



COMPANY
PROFILE

OUR HISTORY



▶ https://youtu.be/y9KqG_fie_0

WHO
WE ARE

WHAT
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HOW
WE
DISTRIBUTE

FOCUS
TARGET

HOW
WE COMMUNICATE

ABOUT FREDDY



THE BRAND AND ITS EVOLUTION



FREDDY DNA THE ART OF MOVEMENT



ABOUT FREDDY

Freddy is synonymous with sport and passion for movement. Set up in 1976 by Carlo Freddi, it has established itself immediately as a leader in the creation of professional footwear for dance and gymnastics that evolved, throughout the years, into a complete apparel collection.

A story made up of milestones and new challenges, like a great sporting accomplishment, that led Freddy to become a benchmark not only in Fitness but in the world of Fashion too.

Freddy's strength is expressed by its uniqueness, or its philosophy: "The Art of Movement".



THE BRAND AND ITS EVOLUTION

1976 - 1984

The company comes to life in **1976**, based on a concept **by Carlo Freddi**, as a company specializing in the manufacturing, marketing and sale of rhythmic gymnastics and half pointe classical ballet shoes.

1985 - 1990

In the mid 1980s, Freddy rides **the aerobics boom** driven by personalities like Jane Fonda and Lara Saint Paul. **The fitness boom** explodes and Freddy becomes the benchmark for a world in which the gym concept is starting to change: from a predominantly male environment, to a social space where women take center stage too.

1991- 1995

In these years Freddy consolidates its position **as a leading company in the fitness and dance world**, drawing on sponsorships with, amongst others, the Italian and French Aerobics Federations. In 1993, the "Y" in the Freddy trademark becomes the company's highly successful 'dancing man' logo.

2001 - 2003

Freddy becomes sponsor of the **Italian Gymnastics Federation**. It is the start of an important collaboration which continues today, with Freddy working alongside Italian national gymnastics team athletes for three Olympic four-year periods.



2004

The company launches the new **Dance Academy line**, a fashion-oriented take on the world of dance that continues to be closely identified with the brand. For this reason Freddy signs an agreement with Joaquín Cortés, the world famous flamenco dancer, who becomes the company's testimonial.

2005 - 2007

Freddy becomes official sponsor of and supplier to the **Corps de Ballet** and the **Accademia d'Arti e Mestieri dello Spettacolo** at Milan's famous **Teatro alla Scala**. The agreement provides for the implementation of numerous major projects including, most importantly, the creation of the official **"La Scala Corps de Ballet" uniform** and a **new collection of "Freddy La Scala"** branded accessories and dancewear.



2008 - 2012

Freddy becomes official sponsor of and supplier to the **Italian Olympic Team** and also creates the official uniform for the opening and closing ceremonies. The Italian Olympic Team wear the clothes created by Freddy at the **2008 Summer Olympic Games in Beijing**, the **2009 Mediterranean Games in Pescara** and the **2010 Vancouver Winter Olympic Games**, in addition to the FGI uniforms during the **2012 London Olympics**.

2013

This is the year of the **WR.UP® pants launch**: using strategically placed seams and inserts, Freddy research produced the first innovative Jersey pants designed to sculpt the female body by redefining the thighs and backside area.

The immediate success of the WR.UP® pants heralds the brand's entry into the US market, with the opening of its Washington retail space in March 2013. On 11 May 2013, **the first DANSYNG® Master Class** will be held, representing the official presentation and world preview of a new discipline created by Freddy!



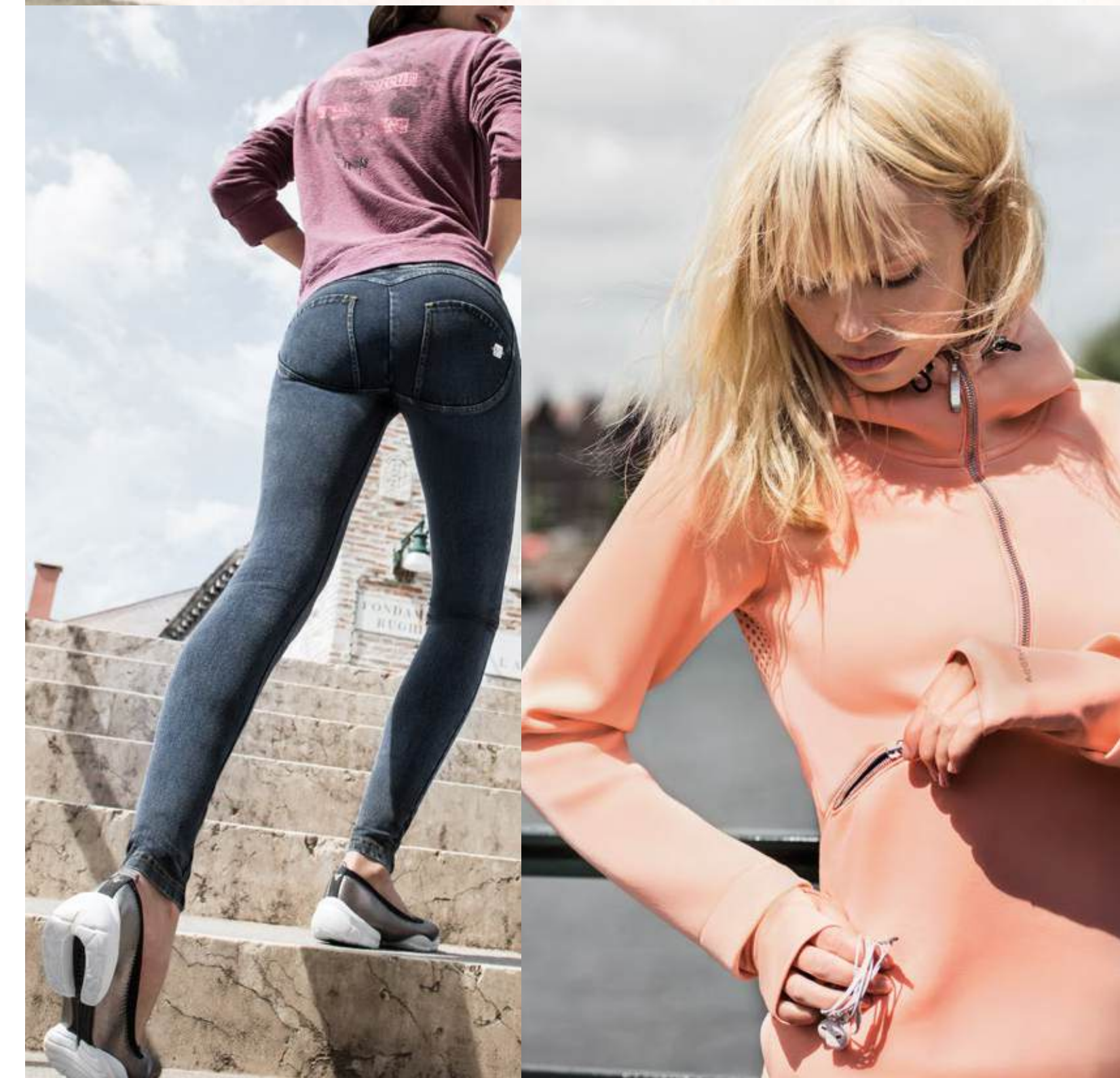
2014

Launch of an important and leading product: 3PROBALLERINA, innovative and extremely feminine shoes that can be worn 24/7 as they have been designed for dynamic women who wish to feel comfortable and cool at the same time. 3PRO BALLERINA was introduced in The Art of Movement collection during the last season, and it has become an out-and-out success for the brand.

2015

The great novelty in Freddy – The Art of Movement collection is the new jacket for women that combines style and functionality, **D.I.W.O.® CURVE**. Made in D.I.W.O.® (Dry In Wet Out) fabric, a Freddy patent and therefore a guarantee of quality, the new jacket ensures maximum skin transpiration and a waterproof effect, thanks to the laser perforations in a few strategic spots.

Freddy sells in more than 50 countries. Over the last years, the international turnover significantly increased also through the contribution of the above mentioned iconic products (WR.UP® pants, 3PROBALLERINA, D.I.W.O.® Curve). By now, **Freddy has reached around 1.500 doors spread out all over the world** and it has a significant presence on the web where it is also sold by the most important online accounts.

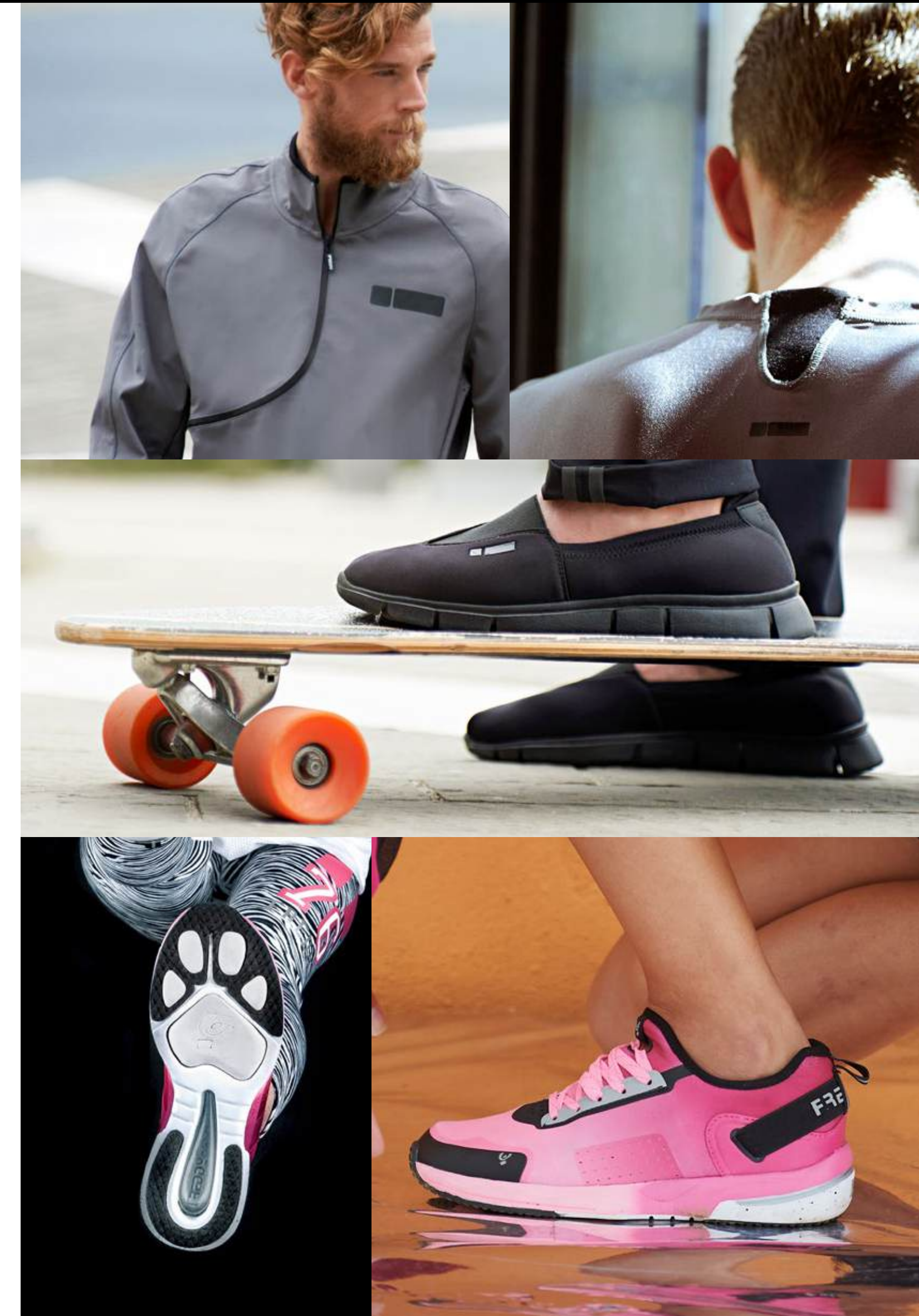


2016

Freddy launched its new men's collection: **PRO MAN**. Technical materials, unique cuts, sports details and several patents: trousers with an integrated jockstrap, jackets with a curved zip and t-shirts with an elastic band on the neckline, are only some of the many articles that characterise PRO MAN, Freddy's all new men's collection.

2017

This year Freddy launched **FELINE**, the new highly-technical women's shoes with a D.I.W.O.® (Dry In, Wet Out) upper. Breathable, thermoregulating and without internal seams, these cross-training shoes provide maximum comfort. But the most revolutionary introduction is the double cushioning sole: the ITS 2.0 system on the back of the shoe releases the air when touching the ground, whereas the front is made of EVA, an ultra-light low-density material for shock absorption. A high-performance outsole that leaves an unmistakable footprint: that of a feline.



ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

The 2017 represented also the launch of the new **100% MADE IN ITALY** capsule collection, entirely conceived, designed and manufactured in Italy. Core of the project is the importance of the environmental impact: the result is an eco-friendly line that does not sacrifice anything in terms of performance and style, once again meeting the needs of every woman. The historic Italian brand celebrates an important anniversary: 40 years of "The Art of Movement" and for this occasion it wants to reinterpret technical garments to create something completely new.

For its 100% Made in Italy collection, Freddy chooses Brugnoli™, a well-known Italian company specialised in technical fabrics that created and patented the Br4™ technology with a sustainable manufacturing process and the use of 100% bio-based polyamide (EVO by Fulgar®), extracted from castor-oil plants. An innovative, light and high-elasticity fabric that, thanks to a selected yarn, avoids the formation of bad odours and has a great thermal coefficient, protecting the body from changes in temperature.

BIO D.I.W.O.® is a revolution in Freddy's world: low specific weight, high coating, fast drying, bacteriostatic capacity, thermoregulation and sustainability are the strengths of this fabric.

100%
MADE
IN
ITALY
MADE WITH LOVE

Br4
BIO-BASED FABRIC
Zero compromises between environment and performance.
EUROPEAN PATENT PENDING BY BRUGNOLI

FREDDY **BIO D.I.W.O.®**
Fabric especially created by Brugnoli™ with Br4™ technology
100% Made in Italy

ENVIRONMENT

- MAIN RAW MATERIAL 100% BIO-BASED**
Evo® (certified by Din CertCo Nr. 8C096)
- NO IMPACT ON FOOD CHAIN**
Neither human nor animal
- ECO-SUSTAINABLE PRODUCTION PROCESS (PATENT PENDING BY BRUGNOLI®)**
Reduction of water consumption and of CO2 emissions
- CERTIFIED**
Br4™ is Oeko-tex certified and fluorocarbon free
- EVO® HAS BEEN MEASURED ACCORDING TO LCA METHOD**

PERFORMANCE

- LOW SPECIFIC WEIGHT**
-10% vs Polyamide 66
-25% vs Polyester
- LOW MOISTURE ABSORPTION**
- OUTSTANDING MOISTURE MANAGEMENT**
Quick Dry -50% dry timings vs PA
- NATURALLY THERMOREGULATOR**
EVO® protects human body from temperature changes
- NATURALLY BACTERIOSTATIC**
EVO® has natural odor control properties
- CHLORINE AND SOLVENT RESISTANT**
- SUPERSTRETCH AND EXTREMELY COMFORTABLE**

2018

In 2018 Freddy launched the important concept of **COMMUNITY**, both for women and men: **WR.UP**® is a product that has achieved international success, chosen and loved by women all over the world who want to feel feminine and, at the same time, free to move. A real global community that reaches many countries, illustrated on the web and on social media through different cultures, multiple shapes and hence thousands of ways to conceive beauty and sensuality, both in daily life and in special moments. Freddy drew inspiration from this naturally-born phenomenon to create the new campaign named **“The World Wide WR.UP® Community”**, an hymn to a femininity without boundaries nor barriers, which makes diversity its most valuable feature. Different style and beauties that share a detail: the choice to wear WR.UP®.

On the other side there is **The World Wide Men.tribe**, the new Freddy campaign dedicated to men's fashion for the Spring/Summer 2018 collection. A sense of belonging and membership that crosses different countries all over the world gathering new insights from lifestyles, cultures and ethnicities, to give life to a global movement that finds strength and energy in its diversity, a feature that becomes at the same time symbol of union and cohesion.

