



**O O F W E A R**

**Company Profile**

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# 1. HISTORY



# OOF WEAR: FOUNDATION OF THE BRAND

*“There is more than just one soul. More than one style and more than one colour. OOF WEAR is the expression of the duality that defines our personality. It shows the beauty of hidden contradictions in a comfortable, elegant way”.*

*The OOF WEAR logo, created in 2016, is inspired by a painting by Edward Ruscha, on show at the MoMA in New York.*

*The strong geometry and intense colors of the work recreate and identify OOF WEAR’s DNA, where shapes and volumes interact with color, transporting us to an ironic yet sophisticated and innovative world.*

*This is how OOF WEAR was founded: a men’s and women’s outerwear and accessories project with a green soul.*

*In the collections, great classics are reinterpreted by creating new silhouettes and contrasting materials are mixed with sophisticated colors and patterns.*

**For those who want to choose who and how to be.**



Edward Ruscha, OOF, 1962

# NYKY: OUR HISTORY

OOF WEAR is developed and distributed on the national and international market by the Italian company NYKY, established in Treviso in 2008 based on Michela and Alessandro Biasotto's passion and experience gained in the fashion industry.

In the same year the company was established, it launched Momoni, its first proprietary brand. Initially it was exclusively a lingerie brand, but due to its popularity with the public it later evolved into a complete collection with a sophisticated aesthetic, an unprecedented combination of comfort and class, opening up a new dimension in contemporary luxury.

In 2010 NYKY founded its second womenswear brand, Attic and Barn.

In 2016 it launched its third own brand on the market: OOF WEAR, an innovative brand of reversible multicoloured jackets for men and women.

In 2018 OOF WEAR opened its online store: [www.oofwear.com](http://www.oofwear.com)

In 2020 Momoni opened its online store: [www.momoni.it](http://www.momoni.it)

