

*Giorgia Stella*

Giorgia Stella • kid's brand

Company Profile



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*Giorgia Stella is a promising novelty in the high childrenswear sector under the leadership of Giorgia P. SRL. The brand, co-founded by Federica Rocchio and Mario Luca Pezzotta, is 100% Made in Italy, and presents itself in the children's fashion market with the creative support of the designer Alessandra Antonella Miliano who signs the first SS19 collection.*

A career as a lawyer with a family law firm, a happy marriage and a wonderful daughter. The famous balance between work and affections in the life of Federica Rocchio was there. In Federica's mind there was also a plan B: to create elegant dresses with a recognizable style and a price range accessible to the most. This increasingly recurring dream became reality with the birth of Giorgia.

"I started almost for fun, taking inspiration from Giorgia and dragged by her radiance. The days spent between lace, fabrics, sewing machine and Giorgia's catwalks between her dolls and stuffed animals.

The appreciation of the style created specifically for Giorgia led me to think bigger: create the first collection and the first prototypes.

So I found a workshop that could make for me the Giorgia Stella branded clothes and where I could also learn.

Today I put all my energy into the development of the Giorgia Stella brand"

*Federica Rocchio co-founder*

*Giorgia,  
inspiring muse  
and conscious  
brand name designer.*



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SPRING SUMMER '19 – ADV PREVIEW

# *Elegance: romantic but contemporary*

Giorgia Stella products born from the love for children: the brand wears girly from 3 to 10 with garments made entirely in Italy by the hands of expert *façoniste*.

Being comfortable for the wearer is the first aim of the brand, without giving up timeless elegance.

This is why only the most carefully selected delicate fabrics are used.

Creativity and imagination intertwine with craftsmanship and attention to details.





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★ *FAMILY*, the center of everything.



*IMAGINATION*, think differently

★ *SIMPLICITY & REFINEMENT*, our passion for creating perfect and customized products to last and respect the wellbeing of the consumer



*DIALOGUE & PARTICIPATION*, clothes designed and made with children and their mothers.



★ *MADE IN ITALY*, focus on Italian artisan excellence



Last but not least, in the future  
also a *sustainable company*



- *Vision*

Giorgia Stella bet on timeless style, quality and attention to details.

Giorgia Stella aims to be internationally recognized as a Made Italy brand synonymous of excellence in innovation, creativity and design of use.


Inspiration comes from simplicity and refinement: we travel all over the world but focusing on Italian artisan excellence looking for the best creations. We want to create a customer experience on all channels, from shops to e-shops, making customers feel satisfied with the unique craftsmanship of our products



*Mission*







*"I love pink and design clothes  
for me and my friends.  
The stars are magic, I always  
talk with them, do you know?  
And mom says I'm the most  
curious girl in the world"*

*Giorgia, 4 years old*

*"Take this pencil,  
it is made  
of star dust!"*



STORY TELLING

"Ring a-ring o' roses, a pocketful of posies. A-tishoo!, a-tishoo! We all fall down!"

-Why all down? - thought little Giorgia while all the other girls tumbled on the lawn - I don't want to dirty my beautiful new dress! -.

- There must be a way to play and save mum from a thousand washing machines? - Giorgia wondered between herself. So one day, as usual play, she decided to make a big jump.

*"Higher, higher!"  
She said with all  
her commitment.*

Magically little Giorgia rose higher and higher in the sky, flew between the infinite galaxy, the planets and nebulae until she met a star who said to her:

"What are you doing up here Giorgia?"

Giorgia, incredulous and happy, replied: "I thought that if I had jumped so high I would never fell down and therefore I would not have messed up the dress Stella".

Stella smiled amused, giving her a magic pencil and said "Take this pencil is made of star dust, go home and every morning draw the dress you want, after drawing it like magic it will take shape and you can wear it! Draw lace, prints and buttons, so your clothes will always be beautiful and you will always be perfect! Bye Giorgia, go home! "

With eyes full of joy, Giorgia asked Stella if this meant to be a fashion designer; Stella looked at her and replied, "It's the beginning and a good start is half the work!"

Giorgia returned home and thanks to her magic pencil began to design and make clothes for herself and for her friends, whose dresses began to shine



*www.giorgiastella.com*

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