



RUFFO COLI

The  
Italian  
talent  
for  
textiles.

RUFFO COLI



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**A passion  
for woven threads.  
For craftsmanship.  
For textiles.**

Ruffo Coli believes that the Italian textile tradition is founded on precious values to be nurtured and passed on. The attention to detail at every step, from initial conception to manufacture, and the unceasing quest for quality and the very finest raw materials, are embodied in our vision of textiles not simply as craft but as an art that can convey deep emotions.



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## A wide range of exclusive fabrics.

With each collection, new patterns and colour shades are introduced, adding to an already vast, exclusive catalogue that extends from everyday items to bridal and event wear.

Over the years, Ruffo Coli has mastered every weave, from chiffon to crêpe, from satin to duchesse silk, jacquard and shantung. And thanks to the care invested in its sampling service, Ruffo Coli is able to guarantee on-demand delivery of every colour variant.



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## Quality first, every single day.

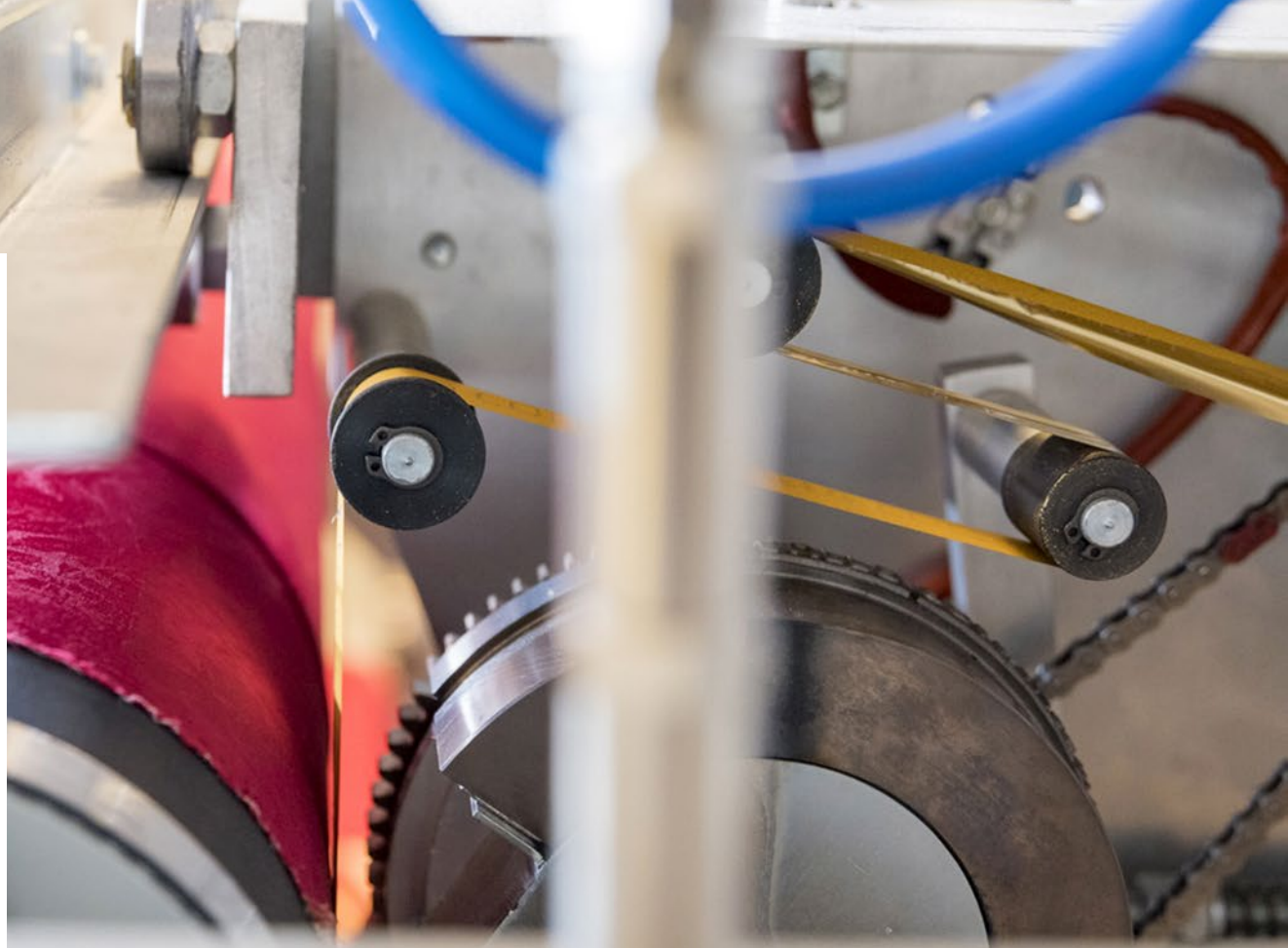
High-end and luxury fashion is a demanding market. That's why it's necessary to renew our commitment to quality day in, day out. It's a constant effort, guided by a precise design vision.