A symbol that Freddy wants to represent with its **NO LOGO**, a graphic element applied on garments as a tribal tattoo, symbol of membership among men that share the same attitude, interests and lifestyle.



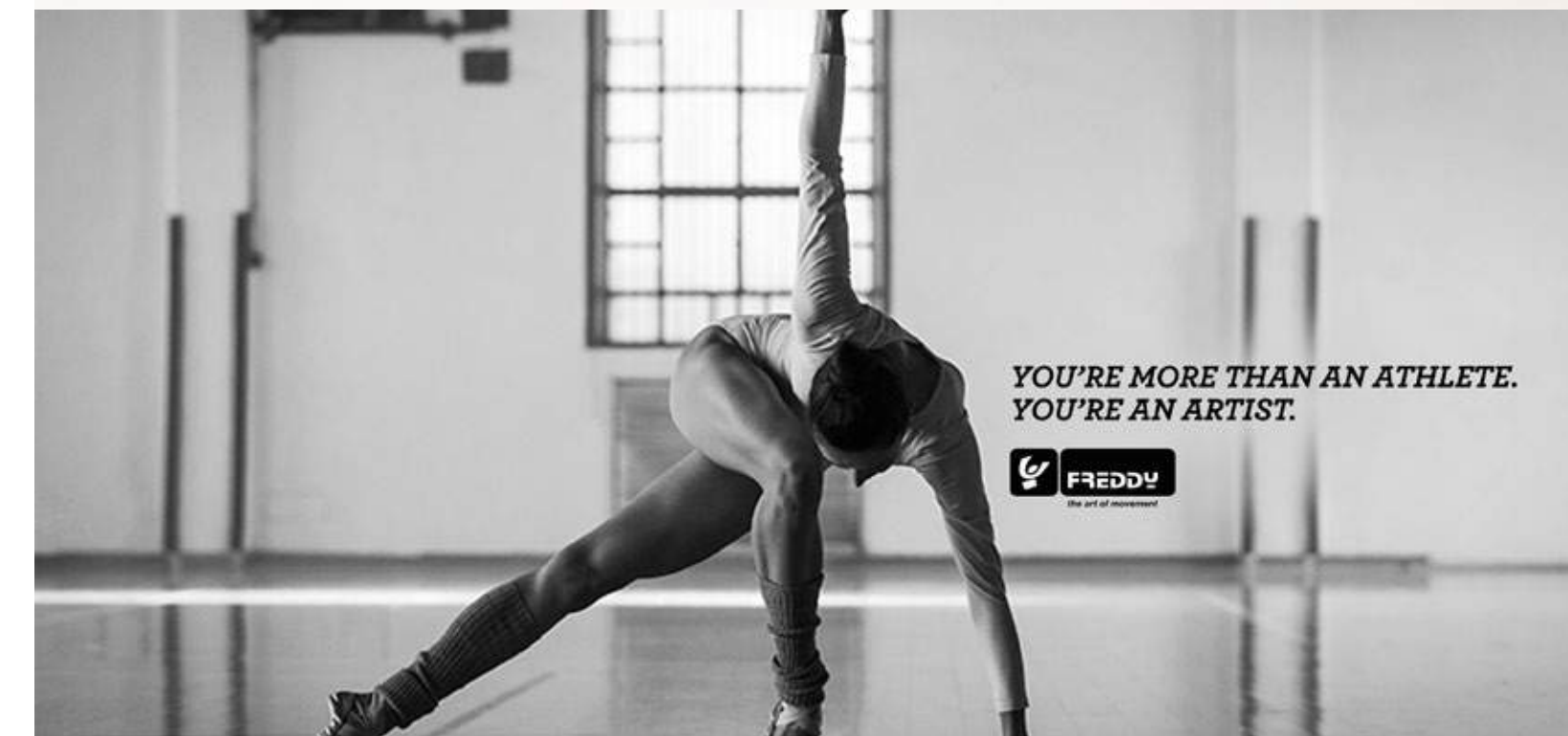
The **WorldWideMen.tribe**



The mix between comfort and coolness is a prerogative of **PROPANTS ACTIVE**, innovative pants for men patented by Freddy that, thanks to a jockstrap that ensures maximum support and facilitates movement, make it possible to work out without wearing underwear. A technology that Freddy decided to apply also to its daywear line with **PROPANTS 24/7**, perfect for day-to-day chores thanks to the removable athletic supporter and available in black, blue, grey and denim stretch nylon.

2019
 Freddy puts fashion at the service of wellness and movement and applies the aesthetic codes of yoga to its **100% MADE IN ITALY** collection proposing eco-friendly garments, entirely conceived, designed, and manufactured in Italy. This collection becomes the spearhead of a project completely dedicated to the discipline of **YOGA** and called **MOVE YOUR MIND**: a series of free lessons held by international teachers and created to promote the practice and knowledge of Yoga, the sporting discipline that perfectly embodies "The Art of Movement", the FREDDY philosophy that conceives movement as an art form and beauty. Leading the way to these appointments, two opening events organized on the splendid Terrazza Latitudine 45 of Palazzo Matteotti in Milan and then to involved numerous holistic centers.

Also in 1919, Freddy celebrates those who, day by day, besides fighting to reach new goals, are looking for infinite beauty, going above and beyond each discipline, and achieving a higher, artistic concept. To illustrate what underpins the concept of **The Art Of Movement**, Freddy produced a video engaging the top performers of various training disciplines becoming Ambassadors for Freddy's new claim: ***You are more than an athlete, you are an artist.***



YOU'RE MORE THAN AN ATHLETE.
 YOU'RE AN ARTIST.



ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

Another video of Freddy that expresses 100% the art is the one produced for **WR.UP[®]-IN**, the perfect suit. Not so long ago the tracksuit was still considered suitable only for the gym. Now, thanks to **WR.UP[®]-IN**, it becomes a versatile garment that can be worn throughout the day: a full-fledged 24/7 proposal.

In line with the trend of the moment, Freddy launches in Spring-Summer 2019 projects in collaboration with international artists. The first is **Lalou Senbanjo** (<http://www.laolu.nyc/>), a Nigerian artist born in Brooklyn, singer, songwriter, musician, human rights lawyer and activist whose mantra is "Everything is my canvas": Freddy, always an art lover, lets itself be carried away by the tattoo culture and together with Laolu launches a capsule collection able to reinterpret menswear's cult items.

Instead we have to wait for **Pitti Immagine Uomo** in June to see the launch of the new unisex capsule collection born in collaboration with **Luca Tommassini**, guru of world dance.

At the beginning of October, it was the moment of **N.O.W[®]**, the new 5-pocket pants with a casual and comfy vibe that allow to perform "impossible movements" thanks to the versatility of the denim-effect bi-elastic jersey. Two styles: **N.O.W[®]**, available in regular or skinny cut with buttons, invisible belt loops and belt; and **N.O.W[®] YOGA**, a no button, zipper-less model only available as a skinny fit model.

Last but not least, this year Freddy celebrates together with **FGI (Italian Gymnastic Federation)** its **150 Anniversary** with a special collection and logo by Freddy!



2020

Freddy, always mindful of people's wellbeing, presents **FREDDY ENERGY**, a project entirely dedicated to wellness and developed with the support of the well-renowned pranotherapist [Carlo Intiso](#).

According to traditional Asian medicine, inside the human body there are energy meridians where all the vital energy, or prana flows.

Here comes Freddy's revolutionary patent: the **FREDDY ENERGY** technology consists in placing aluminum half-spheres inside some products along the body's meridians to activate a specific energy map that generates feelings of lightness and physical balance.

For the launch of the project, Freddy starts with the **FREDDY ENERGY PANTS**, women's pants designed to help and facilitate physical exercise, athletic performance, and workout in general, eliciting feelings of wellness, harmony, and energy, thanks to their innovative properties.

2021

Freddy expands the **FREDDY ENERGY** project including other products like shoes, bra, trousers and bracelet. Now a woman can therefore wear a Freddy Energy total look and be supported during her sporting activities.



FREDDY ENERGY



2022

For Spring/Summer 2022, to better showcase the qualities of WR.UP®, Freddy inaugurates @[wrup_official](#), a dedicated Instagram account that presents new collections, new arrivals, and all the initiatives of the WR.UP® world. A new world that puts **environmental sustainability** at the forefront. Starting today, WR.UP® will only use fabrics in organic cotton and recycled polyester, all with elastomer and recycled accessories. A true dedication to Nature, as well as the starting point for several changes that are crucial to build the future that Freddy desires. As interpreter of this vision of a green world, Freddy chose the talented [Nima Benati](#) who developed the new WR.UP® SS22 campaign, aptly named "For Nature".

Leaving to fresh yet conscious eyes the right to narrate the world is the philosophy behind the choice made by Freddy to look for talented photographers who could represent WR.UP®. This is how for the **FW22 WR.UP® CAMPAIGN**, we wake up from a dream populated by nymphs to find ourselves immersed in a real and piercing environment represented with authenticity by the **Scandeborgs** creative duo. With their intimist perspective connected to natural landscapes, **Alberto Albanese and Stefano Colombini** bring performance and photography into their shots, becoming the ideal interpreters to narrate Nature in this new chapter. Their skillful use of light and cinematographic approach makes surreal settings come alive in a new and genuine exploration of reality.

Always in the Fall-Winter, **Freddy reinterprets** the warm-up booties used by dancers and **gives life to the Puff Boots**: These padded boots, featuring a roomy yet snuggling fit, embody Freddy's vocation for everything that is sport, movement, but also fashion.



2023

For the **Spring/Summer 2023 Collection**, Freddy revives the 90's trend of the **Cargo Pants**, the pants with baggy lines and a roomy fit that became one of the coolest items to wear all year round.

Born in the Nineties as a reinterpretation of the Parachute Pants that took inspiration from parachute overalls, they acquired fame thanks to Britney Spears and Jennifer Aniston and quickly became a distinctive feature of break-dancers who appreciated the freedom to follow the rhythm that these pants gave them.

Freddy gives this **association between movement and fashion** its distinctive touch. **New large side pockets** add practicality to the pants, while the **cozy poplin** fabric, which replaces nylon, makes them **even more resistant and comfortable**. The drawstring across the knees and on the bottom creates a perfect design that suits every fit.

Autumn-Winter sees the start of a collaboration with the **Peanuts** cartoon characters, born from the pencil of cartoonist Charles M. Schulz. The result is a mini-capsule collection consisting of three sweatshirts and two t-shirts with comfy lines, available in different colours, enriched by the funny prints of Snoopy and his friends.



2024

The beginning of the season saw the launch of **WR.UP CORE**, the first leggings with the shaping effect of patented WR.UP® technology. Fit and fabric designed to offer maximum comfort on any occasion, even while practising sports that require ample movement such as yoga or pilates. The essential design combined with the pleasant shaping effect makes them ideal at any time of day, from work to leisure.

For the more sporty, there is **SEAMLESS**, the line consisting of leggings, bra and top: the absence of seams makes the garment more comfortable against the skin and allows total freedom of movement. The minimal design is combined with the elasticity and comfort of the eco-friendly fabric made from 60% recycled materials.

While for Autumn-Winter, it's time for **KNITWEAR**, which for the first time enters the Freddy proposal. Interwoven threads of regenerated cotton create unique and extremely soft garments.



THE ART OF MOVEMENT

PATENTED PRODUCTS



THE ART OF MOVEMENT

"Creativity today is highly complex. It means creating a concept and successfully making something different. Every time we make a product we don't only think about whether it is beautiful or ugly, but about the reasons why people should buy it."

For more than 40 years, Freddy has been synonymous with sport and passion for movement. Right from the outset the Company, founded in 1976 by Carlo Freddi, established itself as a leading manufacturer of professional footwear for dance and gymnastics, and over the years has become a phenomenon linked not only to the world of professional sport, but also to lifestyle.

The common denominator continues to be its ability to breathe life into products which combine technical requirements, comfort and attention to current style trends, with a perfect sense of balance.

Today the Freddy collection develops through two distinct, but complementary, concepts that can be summed up in Active&Fashion, perfectly embodied in our philosophy: **The Art of Movement**. The interpretation of movement under the banner of art, drawing inspiration from artistic and rhythmic gymnastics, permeated by a fashion sense that makes the collection contemporary and distinctive.

A kind of style that can be chosen for any moment of the day.
A full collection dedicated to Women and Men.



WOMAN COLLECTION

PRODUCT PHILOSOPHY

TECHNICITY with FEMININITY: this is the main characteristic of Freddy's collections that are at the same time technical and very feminine. This is the main point of differentiation from our bigger competitors and identifies Freddy as the perfect ATHLEISURE company. Great attention to PATENTS development: Freddy allocates a large part of its income to product research since it strongly believes that the future is into UNIQUE products with a REAL function to provide TANGIBLE BENEFITS to the customers.

KEY PRODUCTS

Freddy has dedicated the last years to develop USP for each product category:

2013: launch of WR.UP®, the shaping effect PANTS

2015: launch of 3PRO BALLERINA, the 24/7 innovative SHOE design

2016: launch of D.I.W.O.® CURVE, the stylish and functional JACKET with the revolutionary curved zip

2017: launch of FELINE, the cross training SHOE

2019: launch of N.O.W.®, the new 5-pocket pants made by bi-elastic fabric

2020: launch of FREDDY ENERGY PANTS

2021: launch of FREDDY ENERGY

2022: launch of PUFF BOOT

2023: launch of CARGO PANTS

WR.UP® FOOTPRINT

WR.UP® was launched in October 2012 by the Italian-based brand Freddy. WR.UP® is an entirely new product category: FASHION ACTIVE SHAPE which is driving universal appeal through its diversity of use. To date WR.UP® is sold in 40 countries including the key strategic markets of US, UK, Russia and Japan. The success of WR.UP® has driven Freddy to create an entirely separate WR.UP® division within its organization with a dedicated WR.UP® production facility intended to cater exclusively for future and expected global demand.

CONSUMER TARGET:

- Women of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- Who want to enhance their silhouette with shaping technology
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Fashion alternative to everyday leggings
- Patented shaping technology
- Active wear perfectly suitable in and out of the gym



WR.UP® TECHNOLOGY

SHAPE

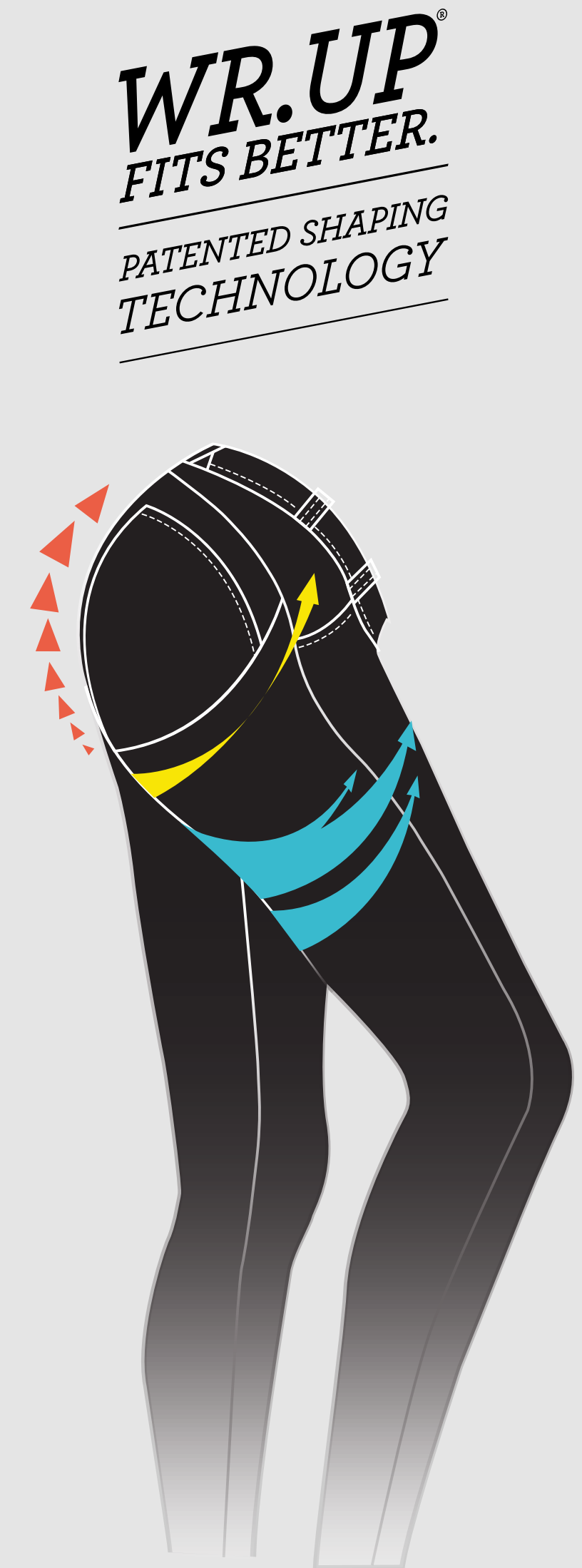
A customized silicone band shapes and sculpts the waistline while keeping pants up and in place.

