com/Northsails_x_Maserati/index.html

COLLECTION STRUCTURE
NORTH SAILS X MASERATI

NS X MASERATI JACKET COLLECTION STRUCTURE



R.P. 800 €

 3 LAYERS



R.P. 650 euro €



R.P. 290 €



BLACK
PANTONE 11-4800 TCX Blanc
PANTONE 289 C Navy blue
PANTONE 17-1327 TCX Wax

 2 LAYERS

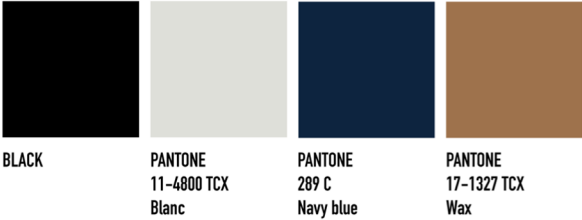


R.P. 550 €



R.P. 500 €

NS X MASERATI KNIT & SWEAT COLLECTION STRUCTURE



DROP REPELLENT CABLE KNITS



R.P. 200 €

R.P. 230 €

R.P. 250 €

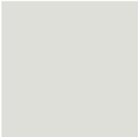
WIND PROOF SCUBA SWEATS



R.P. 190 €

R.P. 230 €

NS X MASERATI PANTS COLLECTION STRUCTURE

			
BLACK	PANTONE 11-4800 TCX Blanc	PANTONE 289 C Navy blue	PANTONE 17-1327 TCX Wax

RECYCLE
TECH PANT



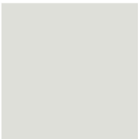
R.P. 190 €

WIND PROOF SCUBA
SWEATPANT



R.P. 180 €

NS X MASERATI JACKET COLLECTION STRUCTURE

			
BLACK	PANTONE 11-4800 TCX Blanc	PANTONE 289 C Navy blue	PANTONE 17-1327 TCX Wax

LONG SLEEVE TECH POLO



R.P. 120 €

ORGANIC JERSEY T'SHIRTS



R.P 75 €



R.P. 80 €

 3 LAYERS CAP



R.P. 60 €

MERINO'S BEANIE



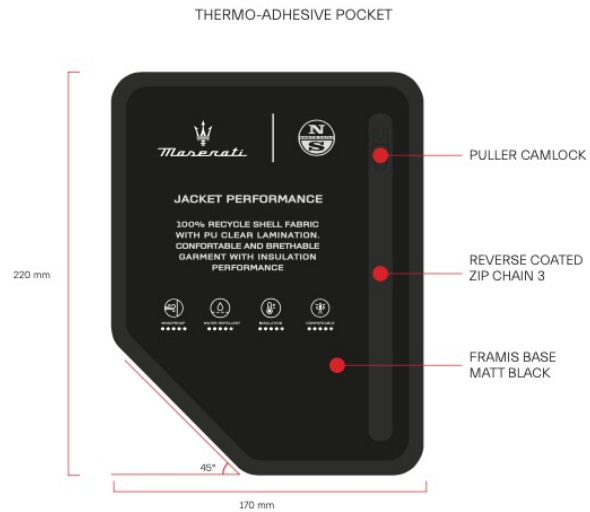
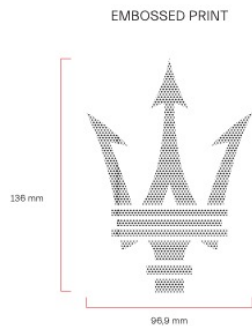
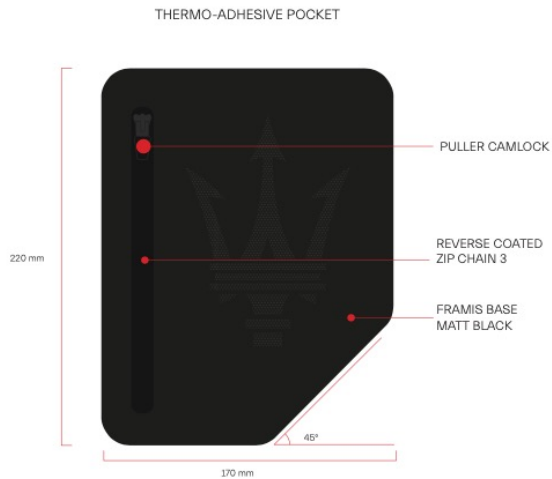
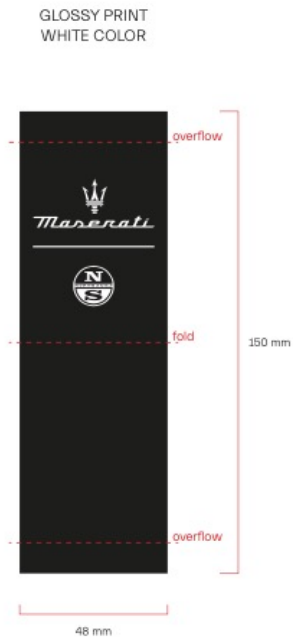
R.P. 70 €



LOGO'S AND PRODUCT LABELING

MASERATI X NORTH SAILS

NS X MASERATI COLLECTION LABELING - TRIMS



NS X MASERATI LABELING









A close-up, artistic photograph of a blue Maserati car, focusing on the front fender and headlight area. The car's sleek lines and metallic finish are highlighted by dramatic lighting. The Maserati trident logo is visible on the front fender. The text "COMMERCIAL CONDITIONS" and "NORTH SAILS X MASERATI" is overlaid in white, bold, sans-serif font.