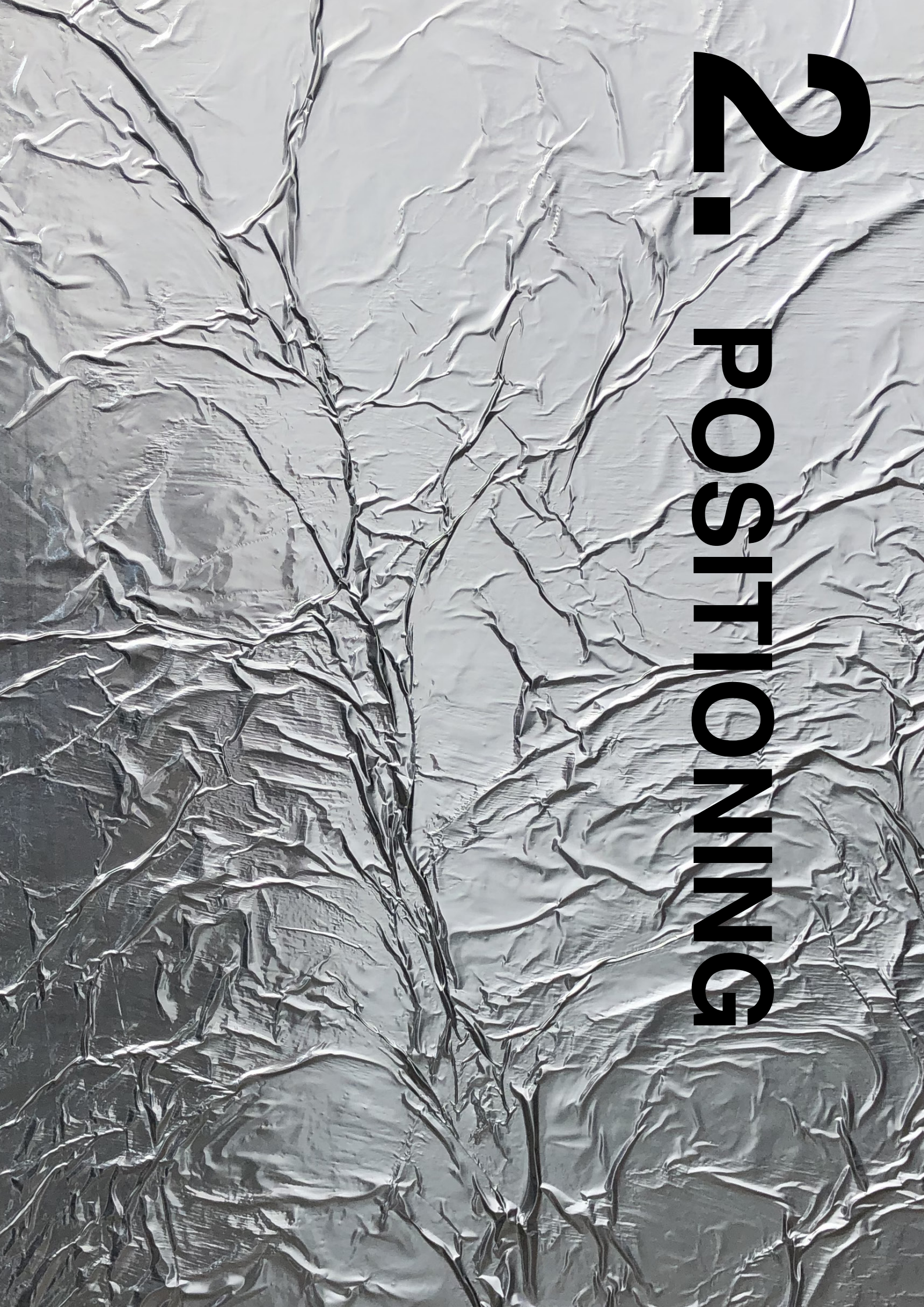
**NYKY**

momoni

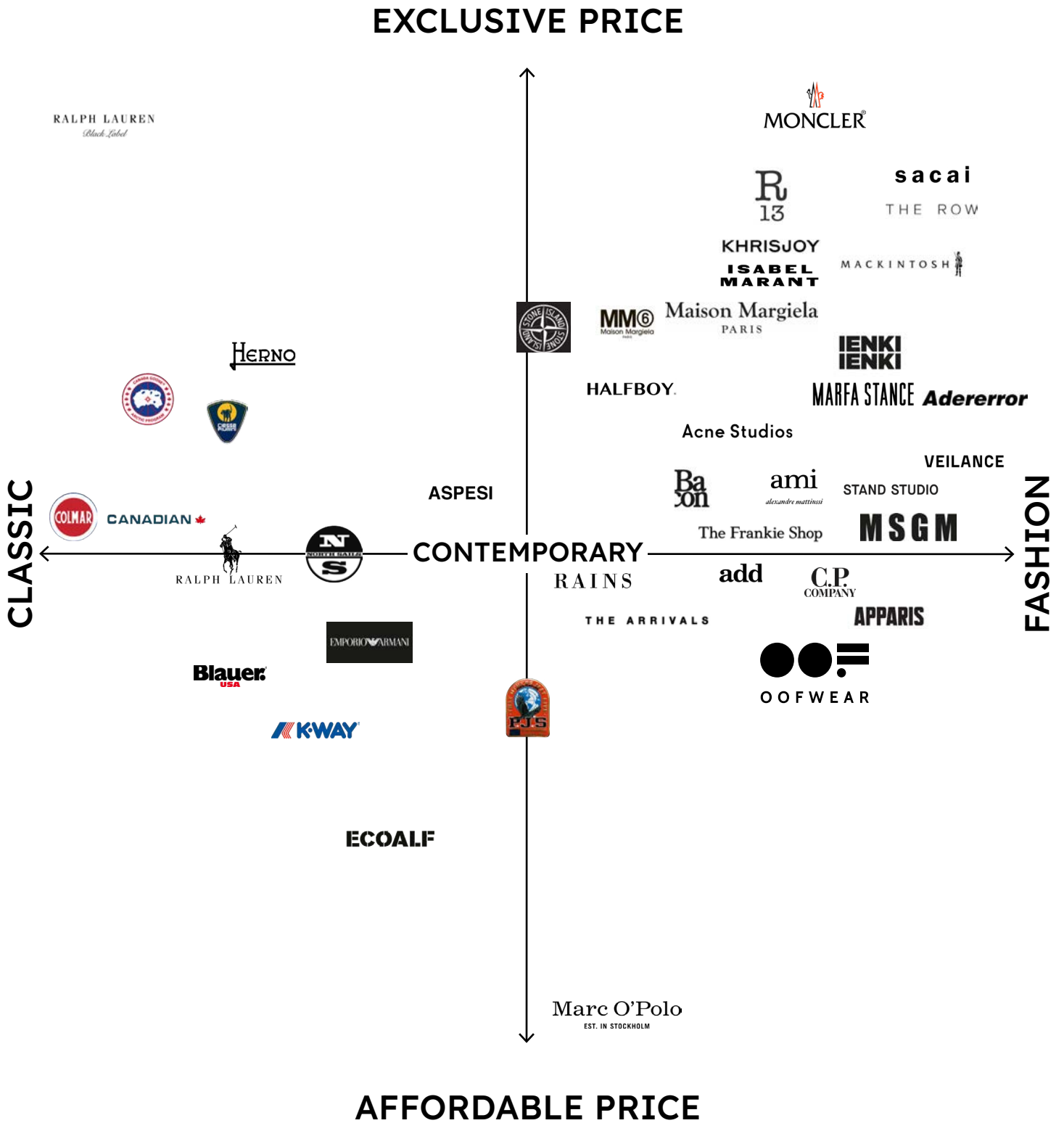


**ATTIC AND BARN**

# 2. POSITIONING



# BRAND POSITIONING AND BUSINESS OPPORTUNITIES

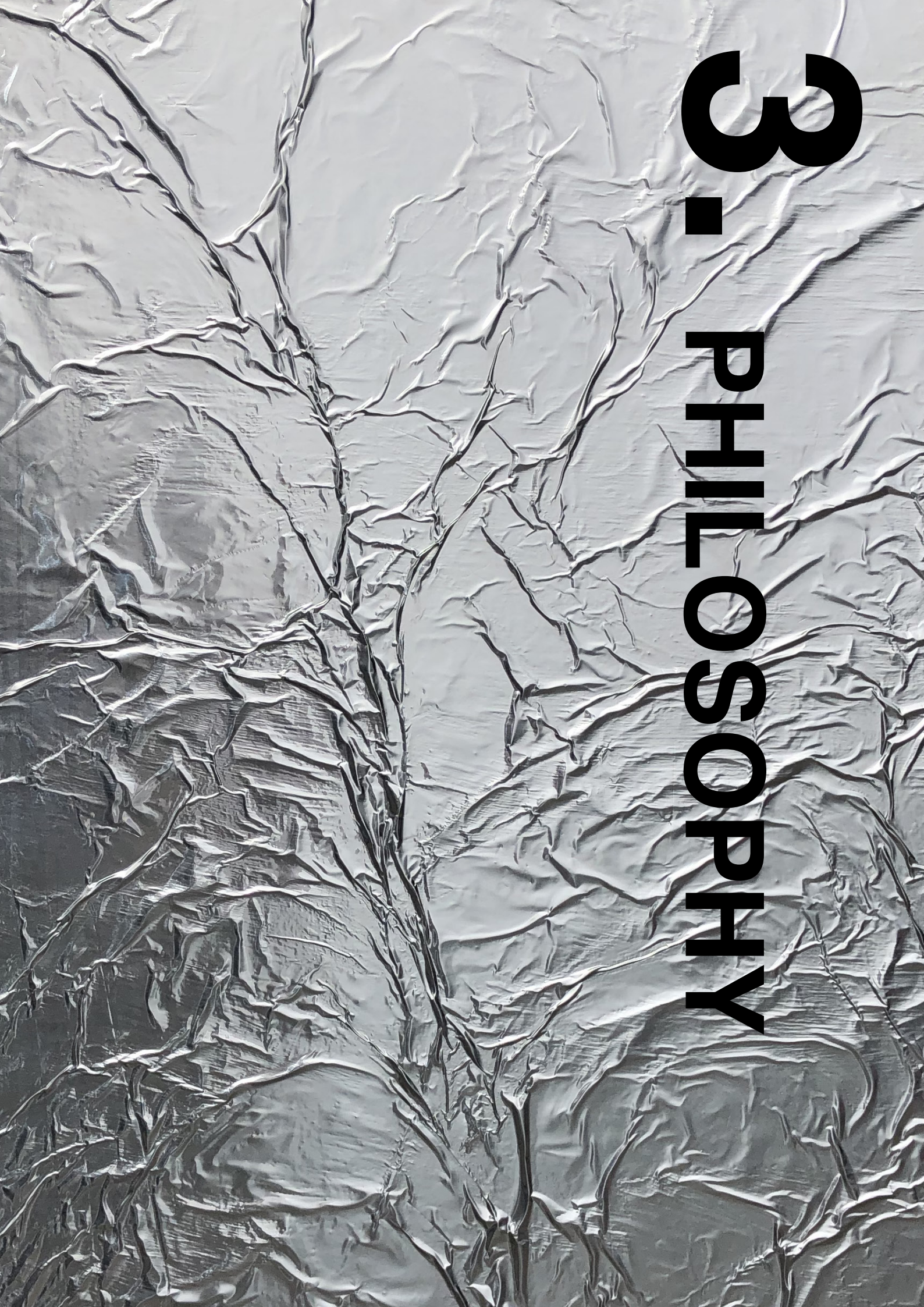