SMOOTH

High quality fabric with the perfect amount of stretch combined with strategically placed panels provide a smoothing and shaping effect to the hips and thighs.

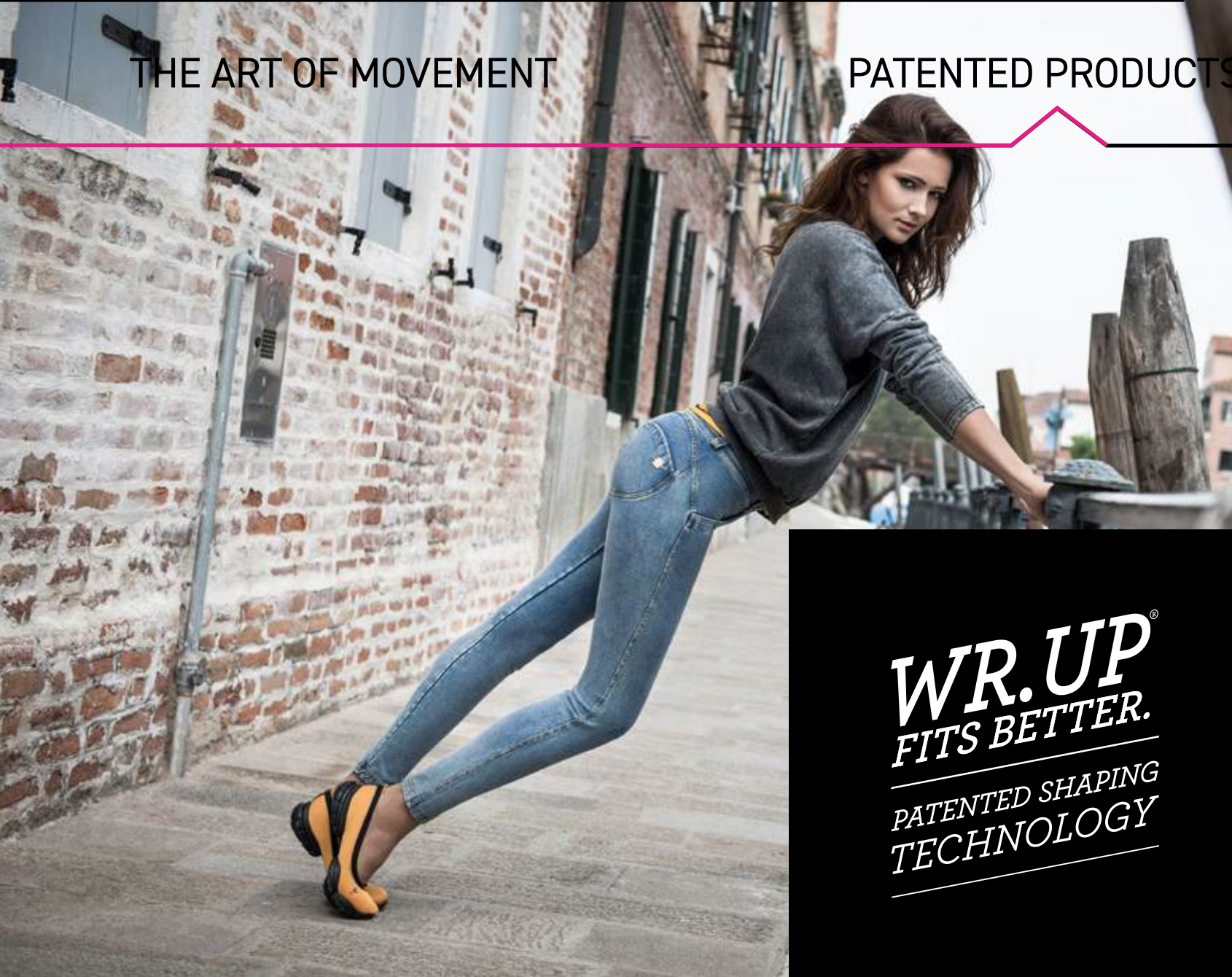
LIFT

Specially designed seams define the bottom while creating a supportive lift.



THE ART OF MOVEMENT

PATENTED PRODUCTS



THE ART OF MOVEMENT

PATENTED PRODUCTS

3PRO BALLERINA FOOTPRINT

3PRO BALLERINA was launched in October 2014 and is the result of the blending between our dance heritage and our 2 main Patent Technologies on fitness outsoles: 3PRO (Three Piece Outsole) and ITS® (Impact Technology System). In addition D.I.W.O.® (Dry In Wet Out), a technical fabric that favours transpiration.

3PRO BALLERINA belongs to the ACTIVE-FASHION product category and is the perfect match for WR.UP®. 3PRO BALLERINA can be used in and out of the gym.

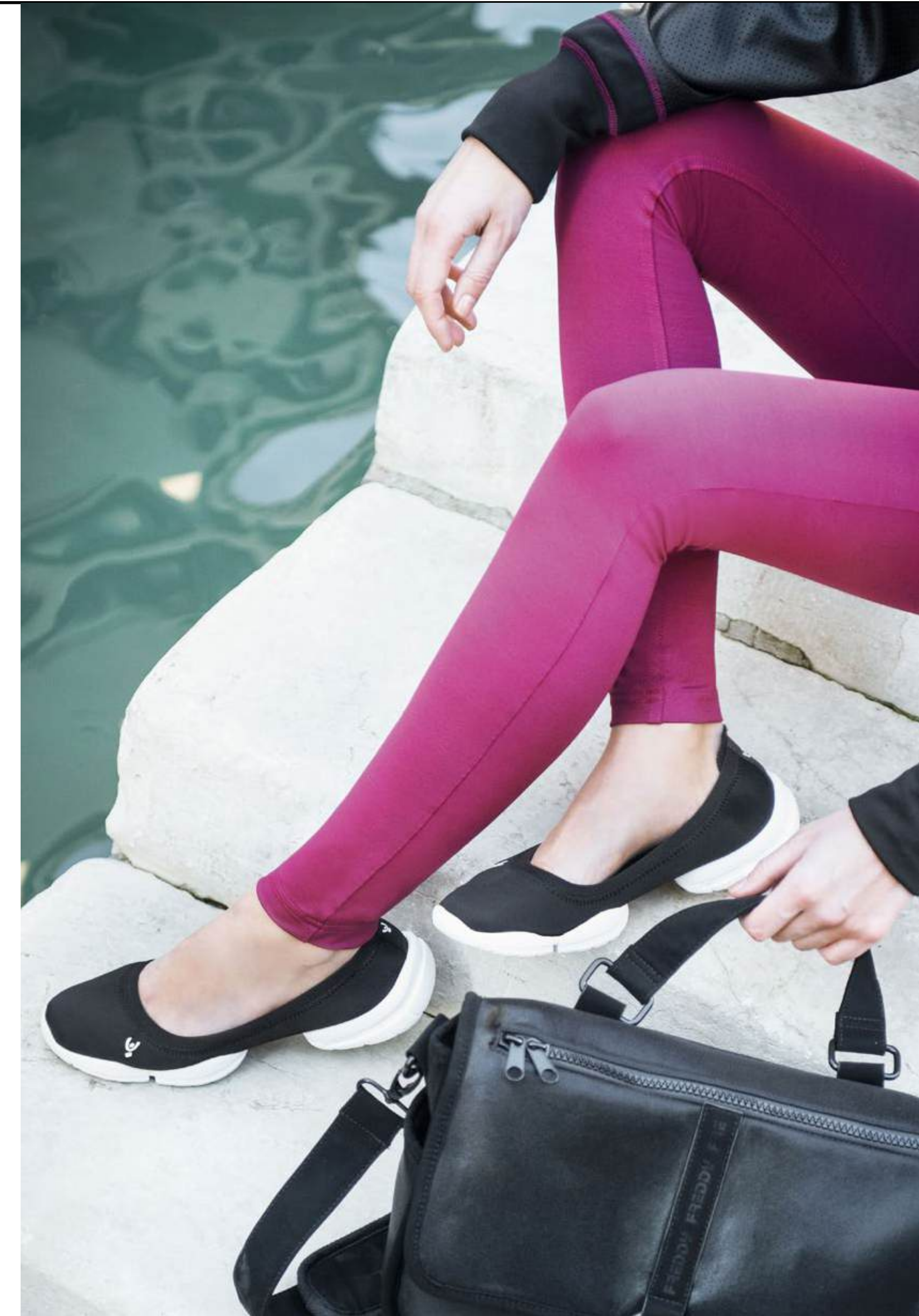
To date 3PRO BALLERINA is sold in more than 30 countries and is following the same path as WR.UP® gaining international success.

CONSUMER TARGET:

- Women of all ages (core customer 25-45 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Sporty and comfortable alternative to everyday ballerinas
- Patented technology to guarantee professional impact absorption and feet flexibility
- Active wear perfectly suitable in and out of the gym



3PRO BALLERINA TECHNOLOGY

STABLE, WITH HIGH IMPACT ABSORPTION

The sole contains the patented ITS[®] (Impact Technology System) which, combined with a material with a higher density as compared to the ones used for traditional sports shoes, guarantees stability for the foot and maximum impact absorption.

FLEXIBLE

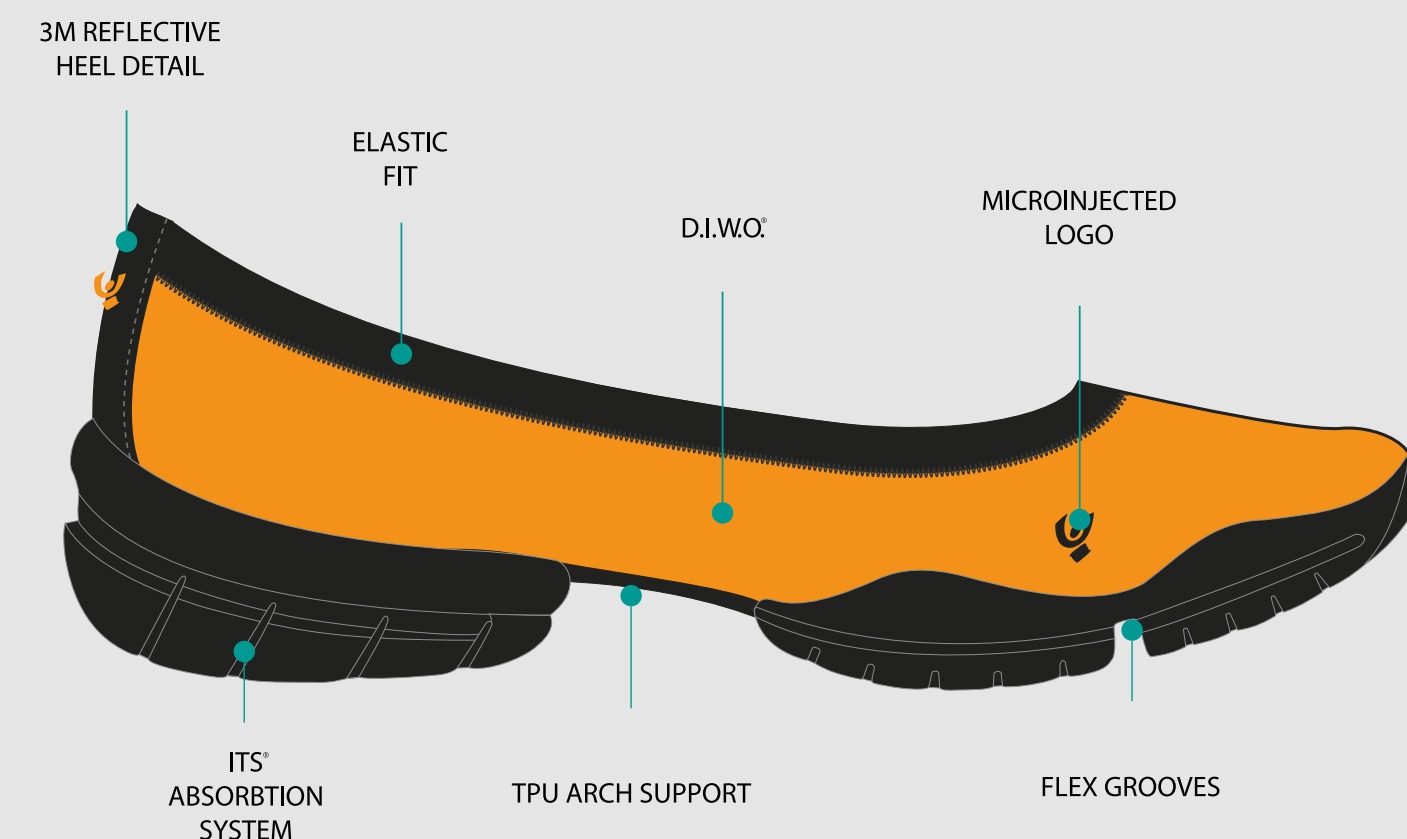
The patented 3PRO technology consists in an originally designed sole divided in three parts, which guarantees maximum flexibility and freedom of movement.

BREATHABLE AND WATER RESISTANT

The shoe upper is in D.I.W.O.[®] (Dry In Wet Out) fabric, which provides structure and lightness, guaranteeing high breathability and thermoregulation. A special treatment on the fabric during dyeing makes it water resistant.

INDOOR AND OUTDOOR

The technical sole with high cushioning and the upper devised to be perfectly adherent to the foot make it suitable both for using it for leisure and for activities such as toning, aerobics, step, fitwalking and DANSYNG[®]



THE ART OF MOVEMENT

PATENTED PRODUCTS

A PRODUCT 100% ATHLEISURE



Ballerina
3PRO 
FITS BETTER.