COMMERCIAL CONDITIONS
NORTH SAILS X MASERATI



NS X MASERATI FW22 COMMERCIAL TERMS

- Mark Up 2,7 (same pricelist Domestic and Intl.).
No special conditions.
- Minimum pack value buy: 5.500 /net (19 Styles/68 pcs).
- We will lunch production based on Forecast and Minimum assortment pack. Priority based on order arrival.
- Selective distribution required (separate order submitted to Sales Director approval)
- Cut-off 18/03 - Delivery August 2022
- No Promo and /or discounts before FW22 sales season start (January 2023)

NS X MASERATI JACKET PACK PROPOSAL

PICS	CATEGORY	STYLE	STYLE DESCR	FABRIC	N. SK U	COLOR OFFER	RRP €	Mark Up	WHL price €	SOUTH EUROPE			NORTH EUROPE		
										Min. Color Options	Min. Style PCS	Pack WHLS Value	Min. color Options	Min. Style PCS	Pack WHLS Value
	OUTWEAR	450120	LONG JACKET	GORETEX	2	0802 blue navy 0999 black	€ 800,00	2,70	296,50 €	1	3	889,50 €	1	3	889,50 €
	OUTWEAR	450126	VEST	3 LAYER	2	0106 blanc 0802 blue navy	€ 290,00	2,70	107,50 €	2	6	645,00 €	2	6	645,00 €
	OUTWEAR	450121	LONG JACKET	3 LAYER	2	0802 blue navy 0999 black	€ 600,00	2,70	222,50 €	1	3	667,50 €	1	3	667,50 €
	OUTWEAR	450122	SHORT JACKET	2 LAYER	2	0802 blue navy 0327 wax	€ 490,00	2,70	181,50 €	1	3	544,50 €	0	0	0,00 €
	OUTWEAR	450124	LONG JACKET	2 LAYER	2	0327 wax 0802 blue navy	€ 550,00	2,70	204,00 €	0	0	0,00 €	1	3	612,00 €
	KNITWEAR	451013	CREWNECK 5GG	RECYCLED POLY 5GG	3	0106 blanc 0999 black 0802 blue	€ 200,00	2,70	74,50 €	1	4	298,00 €	1	4	298,00 €
	KNITWEAR	451014	TURTLENECK 5GG	RECYCLED POLY 5GG	4	0106 blanc 0999 black 0802 blue	€ 230,00	2,70	85,50 €	1	3	256,50 €	1	3	256,50 €
	KNITWEAR	451015	HALF ZIP 5GG	RECYCLED POLY 5GG	3	0106 blanc 0999 black 0802 blue navy 0327 wax	€ 250,00	2,70	93,00 €	1	3	279,00 €	1	3	279,00 €
	LONG TROUSERS	454014	DEFENDER 1895 EVO - SLIM FIT CHINO	COMFORT TECH	2	0999 black 0802 blue navy	€ 190,00	2,70	70,50 €	1	4	282,00 €	1	4	282,00 €
	S-TSHIRT	452311	T-SHIRT W/ POKK	ORGANIC JERSEY	3	0999 black 0802 blue navy	€ 80,00	2,70	30,00 €	2	10	300,00 €	2	10	300,00 €
	S-TSHIRT	452312	SS T-SHIRT	ORGANIC JERSEY	2	0106 blanc 0999 black	€ 75,00	2,70	28,00 €	2	10	280,00 €	2	10	280,00 €
	L-POLO	452022	ONG SLEEVE POL	RECYCLED LIGHT PIQUET	1	0802 blue navy	€ 110,00	2,70	41,00 €	1	3	123,00 €	1	3	123,00 €
	SWEATSHIRT	452017	WNECK SWEATSH	SCUBA	1	0999 black 0802 blue navy	€ 190,00	2,70	70,50 €	1	4	282,00 €	1	4	282,00 €
	SWEATSHIRT	452018	ILL ZIP SWEATSHI	SCUBA	1	0999 black 0802 blue navy 0327 wax	€ 230,00	2,70	85,50 €	1	3	256,50 €	1	3	256,50 €
	SWEATSHIRT	454012	ONG SWEATPANT	SCUBA	1	0999 black 0802 blue navy	€ 180,00	2,70	67,00 €	1	3	201,00 €	1	3	201,00 €
	ACCESSORIES	456013	BASEBALL CAP	3 Layer Magnetic Closing	1	0999 black	€ 60,00	2,70	22,50 €	1	3	67,50 €	1	2	45,00 €
	ACCESSORIES	456014	BEANIE	MERINOS	1	0999 black 0802 blue navy	€ 70,00	2,70	26,00 €	1	3	78,00 €	1	3	78,00 €
										19	68	5.450,00 €	19	67	5.495,00 €

NS X MASERATI FW22 BOOKINGS TARGET

FW22 WHLS TARGETS AT 1MLN
150/200 POS

- ITALY 65 POS
- FRANCE 25 POS
- SPAIN 20 POS
- GERMANY 15 POS
- OTHERS 60 POS



NS X MASERATI SHOWROOM



MARKETING CALENDAR

FEBRUARY 2022

NS X MASERATI
PRESS RELEASE

GIUGNO 2022

EVENT LAUNCH
PRESENTATION SS23

- SPECIAL PREVIEW EVENT
- PR AND INTERVIEWS
- SOCIAL MEDIA

SETTEMBRE 2022

 FALL WINTER 22
ON SHELF AVAILABILITY

- DEDICATED INSTORE COMM.
- WINDOWS
- PR AND PRESS RELEASE



Thank You