

D.D.M. Italia S.p.A.

Via Quadri 67/69  
I-36100 Vicenza  
Italy  
phone: +39 04 44/25 05 00  
fax: +39 04 44/30 33 01  
info@ddmitalia.it  
www.zippobags.com

# Every woman's companion

*It is no secret that women have a special relationship with their handbags and purses. They are not only great for carrying all that stuff to the office, shopping, and to the beach, but they also accessorise that stunning new outfit. The Italian company D.D.M. Italia S.p.A. is sparking the enthusiasm of women throughout Europe with its eye-catching line of Zippo bags. Typical of Zippo bags are their many small zippered compartments, keeping everything in its place. D.D.M. is now working on a new line of sporty fun bags for teens.*

D.D.M.'s designers in Italy take their cues from the fashion trends on the catwalks of Milan to create new designs and prototypes. The design facility and headquarters in Vicenza has a staff of 50, while production takes place according to strict quality guidelines in Romania, where D.D.M. employs another 250 people.

The name 'Zippo' comes from the zipper, a dominant characteristic of every bag. The Zippo programme encompasses 24 lines, each with between six and 20 models in different colours and materials, including fine leather, technical textiles, and synthetics. The Zippo collection is augmented with items, such as belts and wallets. D.D.M. is also considering a new line of trendy, sporty shoes to complement its bags.

"The character of the bag is geared towards modern women between 20 and 50 years of age," says G. Andrea Oberegelsbacher, general manager of D.D.M.

our classic bags that we have produced for years. Still, these timeless bags appeal to the modern woman. Our bags are a woman's practical companion."



Functional, sporty Zippo bag with many pockets produced in nylon fabric

"All women require a bag to carry their sunglasses, wallets, make-up, and mobile telephones, but it must also be sporty, fashionable, and comfortable. We generate around 50% of our annual revenues from

D.D.M., which celebrates this year the 25th anniversary, got its start in 1978 producing school bags for pupils. A decade later, the Italian design company became popular through its good-looking and prac-

tical beach bags. "This product allowed us to break into the European market," adds Mr. Oberegelsbacher. The Zippo bags are sold through more than 1500 specialised leather goods boutiques and shops throughout Europe. These retailers are served through D.D.M.'s own sales organisation and a network of sales representatives, adds Mr. Oberegelsbacher. "Exports currently account for 20% of sales, but this trend is encouraging. We are currently active only in the European Union, but we have plans to enter the Asian and Eastern European markets this year."

"It is impossible to mistake a Zippo for another bag. A Zippo says everything about the person who owns it," concludes Mr. Oberegelsbacher. ■

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