D.I.W.O.® CURVE FOOTPRINT

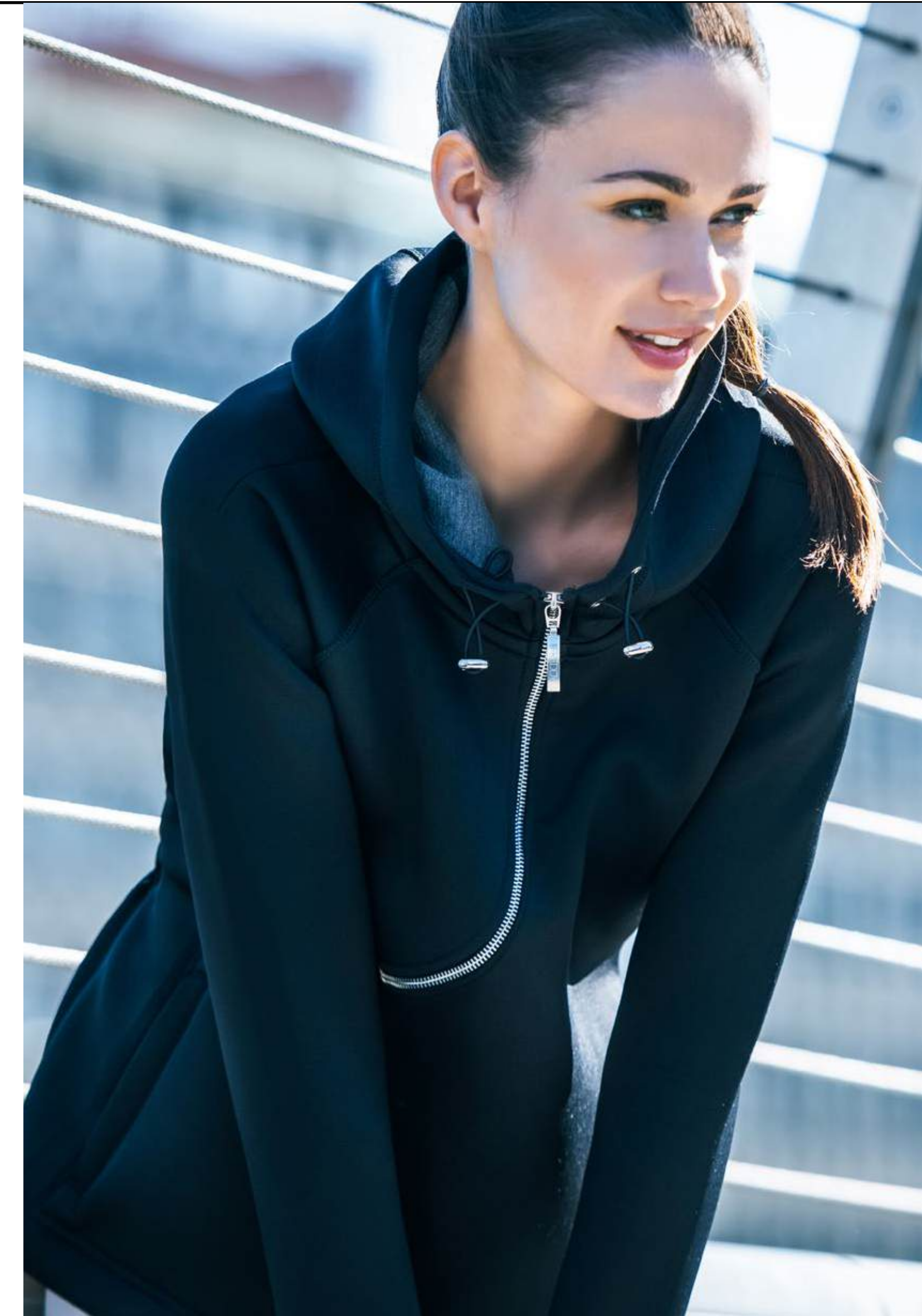
D.I.W.O.® CURVE is the new simple and innovative jacket for women that combines style and functionality. The main feature of this new jacket, which is also expressed by the adjective CURVED that completes the name, is the revolutionary CURVED ZIP. This, in addition to being a stylish detail that enhances the fit of the jacket, is the new patent filed by Freddy. This simple detail, placed in the front of the jacket in the waist area, makes the garment more functional: the double cursor, which allows for opening on both sides, makes it easier to wear the garment and reach for the useful inside pocket. Made of D.I.W.O.® (Dry In Wet Out) fabric, the new jacket ensures maximum skin transpiration and a water resistant effect.

CONSUMER TARGET:

- Women of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Fashion alternative to everyday jackets
- Patented shaping technology
- Active wear perfectly suitable in and out of the gym



D.I.W.O.® CURVE TECHNOLOGY

BREATHABLE AND WATER RESISTANT

In D.I.W.O.® (Dry In Wet Out) fabric, guaranteeing high transpiration and thermal regulation. A special treatment during dyeing makes it water resistant.

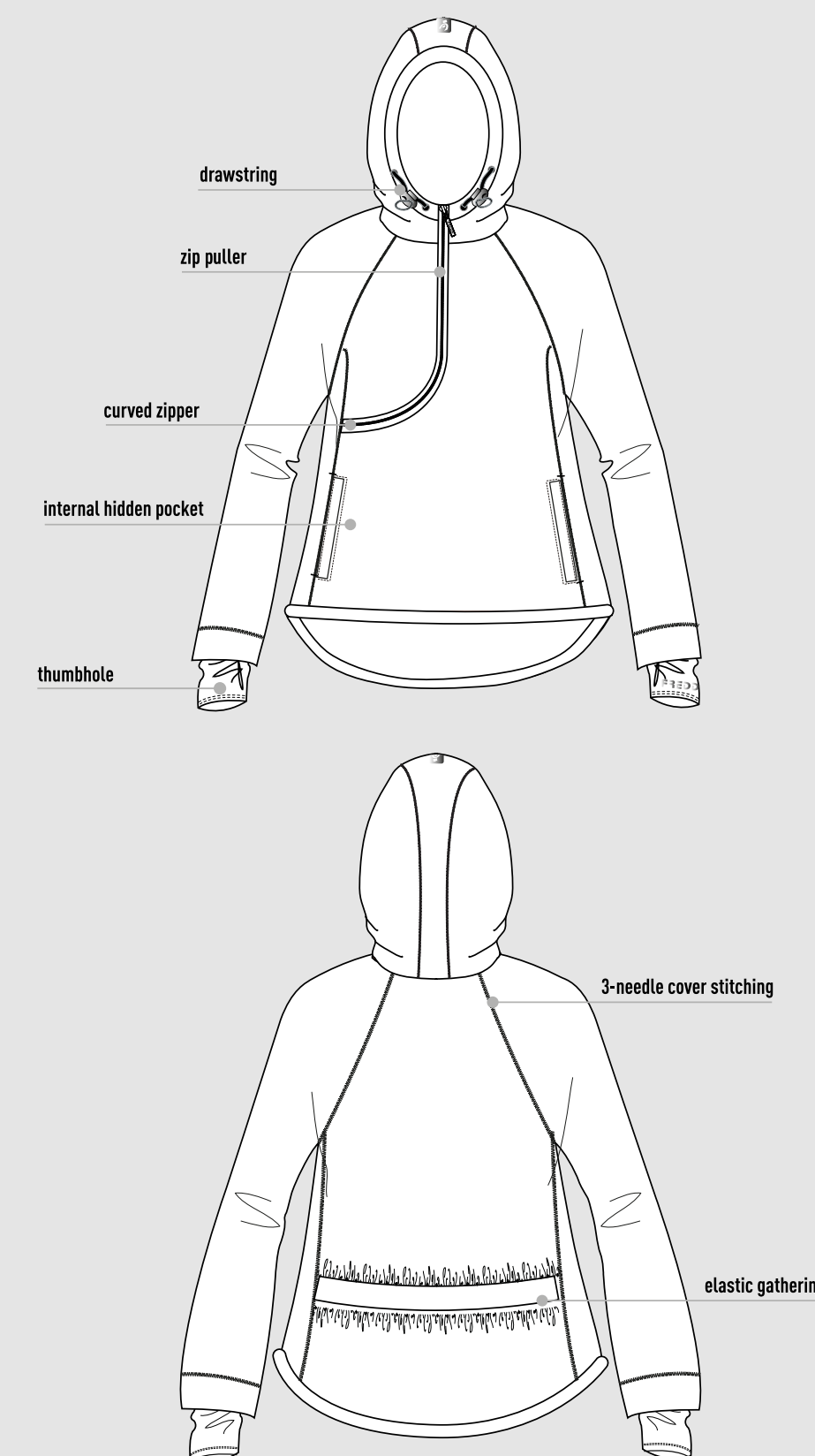
EASY TO WEAR

The curved zip with double cursor makes it easy to wear and to reach for the inner pockets. The performance of the fabrics combined with the design guarantees excellent results in terms of wearability.

PATENTED DESIGN AND TECHNOLOGY

Exclusive model, with design and technology studied and patented by Freddy. The curved zip is original and functional, and is also a style detail improving the fit of the jacket.

D.I.W.O.® CURVE

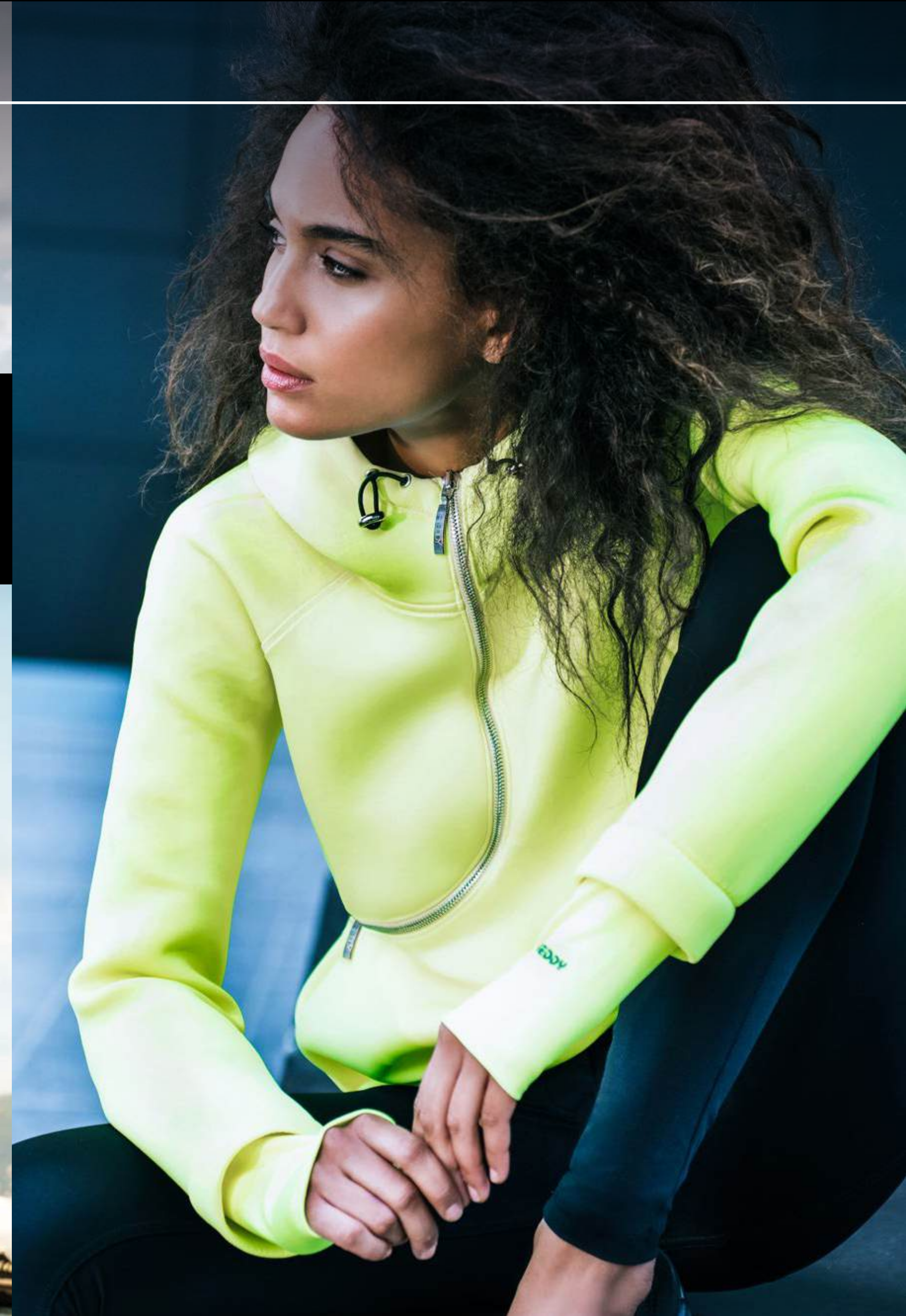


THE ART OF MOVEMENT

PATENTED PRODUCTS

A PRODUCT 100% ATHLEISURE

D.I.W.O.[®]
CURVE



FELINE FOOTPRINT

Inspired by the fastest animal on the planet, the Freddy FELINE is a quadri density cross training shoe developed to give maximum impact adsorption on both the forefoot and heel.

Its totally seamless upper enhances fit and comfort whilst the internal fit capsule stabilises the foot during workouts.

Extra details are the heel grip elastic to lock around the heel area and the antibacterial memory foam insole for extra comfort.

CONSUMER TARGET:

- Women of all ages (core customer (25-55 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- Who want to wear clothes with technological features
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Cross training, high impact training, core, step, cardio training, aerobics.



FELINE TECHNOLOGY

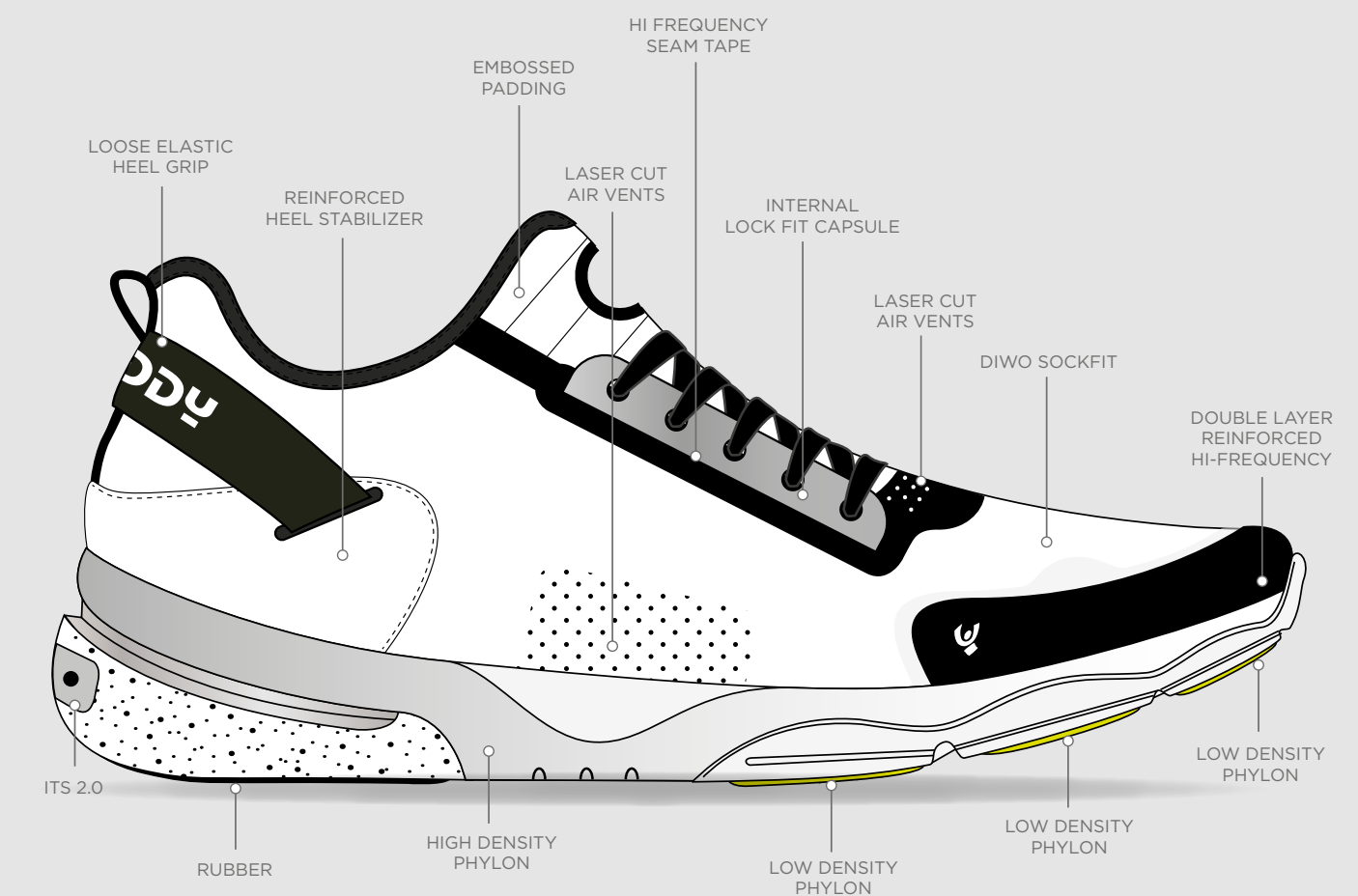
BREATHABLE AND WATER RESISTANT

The shoe upper is made with Freddy exclusive material D.I.W.O.® (Dry In Wet Out) fabric, which provides structure and lightness, guaranteeing high breathability and thermoregulation. A special treatment on the fabric during dyeing makes it water resistant.

STABLE, WITH DOUBLE AMORTIZATION

The lateral support is in rigid fabric to keep the foot firm and avoid injuries. But the revolutionary novelty is the sole with double amortization: in the rear part, the ITS 2.0 system lets the air out when the foot touches the ground, while the front part is in EVA, an ultra-light, low density material that absorbs impacts.

