

CREAZIONI BIP BIP

Forty years of experience and know-how distinguish this manufacturer of pajamas and homewear presented in five collections and intended for different channels and targets



Lauro and Cristina Novati

Since 1974 Creazioni Bip Bip has been designing, manufacturing and marketing pajamas and homewear entirely made in Italy. The company was founded by the current sole administrator, Lauro Novati, who together with his family has built up and run the business. The story of Creazioni Bip Bip began with the introduction of the first knit pajamas for children. Creazioni Bip Bip is set up to manage in-house all the most important activities, with a relatively limited number of employees and qualified consultants. In 1996, after the introduction of the men's pajama lines, *Ambizione* and *Conquista*, the company achieved its maximum expansion with a peak output of some one million items sold. In the following years the men's lines were expanded, giving rise to new brands and products. In 2007, after having experimented with outsourcing, Creazioni Bip Bip opted definitively for an exclusively made in Italy posture, revamping the plant in Besnate, in the province of Varese, the product division. Cristina Novati has been working in the family-run business since 2004 and is in charge of designing the collections, running the design division, the entire marketing and communications division, handling the foreign customers and special projects.

"Over the years we have shored up our presence in the marketplace thanks to the originality of our collections, the quality of the products, the service provided



our customers and our willingness to respect their desires”, Cristina Novati was quick to add. “The creativity and design that characterize our collections come into being in the design division and are of crucial importance for the company. Thanks to the in-house development of colors, designs and fabrics the collections are exclusive and the fashion trends adapted to the simplicity of the forms”.

There are five company-owned brands sold in Italy and throughout the world. They are all different in terms of product description and distribution channel.

- *Bip Bip* includes kids, junior and family pack. The kids collection is distinguished by sophisticated fabrics and refined all-over patterns
 - *Kids Party*, a registered brand reserved for special creative projects for children from 3 to 10 years of age
 - *Conquista*, a classic, essential men’s line, is distributed in Italy and several countries in Eastern Europe through the wholesale channel
 - *Ambizione*, a complete, sporty men’s collection, features various types of fabrics and patterns
 - *Novati*, the luxury collection, flourishes limited-edition patterns and is reserved for niche retail markets
- “The foreign markets (Spain, Portugal, Russia, Turkey,



the Czech Republic, Greece, Lebanon and Belgium) -explained Cristina- are managed by our own in-house marketing division with the assistance of external consultant in the new markets. Exports currently account for some 15% of our total sale and the customers are of different types and display different characteristics; among these 60% are large stores or stores with their own independent names with several retail outlets and high-end customers. Private label and directional customers are handled directly by me. I handle commercial relations and the development of products which are often custom-designed, from the garment itself to the packaging”.

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