Family heritage, the ability to listen and predict future trends; passion, creativity and experimentation; traditional canons of beauty respected, but also reinterpreted; an openness to cross-cultural influences – these are the values that mark out Ruffo Coli's contemporary, cosmopolitan style.

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## Creative innovation, technological innovation.

Committed to update and improve traditional techniques, ready to catch the most promising innovations, Ruffo Coli is engaged in a constant process of research and refinement, with a particular attention to the final ennobling of the products. Updating and diversification technologies, together with certified production processes and careful control of the supply chain are in fact tools indispensable for experimentation stylistic can materialize, responding to the real needs of the market.





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## Bespoke Made in Italy fabrics for haute couture and ready to wear.

Our clients come first: that's why we offer such versatile project planning, making Ruffo Coli a valuable partner for talented fashion designers. The ultimate asset is the synergy with local textile professionals, from artists to photoengravers, jacquard designers, weavers, textile printers, dyers and finishers.

The skill and reliability of this network Are the assumption of this partnership with two fundamental aims: flexibility of production, and constant innovation.



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## Honesty and transparency.

At Ruffo Coli, honesty and transparency are core company values, materialized in product reliability, compliance with the declared technical data, careful quality control, collaborative reaction to complaints, as well as in the clarity of economic reports and communications to each stake holder.

## Making the most of human resources.

Growing together is important. Ruffo Coli believes in training its personnel to help them grow personally and professionally. Individual potential and skillsets are nurtured through constant refresher courses in which we share our vision of the market and strategic objectives, and through merit-based rewards for workforce engagement.

## Social and environmental responsibility.

All Ruffo Coli's business activities are anchored in a belief in ethical modes of production that put people at the heart of the enterprise and respect their rights, guarantee the wellbeing of the working community, and safeguard the natural environment. For some time now, Ruffo Coli has applied methods of production and strategic planning choices that are non-polluting, sustainable and harmless to humans and animals. We select only partners that protect their workers' rights and health.





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## Ruffo Coli: The beginning.

Ruffo Coli entered the textile industry as a young man. In the stimulating business environment of post-war Livorno, he and his wife Loredana opened what soon became one of the city's leading boutiques, achieving rapid success thanks to the embrace of both private clients and fashion ateliers.



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## The second generation.

It was when Ruffo's sons Giulio and Alessandro entered the family firm that Ruffo Coli made a quantum leap from retail fashion to manufacture, via the creation of a fashion collection aimed at top ateliers and designers. Wide public recognition soon arrived for the brand, thanks to the company's collaborations with leading fashion houses and its participation in prestigious international trade shows.

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## Today and tomorrow.

A new chapter was launched with the firm's 2008 opening of a logistical base near Como, which became a fully operative HQ in 2013. With this important step, and the arrival on the scene of the third generation, Ruffo Coli has today become one of the most important players in the Como silk and textile district. While consolidating and growing its stake in the clothing fabrics sector via a series of new initiatives, the company is also starting to make forays into new fields, from accessories to furniture.





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