FELINE 



THE ART OF MOVEMENT

PATENTED PRODUCTS

A PRODUCT 100% ATHLEISURE



FELINE 



THE ART OF MOVEMENT

PATENTED PRODUCTS

N.O.W.® & N.O.W.® YOGA FOOTPRINT

N.O.W.®, the new 5-pocket pants with a casual and comfy vibe that allow to perform “impossible movements” thanks to the versatility of the denim-effect bi-elastic jersey, was launched in 2019

Two styles: N.O.W.®, available in regular or skinny cut with buttons, invisible belt loops and belt; and N.O.W.® YOGA, a no button, zipper-less model only available as a skinny fit model.

CONSUMER TARGET:

- Women of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and stylish lifestyle items to update their wardrobe
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Sporty and comfortable alternative to everyday pants but also Active wear perfectly suitable in and out of the gym
- Pants with patented details to guarantee originality



THE ART OF MOVEMENT

PATENTED PRODUCTS

N.O.W.® & N.O.W.® YOGA FOOTPRINT

N.O.W.® feature invisible belt loops and are proposed in two different versions: regular or skinny cut.

N.O.W.® YOGA only available as a skinny fit model - featuring a high waist that, thanks to the fold-over waistband, can become regular. A no button, zipper-less model, suitable to be worn 24/7 and extremely versatile. As its name suggests, it can be worn also to work out and train in complete freedom because, whether you're jogging in the park with a friend or doing a fitness session at the gym, your outfit needs to be comfortable yet stylish!



N.O.W.®
YOGA
THE PERFECT PANTS
VITA ALTA CON BANDA
RISVOLTABILE



N.O.W.®
THE PERFECT PANTS
PASSANTE NASCOSTO.
MIGLIORE SHAPE
DELLA VITA

FREDDY ENERGY PANTS FOOTPRINT

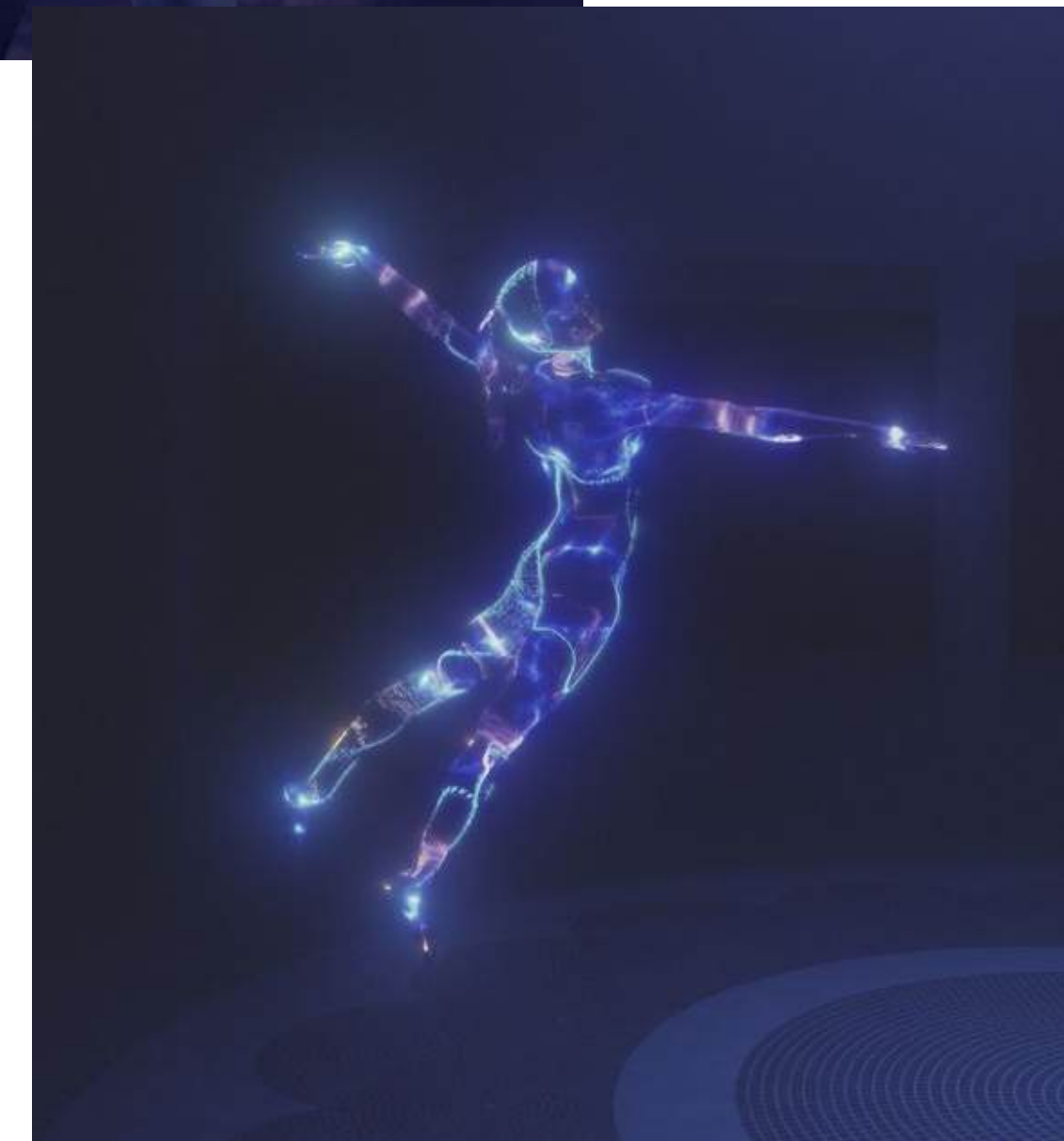
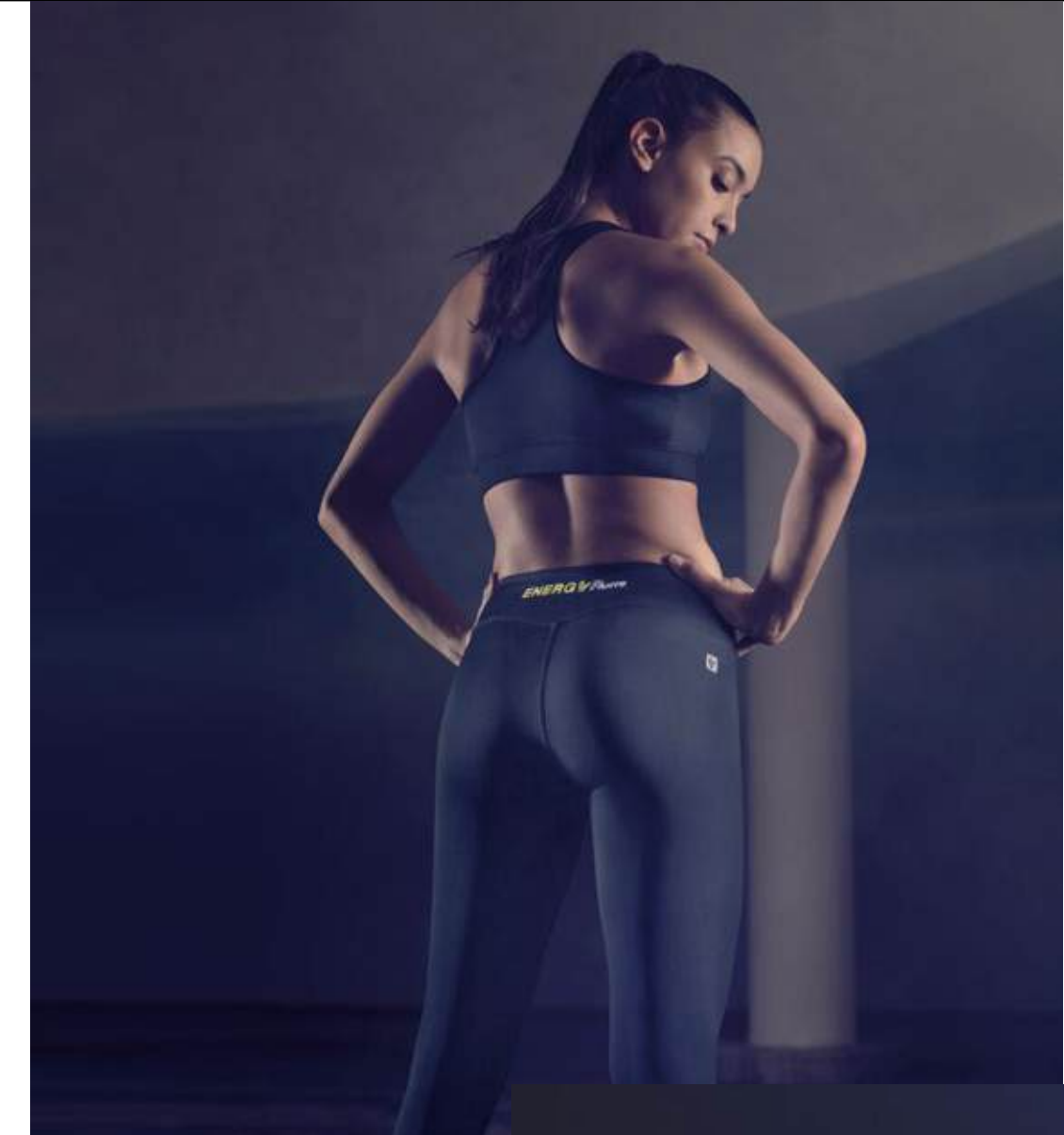
Freddy Energy Pants are the revolutionary pants designed to help and facilitate physical exercise, athletic performance, and workout in general, eliciting feelings of wellness, harmony, and energy, thanks to their innovative properties.

CONSUMER TARGET:

- Women of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and active items to be supported in sport activity
- With an ACTIVE lifestyle

USAGE:

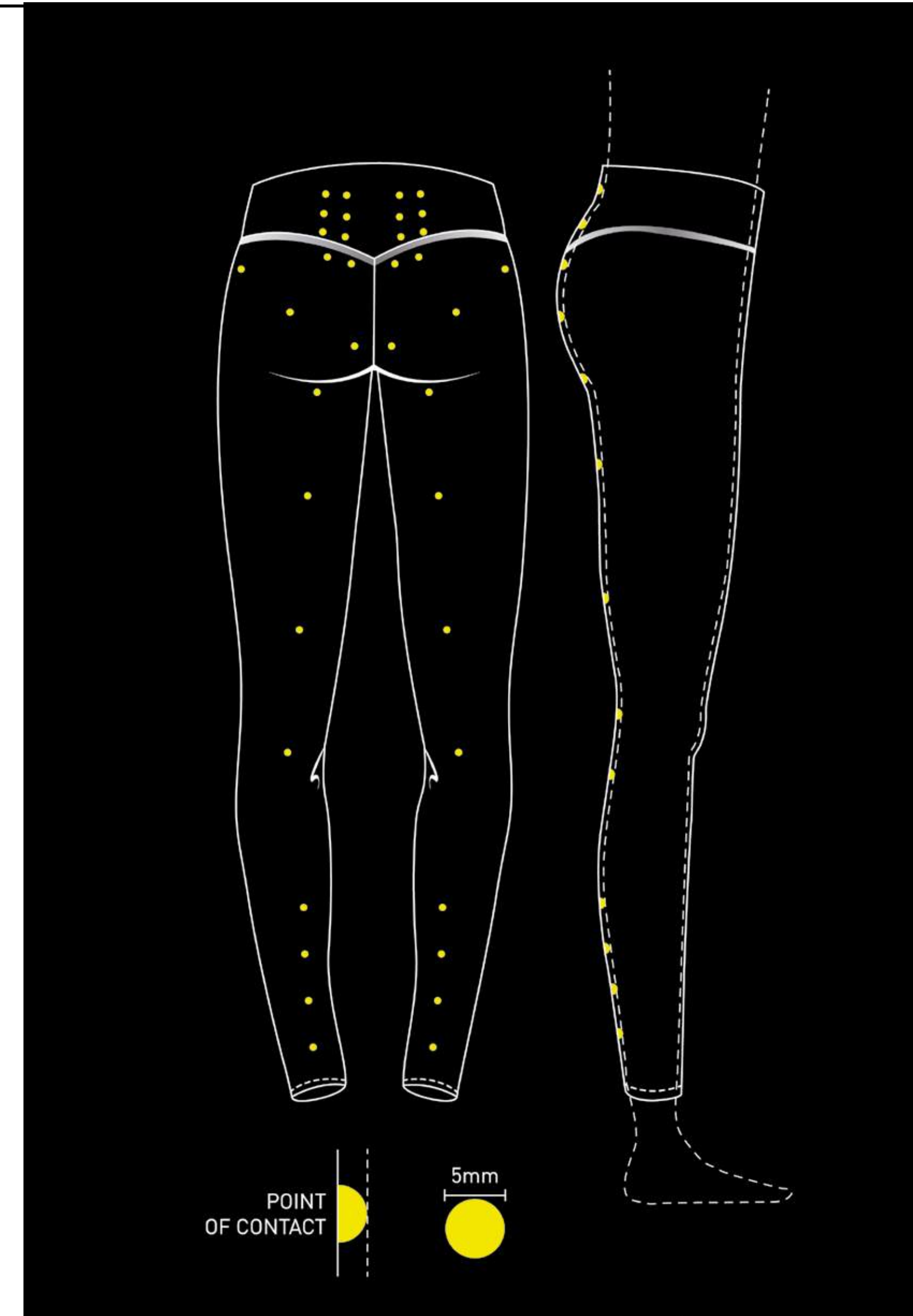
- Sport activity



FREDDY ENERGY PANTS TECHNOLOGY

It is a project entirely dedicated to wellness developed with the support of [Carlo Intiso](#), a renowned Prana expert: to communicate with the meridians, **aluminum microspheres** have been placed in specific points. When these spheres come in contact with the body, they activate a specific **energy map** able to produce positive sensations.

These products are not medical devices. There are no contraindications to the use of these products unless you have an allergy or intolerance to the materials used. Sensations are subjective and may differ from person to person. For proper care and maintenance of the products, follow the instructions on the label.



FREDDY ENERGY FOOTPRINT

A full-fledged **FREDDY ENERGY** total look: shoes, bra, pants, and a special bracelet designed to support and facilitate physical exercise, athletic training, and workout, generating sensations of wellbeing, harmony, and energy thanks to their innovative features.

CONSUMER TARGET:

- Women of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and active items to be supported in sport activity
- With an ACTIVE lifestyle

USAGE:

- Sport activity



THE ART OF MOVEMENT

PATENTED PRODUCTS

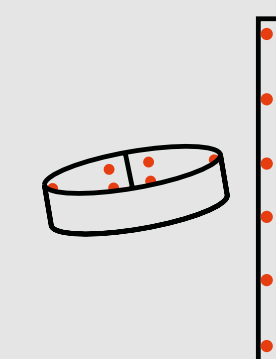
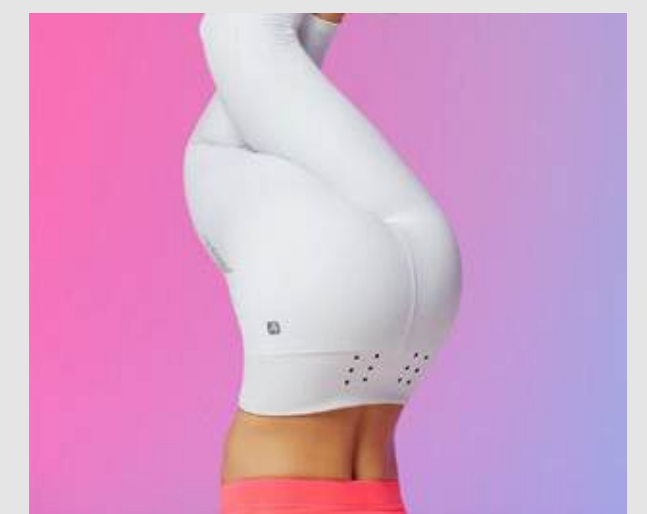
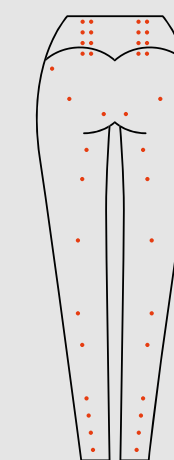
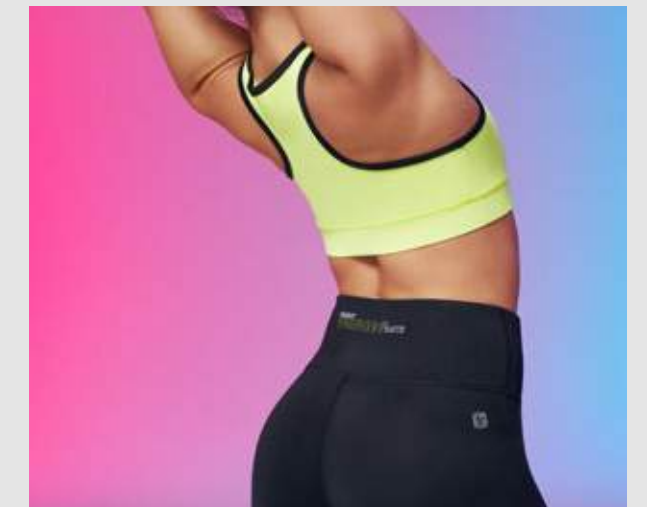
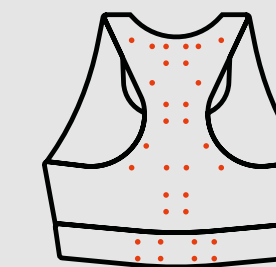
FREDDY ENERGY TECHNOLOGY

FREDDY ENERGY SHOES available in four color variants: fuchsia, yellow, gray, and black. The aluminum half-spheres have been placed in specific points on the inside of the upper, and above and below the insole to further stimulate a sensation of lightness in the feet.