**● ● = WEAR**



# 3. PHILOSOPHY



# **“THE SHAPES’ LAB”**

**OOF WEAR is art.**

**OOF WEAR is geometry and colour.**

**OOF WEAR is design, architecture and music translated in a fashion key.**

**Everything begins in “THE SHAPES’ LAB”,  
a dynamic space where creativity has no limits.**

**Colours are explored, studied and mixed to find new  
nuances that make up OOF WEAR’s colour atelier.**

**We are always looking for new languages to interpret the geometry of spaces  
in order to convey innovative, elegant shapes and volumes in our apparel.**

**Every piece has its own identity that adapts to whoever is wearing it.**

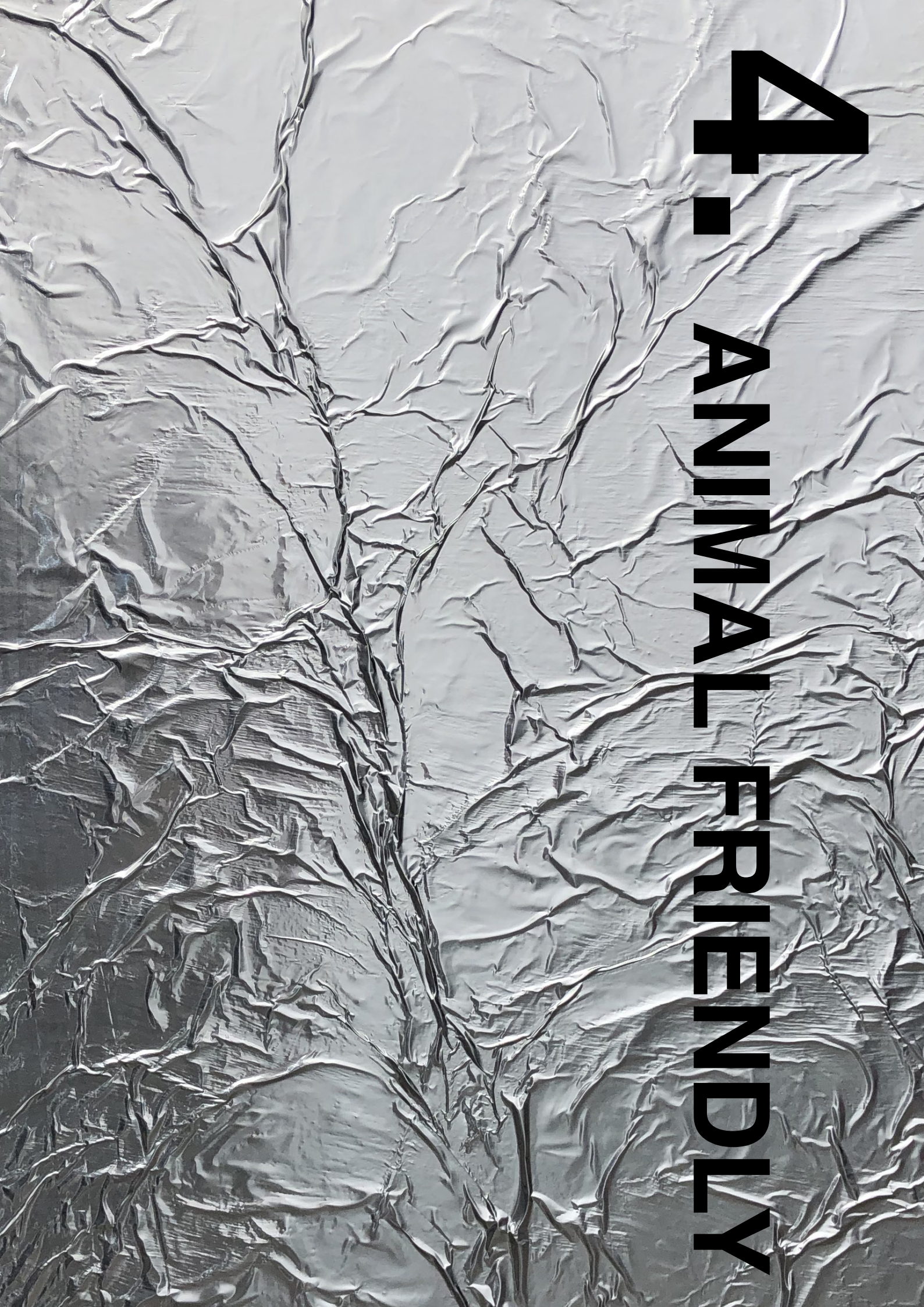
**In this way, every jacket can tell a new story.**

