

A A H I R A I N

COMPANY PROFILE

AHIRAIN was born in 2016 from the idea of three young Tuscan entrepreneurs, siblings Azzurra and Giampaolo Morelli with Andrea Pucci: that of bringing to life a new project which would represent an innovative proposal on the Italian clothing scene. So not only sportswear, but also garments aimed at “universal travellers”, to whom AHIRAIN wants to offer a personal style, setting new goals to find a meeting point between fashion contents and new technologies. An idea restated through aesthetic essentiality which springs from extreme research in the structuring of garments and is enriched thanks to the use of special fabrics- mainly exclusive ones- with surprising details. Starting from its debut with the women's 2016 fall/winter collection AHIRAIN conquered the windows of the most prestigious international retailers with greater diffusion in Far-east Asian markets such as Japan and Korea, followed by European markets -with Italy in first position- Russia and the United States: a success achieved thanks to the commitment of its team of designers dedicated to the creation of collections able to exalt the technological know-how of Pellemoda, the brand's manufacturing company. Founded 40 years ago by Bruno Morelli- Azzurra and Giampaolo's father- Pellemoda is in fact the ideal example of the *Italian savoir faire*. The company, with a solid turnover of 66 million euros, currently employs 250 collaborators gathered in the Empoli headquarters which covers a surface of approximately 13.000 sq m, at the centre of an industrial hub which still preserves a heritage of sensitivity and experience handed down by generations. Over the years and thanks to constant investments, Pellemoda has acquired cutting-edge equipment working side by side with craftsmen and tailors. With a historical archive of over 6.000 garments, Pellemoda is a full-cycle company and manufactures collections in fabric, leather, fur for the most prominent Italian and foreign luxury maisons. Having always been concerned with issues like environment protection and sustainability, the company - which starting from 2013 has experienced an intense and articulate path - has obtained important certifications such as SA8000: 2014 and ISO 14001: 2015. To the present day, Pellemoda is strongly committed to involving the entire production chain in complying with the ZDHC protocol for the purpose of gradually eliminating harmful chemicals in the various related production processes. Last January at Pitti Uomo, AHIRAIN presented its men's 2020 fall/winter collection which confirmed the interest on the part of the most qualified international clientelle.

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