FREDDY ENERGY BRA is a medium-support sports bra in technical fabric with round neck, regular straps, and racerback. It is a practical and dynamic garment designed for sports as it provides comfort and support. The half-spheres are applied in the back, on the inside, giving you a feeling of greater fluency in the movement of arms and neck.

FREDDY ENERGY PANTS are the iconic SUPERFIT model, launched last season and available in a 3/4 or 7/8 length version. The color is black, and the fabric is either heavy jersey or D.I.W.O.[®] (Dry In, Wet Out), the innovative fabric developed by Freddy to ensure maximum skin breathability by wicking moisture away from the body. For the Spring/Summer 2021 collection there are two new models: The total white SUPERFIT in lined fabric, highly sought-after by the world of Yoga and the ever-present WR.UP[®] SPORT in D.I.W.O.[®] and D.I.W.O.[®] PRO, a patented fabric characterized by low specific weight, quick drying, bacterio-static properties and environmental sustainability.

Thanks to the half-spheres applied in specific points, the **FREDDY ENERGY BAND** stimulates a sensation of lightness and harmony every time you move.



THE ART OF MOVEMENT

PATENTED PRODUCTS

PUFF BOOT FOOTPRINT

Freddy reinterprets the warm-up booties used by dancers and gives life to the **Puff Boots**. These padded boots, featuring a roomy yet snugging fit, embody Freddy's vocation for everything that is sport, movement, but also fashion.

The collection plays with the informal style that characterizes these shoes incorporating bright and bold graphics, in trendy colors, to create a look that suits every personality.

CONSUMER TARGET:

- Women of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Fashion alternative to everyday sneaker



CARGO PANTS FOOTPRINT

Freddy revives the 90's trend of the **Cargo Pants**, the pants with baggy lines and a roomy fit that became one of the coolest items to wear all year round. New large side pockets add practicality to the pants, while the cozy poplin fabric, which replaces nylon, makes them even more resistant and comfortable. The drawstring across the knees and on the bottom creates a perfect design that suits every fit.

CONSUMER TARGET:

- Women of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Fashion alternative to everyday pants



MAN COLLECTION



PRODUCT PHILOSOPHY

Freddy Man collection will appeal to modern man and Millennials who increasingly look for products with clean design and the latest technology and they do standard-bearer of the values of the brand.

So here's for them original Freddy products and a new logo. The Freddy institutional logo changes and becomes a symbol, almost a tattoo, which becomes an ancestral message of group membership: Freddy will disappear, and the logo appears in its simplicity in total black.

Technical materials, special cuts, sporty details and numerous patents, such as an athletic supporter inside the pants, the curved zip for the jackets and an elastic on the back of the crew-neck of the t-shirt that improves the fit. They are just some of the elements that distinguish the sporting values of this collection named PRO MAN.

KEY PRODUCTS

In 2016 Freddy developed USP for each product category:

PROPANTS ACTIVE: the sporty pant with a fixed patented internal support

PRO 305: the slip-on shoe

HYPERFEET: the ideal shoes for cross-training activities

PRO CURVE: the male version of D.I.W.O.® CURVE, the outdoor jacket with curved zip, now in elastan polyester fabric.

THE ART OF MOVEMENT

PATENTED PRODUCTS

PROPANTS ACTIVE FOOTPRINT

Made in D.I.W.O.® (Dry In Wet Out) fabric, it's perfect for sports thanks to the new technology patented by Freddy. Inside the pant, in fact, an athletic supporter has been inserted to guarantee maximum support and freedom of movement during physical activity without wearing underwear. Again, the model is completed by details: extremely careful stylistic features for a perfect fit.

CONSUMER TARGET:

- Men of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- Who want to wear clothes with technological features
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Patented technology
- Active wear perfectly suitable in and out of the gym



PROPANTS ACTIVE TECHNOLOGY

NO UNDERWEAR NEEDED

MAXIMUM SUPPORT DURING SPORTS ACTIVITIES

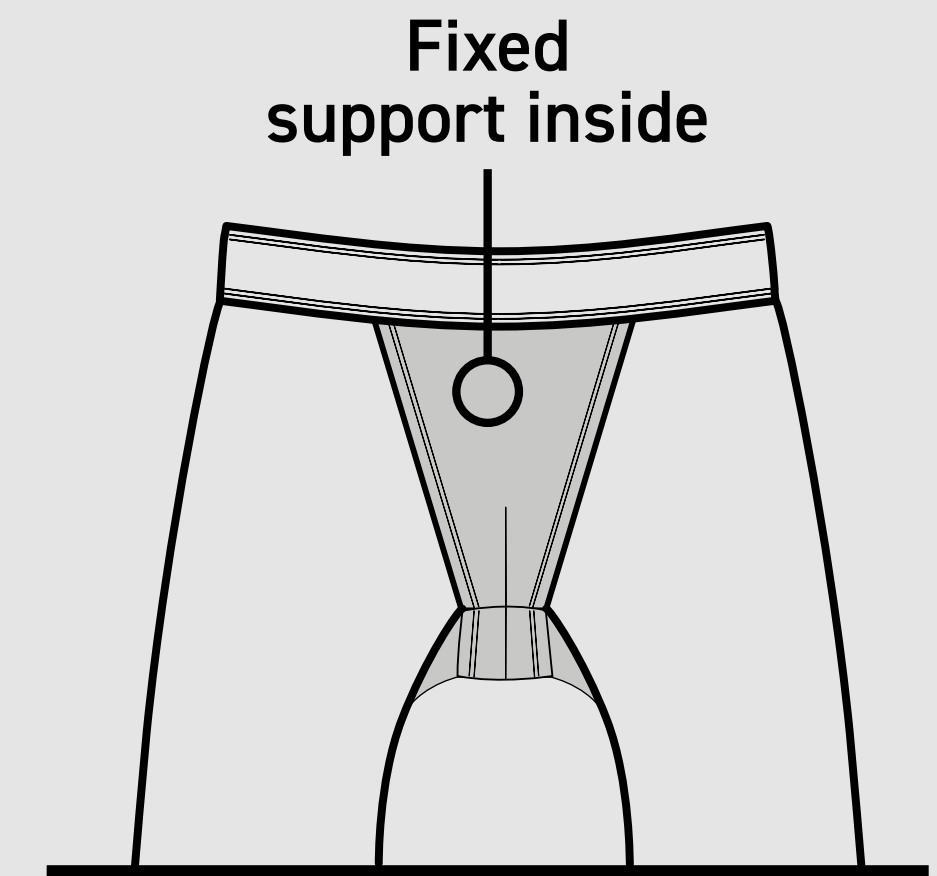
The introduction of an antibacterial athletic supporter, specifically designed for the male anatomy, guarantees the necessary support and contention to avoid discomfort during your sports activity. It can be worn without underwear.

BREATHABLE AND HIGHLY PERFORMING FABRIC

D.I.W.O., the special fabric patented by FREDDY, guarantees high transpiration and thermal regulation. The fabric's bielasticity guarantees maximum comfort and a great performance during physical activity.

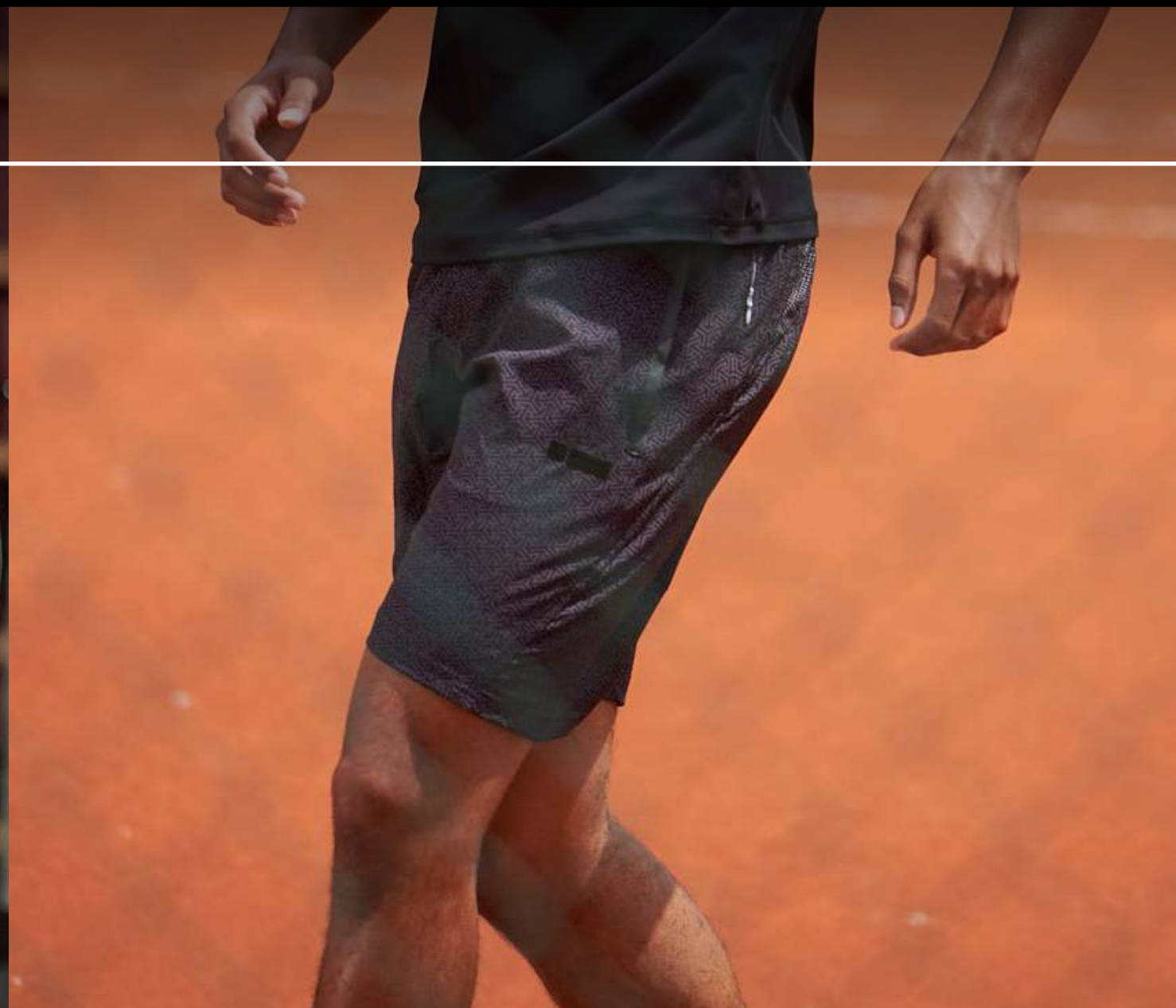
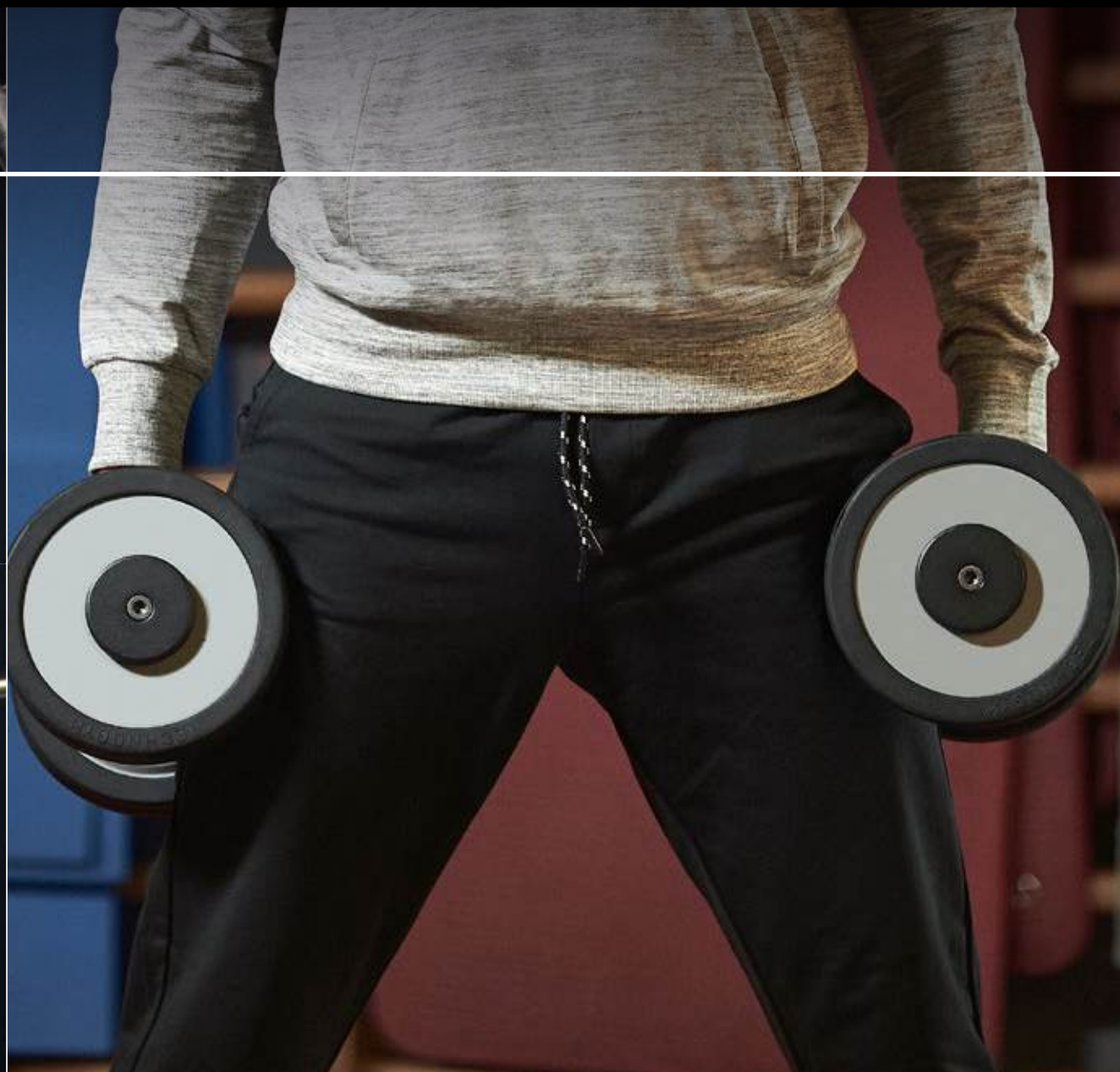
PATENTED TECHNOLOGY

Exclusive technology, studied and patented by FREDDY. Italian patent.



THE ART OF MOVEMENT

PATENTED PRODUCTS



PROPANTS
ACTIVE



PRO305 FOOTPRINT

PRO 305: is a slip-on for men that – with the number 305 – reflects the historical model of Freddy leather shoes for the Artistic Gymnastics. An ultra-light shoe made in D.I.W.O.® (Dry In Wet Out) fabric with an elastic triangle placed on the instep for easier wearing.