**This freedom of identification has given rise to the OOF WEAR COMMUNITY.**

**Join the community and write your story.**

**#OOFPEOPLE #THESHAPESLAB**

# 4. ANIMAL FRIENDLY





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# ANIMAL FRIENDLY

Respect for the environment is an extremely important issue for OOF WEAR.

We are especially interested in this aspect and maintain a consistent approach both in packaging our apparel and the use of absolutely eco-sustainable materials.

For the padding in our outerwear we use eco-sustainable REPREVE® fibre made from 100% recycled plastic bottles.

Furthermore, we do not use any material of animal origin. The furs and leathers used in our collection are 100% Animal Friendly.



recycled  
materials

[oofwear.com](https://www.oofwear.com)

FALL/WINTER 24

# ECO! OOFWEAR

FIBRE  
INNOVATION

NATURALLY  
RENEWABLE

RESPECT FOR  
THE ENVIRONMENT

BIO-BASED HIGH  
TECH MATERIAL



# **5 - COLLECTIONS**

## **FW/24 - SS/24**















# **S - INFLUENCER MARKETING**

# INFLUENCER MARKETING



@alexislopez



@bellamartini



@federicadelsale



@jen\_wonders



@giuliavalentina



@girlisart



@sharimoretto



@madina\_mariposa



@Stefania\_cristian

# INFLUENCER MARKETING



@digitalmodernfamily



@therealauragram