CONSUMER TARGET:

- Men of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- Who want to wear clothes with technological features
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Patented technology
- Active wear perfectly suitable in and out of the gym



PRO305 TECHNOLOGY

SUPER LIGHT AND SHOCK-ABSORBING

The sole in PHYLITE RESPONSIVE EVA is super-light and resistant to guarantee freedom of movement, comfort and impact absorption.

BREATHABLE

The ultra-light upper is made in D.I.W.O., the special fabric patented by FREDDY, which guarantees high breathability and thermal regulation. Internal sole in antibacterial memory foam.

EASY TO WEAR

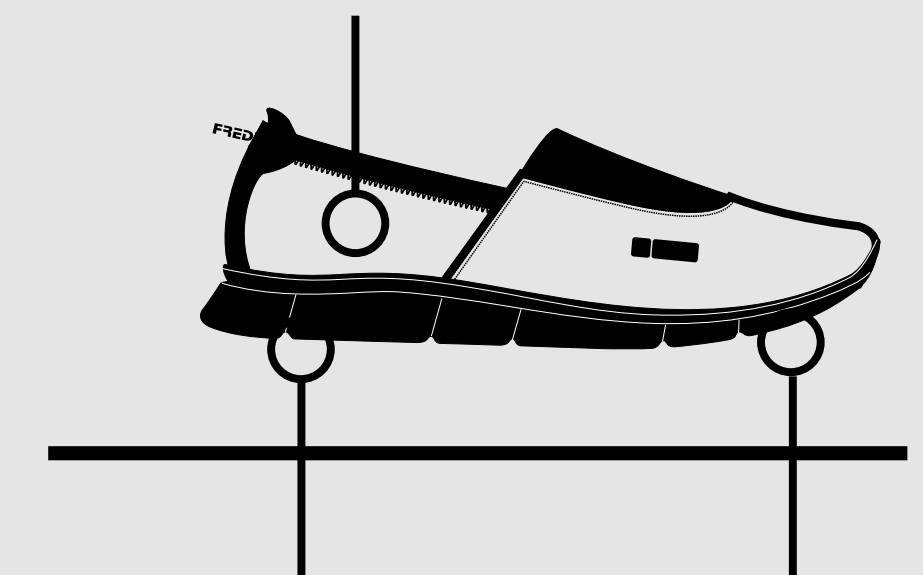
The stretch insert on the instep and the stretch border allow for easy wearing and make the shoe perfectly adjustable to the shape of the foot, guaranteeing resistance even during physical activity.

PATENTED DESIGN

Exclusive design, studied and patented by FREDDY.
Italian patent.

PRO305

Upper with
D.I.W.O.® technology



High impact phylite sole

Flexible "Brickwall" sole

THE ART OF MOVEMENT

PATENTED PRODUCTS

PRO305



THE ART OF MOVEMENT

PATENTED PRODUCTS

HYPERFEET FOOTPRINT

HYPERFEET has been created to emulate the amphibious technicity to maximise support during quick movements.

Based upon the same structure as the renown FELINE Patent HYPERFEET is characterized by a 4 density sole structure with a low density forefoot insert to maximise impact absorption and a non slip rubber insert to improve grip during fast lateral movements.

Its totally seamless upper created to provide great comfort during long workouts whilst its waterproof and breathable upper fabric work to maintain the feet always dry.

CONSUMER TARGET:

- Men of all ages (core customer (25-55 yr.).
- Looking for unique, contemporary and stylish fashion items to update their wardrobe.
- Who want to wear clothes with technological features.
- With an ACTIVE or ATHLETIC lifestyle.

USAGE:

Cross training, high impact training, core, step, cardio training, aerobics



HYPERFEET TECHNOLOGY

BREATHABLE AND WATER RESISTANT

The upper is made of D.I.W.O.[®] (Dry In, Wet Out) fabric, which is breathable, thermoregulating and without any internal seams, for maximum comfort.

STABLE AND NO IMPACTS

The side support is rigid, so as to firmly hold the foot and avoid injuries. But the most revolutionary addition is the anti-slip insert on the outsole that improves grip when moving, thus meeting both indoor and outdoor fitness needs.

The outsole is made of EVA, a low-density ultra-light shock-absorbing material.

HYPER FEET



THE ART OF MOVEMENT

PATENTED PRODUCTS



HYPERFEET



PROCURVE FOOTPRINT

PRO CURVE: the idea was, in a way, "stolen" to Freddy's feminine universe. This garment, in fact, achieved great success during the past summer season in the women's line. The PRO CURVE is therefore the male version of D.I.W.O. CURVE, the outdoor jacket with curved zip, now in elastan polyester fabric. Three are the keywords: design, simplicity and functionality. The model is, in fact, exclusive, designed and patented by Freddy. The curved zip with double cursor allows for easy wearing and eases access to internal pockets. The performance of fabrics combined with the design of the garment guarantees excellent results in terms of fit. The internal heat-sealed pocket for the smartphone, headphone holder holes and lateral pockets with invisible zips make this garment extremely functional.

CONSUMER TARGET:

- Men of all ages (core customer 25-55 yr.)
- Looking for unique, contemporary and stylish fashion items to update their wardrobe
- Who want to wear clothes with technological features
- With an ACTIVE or ATHLETIC lifestyle

USAGE:

- Patented technology
- Active wear perfectly suitable in and out of the gym



PROCURVE TECHNOLOGY

COMFORT FIT

The performance of fabrics, combined with the innovative curved zip with double cursor, guarantees great results in terms of fit.

MAXIMUM FUNCTIONALITY

An internal heat-sealed pocket for smartphones, headphone holes, pockets with invisible zips and waterproof fabric make this garment extremely functional.

PATENTED TECHNOLOGY

Exclusive design, studied and patented by FREDDY.
Italian patent.

PROCURVE



THE ART OF MOVEMENT

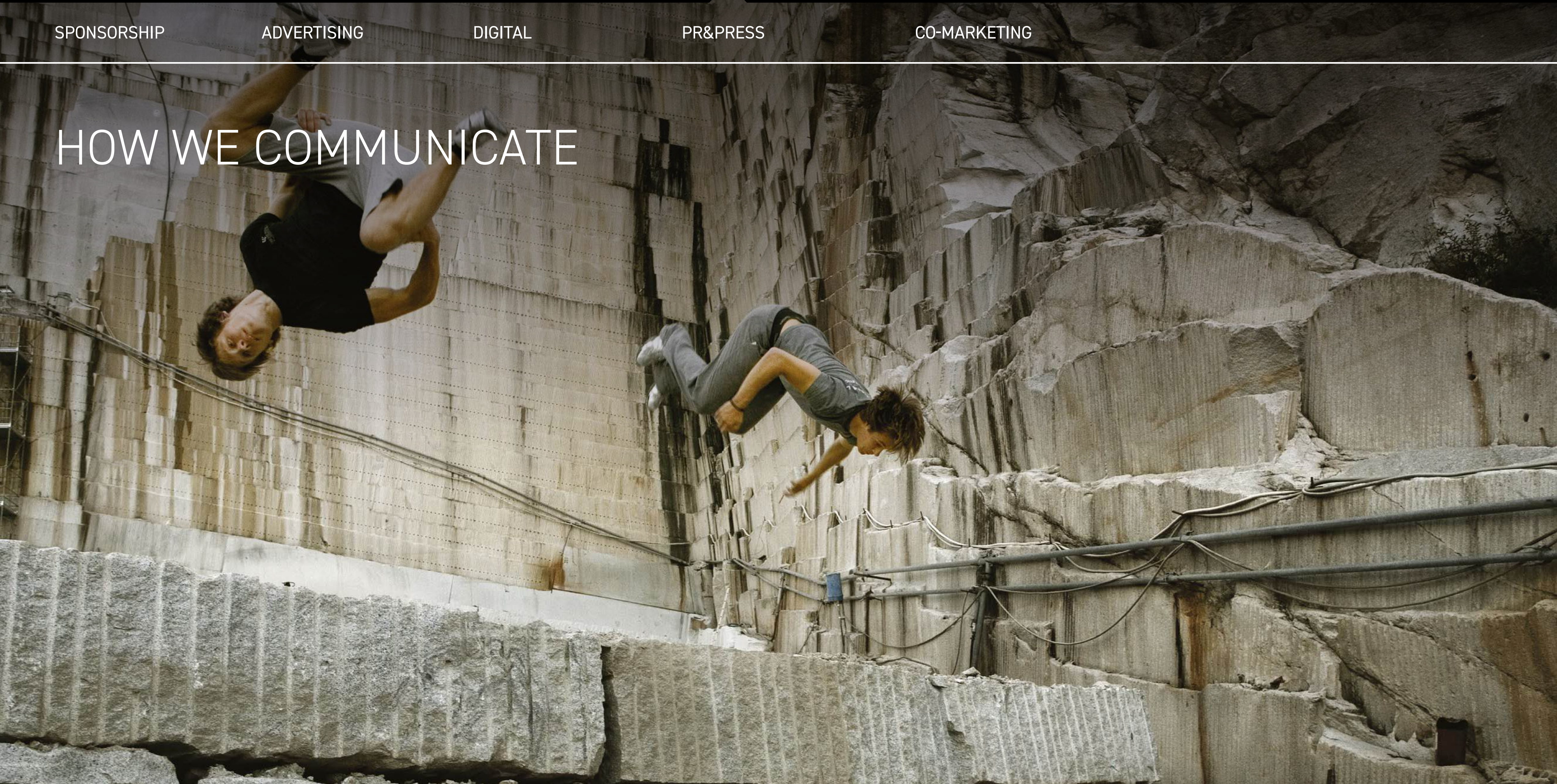
PATENTED PRODUCTS



PROCURVE



HOW WE COMMUNICATE



SPONSORSHIP AND OFFICIAL SUPPLIER AGREEMENTS



ITALIAN GYMNASTICS FEDERATION

The ties between Freddy and the world of sport were further strengthened in 2002, when Freddy became official supplier to the Italian Gymnastics Federation in view of the 2004 Athens Olympic Games, where it accompanied Igor Cassina to his gold medal, the young women's rhythmic gymnastics team to their silver medal and special testimonial Jury Chechi to his bronze medal. Since then Freddy has supported all Italian Gymnastics Federation athletes by providing them with top quality technical assistance.

TEATRO ALLA SCALA

Leadership in the dance world was consolidated in 2005 with the agreement signed with Teatro alla Scala di Milano. The agreement sanctioned the realization of numerous major projects including, most importantly, the official "La Scala di Milano Corps de Ballet" uniform and a new collection of "Freddy La Scala" branded dance clothing and accessories. By now, Freddy is sponsor of and official supplier to the Accademia Teatro alla Scala di Milano.

ROYAL OPERA HOUSE

International prestige grew still further in 2008 with the signing of an important licensing agreement (until 2015) with the Royal Ballet at the Royal Opera House in London. Once again, a customized line was created and sold around the world.



ADVERTISING

WR.UP®



▶ <https://youtu.be/Ci-stqN3WcU>



▶ <https://youtu.be/gl2ptz5WwjA>



WR.UP

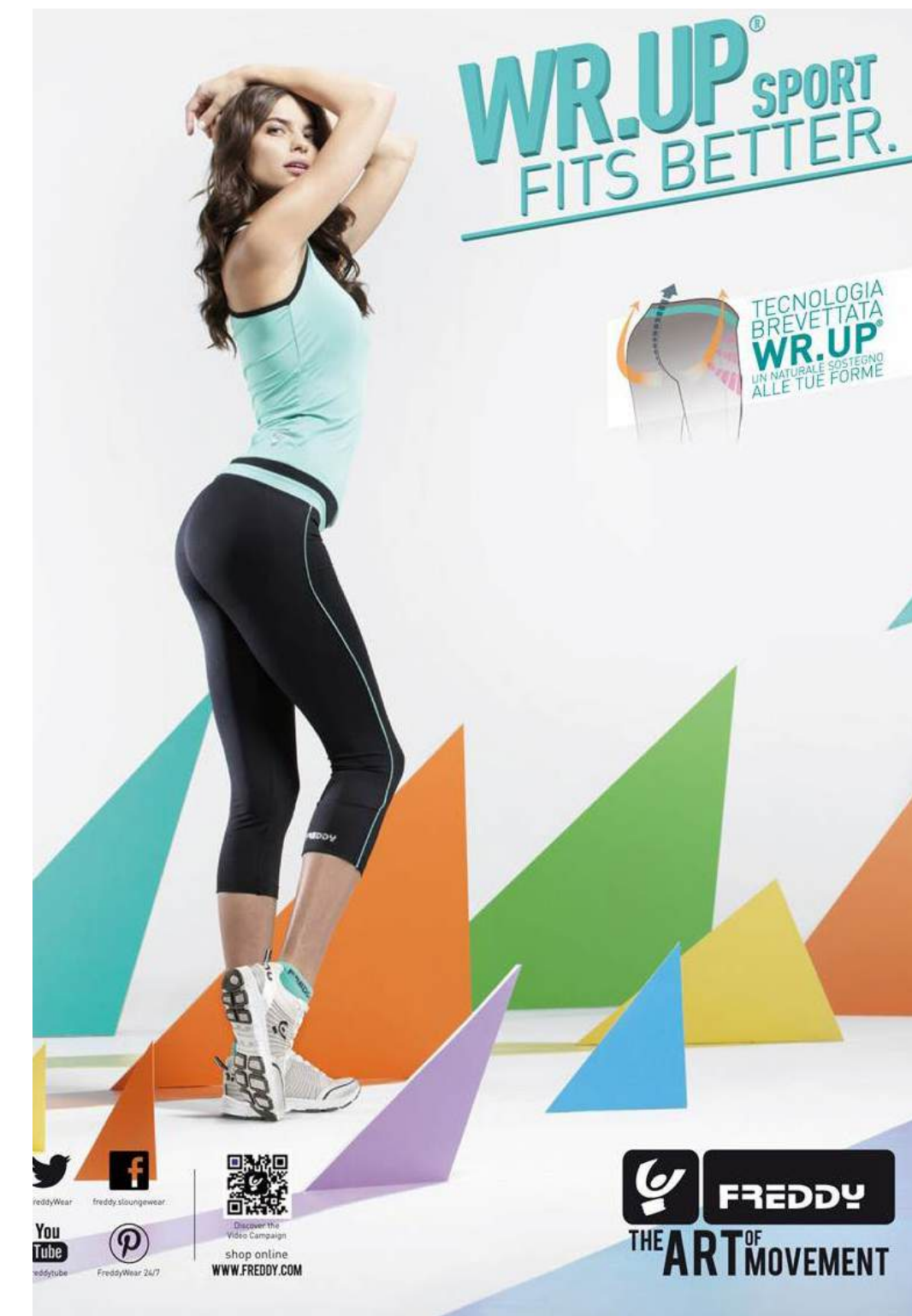


▶ <https://youtu.be/H71nBTkubo4>

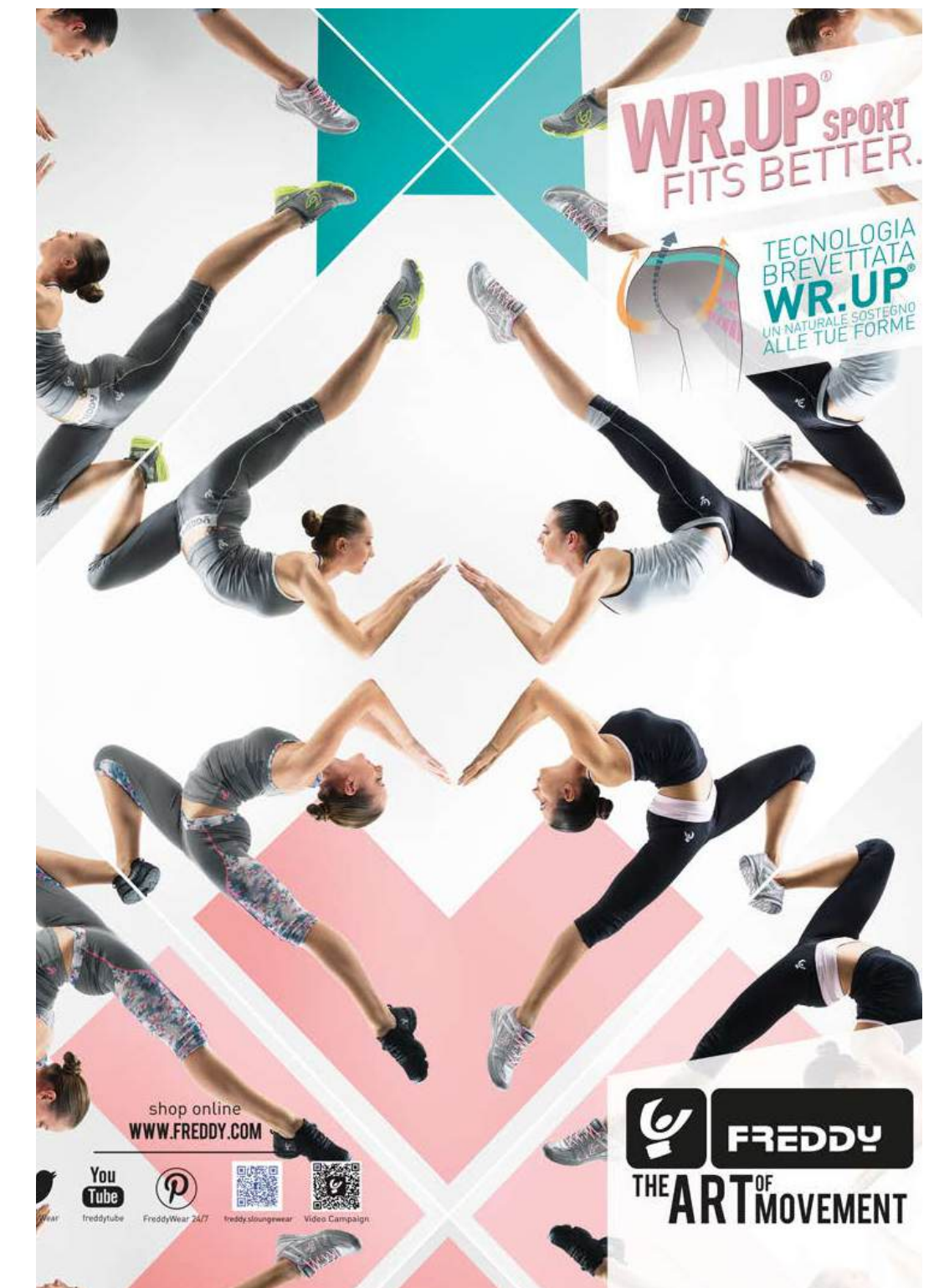
WR.UP SPORT



▶ <https://youtu.be/RiDTPBYwbkU>



▶ <https://youtu.be/gpbhlU8DyPg>



▶ <https://youtu.be/tHIHvalzD7s>

3PRO BALLERINA



▶ <https://youtu.be/pBgCmwWVsTw>

D.I.W.O. CURVE



▶ <https://youtu.be/iXiFu8Qx9a8>

PROPANTS ACTIVE



► <https://youtu.be/tSwV4A5nliY>

FELINE



► <https://www.youtube.com/watch?v=3iRUcxbmiu4>

HYPERFEET



▶ <https://www.youtube.com/watch?v=15DaSXgbh4o>

THE WORLD WIDE WR.UP COMMUNITY



▶ <https://www.youtube.com/watch?v=2DksqxH6lh0>

THE WORLD WIDE MEN.TRIBE



▶ <https://youtu.be/dZ73pb34i5Y>

100% MADE IN ITALY



▶ <https://www.youtube.com/watch?v=5Lv4BDFSjEE>

THE ART OF MOVEMENT



▶ <https://youtu.be/XV0v3nP5flg>

WR.UP[®]-IN



▶ https://youtu.be/U_2zM260Zr8

LAOLU SENBANJO



▶ <https://youtu.be/INEE7BwVi0s>

LUCA TOMMASSINI



▶ <https://youtu.be/pmns-YUSxUg>

N.O.W.® PANTS

► <https://www.youtube.com/watch?v=Q0KqG8HWSIs>

FREDDY ENERGY PANTS

► https://www.youtube.com/watch?v=_D2aGzUiUVg

WR.UP® - FOR NATURE



▶ https://www.youtube.com/watch?v=qNIK_ubRjmY

FREDDY ENERGY

FREDDY ENERGY PANTS

Abbiamo posizionato delle semisfere di alluminio lungo alcuni meridiani del corpo, che attivano la mappa energetica del Freddy Energy Pants e infondono sensazioni di armonia e benessere nei movimenti.

Un top sportivo che grazie alla tecnologia Freddy Energy ti dà sostegno e ti aiuta a percepire maggiore fluidità ed equilibrio a ogni tuo movimento.

FREDDY ENERGY BRA

Grazie alla tecnologia Freddy Energy sembrano così leggere da non sentirle quasi ai piedi e così comode da farti desiderare di non toglierle mai.

FREDDY ENERGY SHOES

THE ENERGY INSIDE

(RE)MOVE
FREDDY'S SUSTAINABILITY COMMITMENT

FREDDY
the art of movement

WR.UP®

FREDDY SUSTAINABILITY COMMITMENT

100% organic cotton and 100% recycled polyester.

WR.UP®
FITS BETTER

▶ <https://www.youtube.com/watch?v=TwU4UEpRBsk>

PUFF BOOT



CARGO PANTS

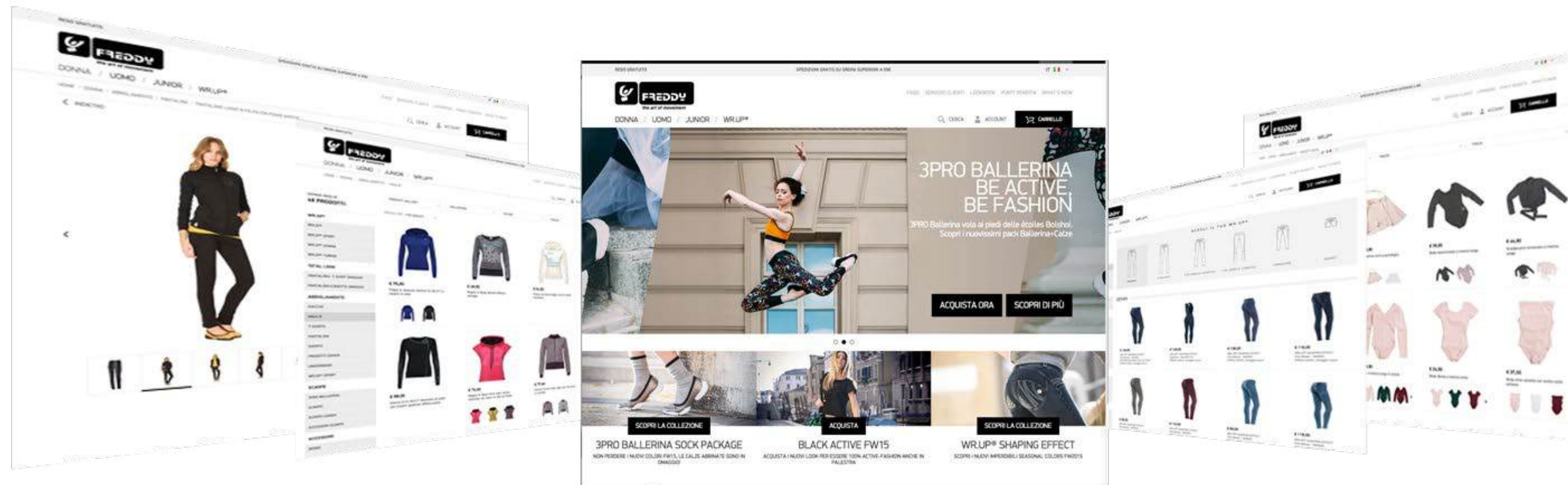


▶ <https://youtu.be/o5AFjcliSco>

DIGITAL COMMUNICATION

DIGITAL AND SOCIAL MEDIA (FACEBOOK, INSTAGRAM, TWITTER, PINTEREST) AND CORPORATE SITE CONTENT (WWW.FREDDY.COM)

The web is a fundamental communication tool, and in fact Freddy communicates actively and constantly with bloggers and forums, through the constant use of product seeding, the media, VIPs and celebrities, in such a way as to allow them to get in tune with the brand immediately, to recognise its technical qualities and style, and therefore to choose it as a garment to wear in their private and professional lives.



PR&PRESS

Freddy Press Office handles the dissemination of information from inside the company to the outside world, reaching current and potential clients to give them all the news about a brand that is constantly evolving.

Tone and content are always targeted to reach all the people involved, with a communication plan built around various channels and diversified media including, for example, press releases, press conferences, and product launch events.

CELEBRITIES

WR.UP® pants are readily becoming the most sought after pants for celebrities!

Britney Spears, Hilary Duff, Abbey Clancy, Lea Michele, Hayden Panettiere, and Eva Longoria are just a few of the celebrities recently spotted wearing them.



CO-MARKETING

Freddy gives special attention to the choice of its partners when undertaking co-marketing operations, and the companies selected have to meet certain requirements, including:

- Image consistent with Freddy values
- Reference target and consumer lifestyle close to Freddy's DNA

Today, more than ever, the choice of strategic alliances cannot be left to chance and has to be linked with natural yet binding synergies. Some examples of recent co-marketing activities:

- Nissan
- Vitasnella



▶ <https://youtu.be/p9N096e1sjg>



▶ <https://youtu.be/2hmjGb3lrqg>

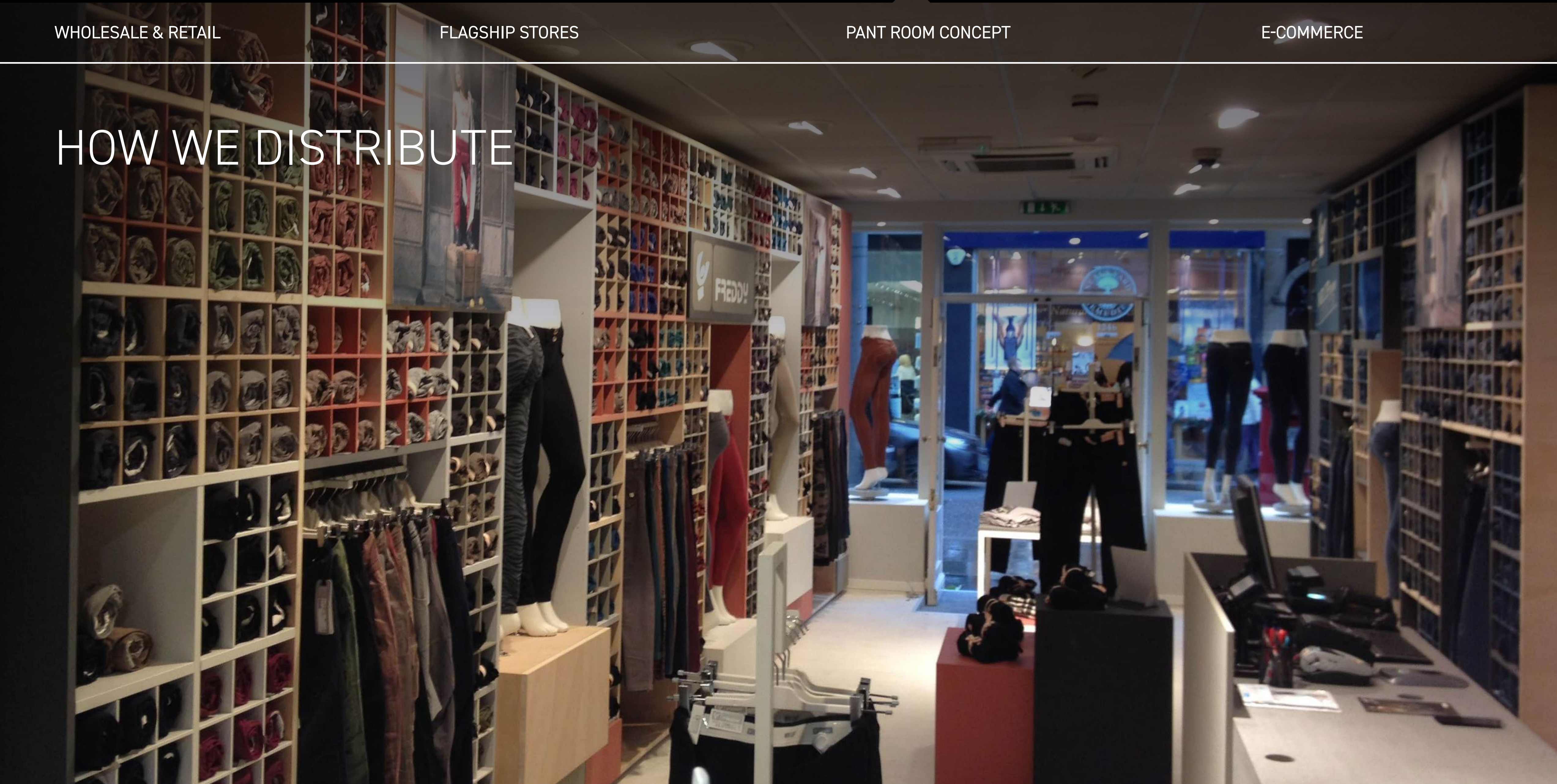
WHOLESALE & RETAIL

FLAGSHIP STORES

PANT ROOM CONCEPT

E-COMMERCE

HOW WE DISTRIBUTE



WHOLESALE & RETAIL

Distribution through wholesale and retail channels is carefully balanced in a process that underpins the group's development strategy.

Freddy now has 48 Flagship Stores and/or Pant Rooms worldwide while the Freddy distribution network has access to more than 130 shop-in-shop/corners in leading and predominantly sport clothing chains and department stores. In recent years, the company has embarked on a major international growth strategy.

At present, Freddy has more than 1,500 points of sale in the main European countries and in non-European markets including USA, Canada, South Africa, Australia, Japan, and China.

Retail represents an important channel to reach the end customer, conveying an accurate brand image and gathering the perceptions of consumers about products and communication.

WHOLESALE & RETAIL

FLAGSHIP STORES

PANT ROOM CONCEPT

E-COMMERCE

FLAGSHIP STORES

"Our stores are the most important part of our communication, because they are three-dimensional, whereas television and print advertising is flat..."

A simple structure that combines the traditional and the contemporary, breathing life into a surprising space; a revolutionary way of entering into a relationship with sport permeated with fashion, and with fashion permeated with sport, in a magic balance.



PANT ROOM CONCEPT

A space created at the beginning of 2013 to celebrate the product that has always been the protagonist of Freddy collections: the Pants!

A constantly expanding where WR.UP® pants are the indisputed protagonists of a continued rise involving retail reality to consolidate the image of Freddy.



E-COMMERCE

FREDDY SELLS ONLINE THROUGH THE FOLLOWING CHANNELS:

- Freddy's e-commerce: www.freddy.com
- e-commerce of Freddy's distributors
- shops of customers who sell online
- market place platforms

The screenshot shows the top navigation of the Freddy website. The main banner features four models wearing white tank tops and blue jeans, with the text "WR.UP® FITS BETTER" and a description: "Discover the WR.UP® collection. The pant patented by Freddy with a shaping, modelling and lifting effect." Below the banner are three product tiles:

- Tile 1:** "WR.UP® with shaping effect". Description: "WR.UP® is the jersey pant patented by Freddy that can highlight the female silhouette".
- Tile 2:** "Athleisure, sports garments in a cool mode". Description: "A techno-chic style inspired to the world of training for garments that join comfort and style".
- Tile 3:** "WR.UP® Sport". Description: "WR.UP® Sport for a shaping, modelling and lifting effect even when you are training!".

FOCUS TARGET

The FREDDY woman and man are active, dynamic, sporty and at the same time glamorous. Freddy, through its iconic products, perfectly interprets the concept of Athleisure, the union of Sport and Fashion: jersey, elastane, technology and stylistic details merge to create an unmistakable Active Fashion style, where the mix between Active Sport and Fashion is reinterpreted in a unique way.

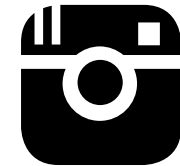


WWW.FREDDY.COM



freddy1976

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freddywear

▶ <https://www.instagram.com/freddywear/>



FreddyWear

▶ <https://twitter.com/FreddyWear>



FreddyWear

▶ <https://www.pinterest.com/FreddyWear/>



freddytube

▶ <https://www.youtube.com/user/freddytube>