@alemarullo



@ashleyvasicek



@martairomazzo



@sol.macaluso



@jen\_wonders



@gemagemalpu



@bellamartini

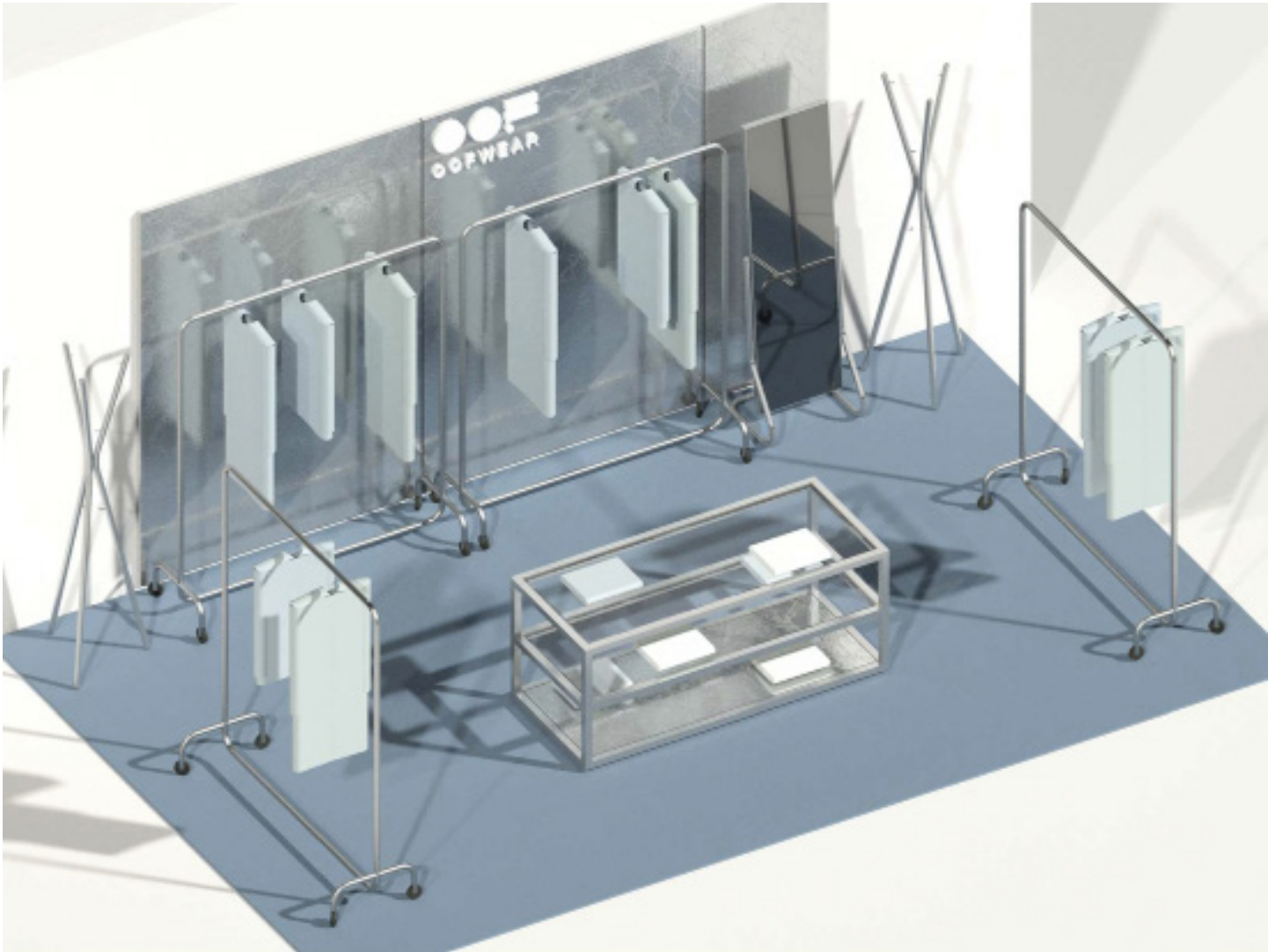




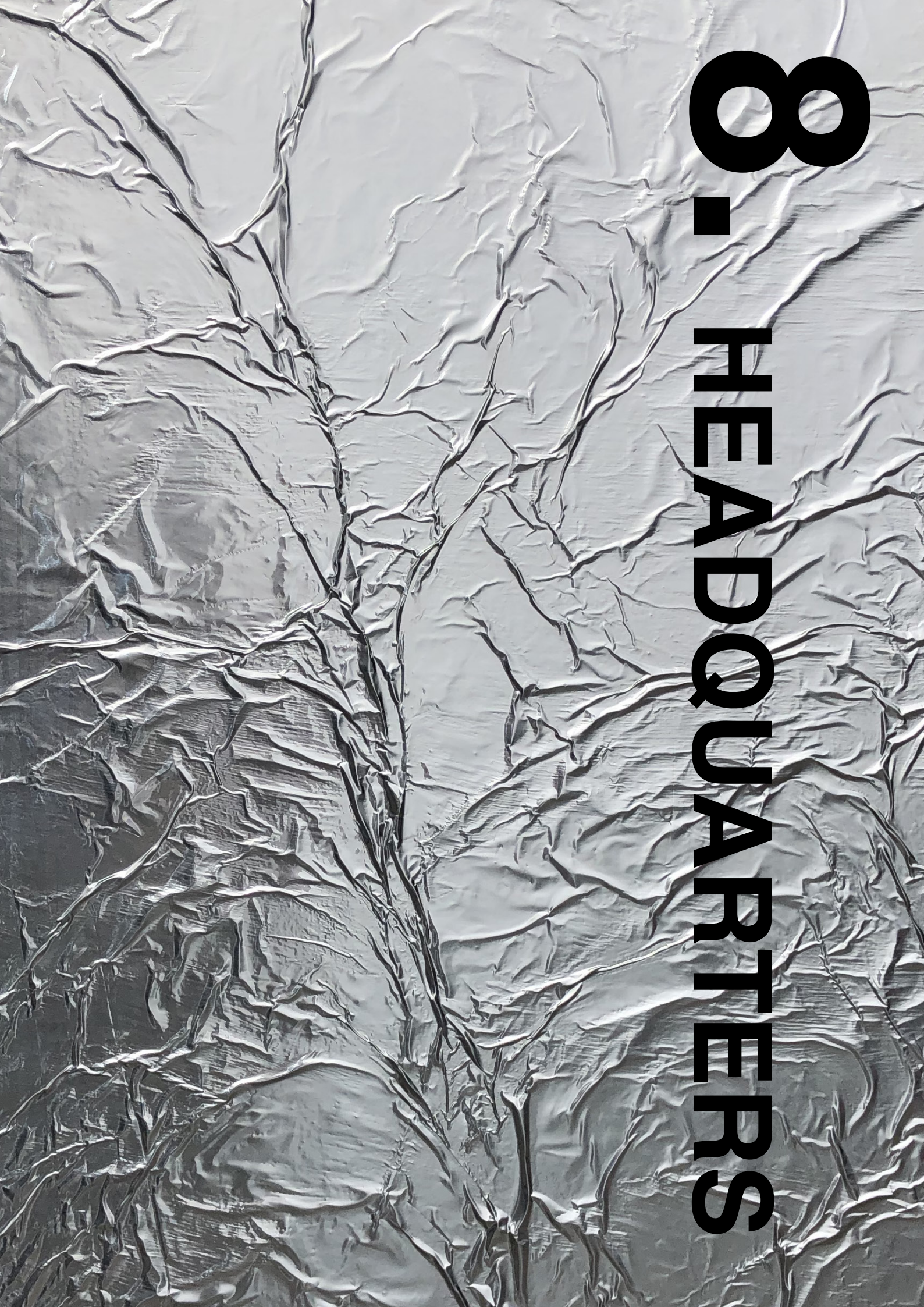


# POP-UP CONCEPT STORE

# POP-UP CONCEPT STORE



# 8 - HEADQUARTERS



# HEADQUARTERS

NYKY S.r.l. Unipersonale  
Via delle Industrie 7, 31057 Silea (TV) - Italia

# NYKY

- 1800 m<sup>2</sup> of office space
- Headquarters staff: 52 people
- Research laboratory
- Dedicated space for training sales staff
- Pilot boutique



## INTEGRATED LOGISTICS

- Depot/warehouse: 10.000 m<sup>2</sup>
- Shipment management
- Automatic order scheduling
- Daily preparation of restocking
- Automatic picking
- Checking and management of incoming items
- Automatic packaging with parcel tracing systems
- Computerized data exchange

# HEADQUARTERS



# SHOWROOMS



## MILAN SHOWROOM

Via Archimede, 10 - 20129 Milan  
T: +39 02 54101809 | +39 02 23175145  
showroom.milano@nyky.it



## PARIS SHOWROOM

20, Rue Bachaumont - 75002 Paris  
T: +33 1 42333323 | F: +33 1 42333448  
showroom@nykyfrance.fr



# 9 - CONTACTS



## NYKY HEADQUARTERS

NYKY S.r.l. Unipersonale  
Via delle Industrie 7, 31057 Silea (TV) - Italia  
+39 0422 56891 | info@oofwear.com

[oofwear.com](http://oofwear.com)





