**Company Profile**

Company Profile: Franco Florenzi

Locations: Worcestershire, UK

Website: <http://www.francoflorenzi.com/>

Social Media

• Facebook <https://www.facebook.com/FFlorenzi/>

• Twitter <https://twitter.com/francoflorenzi>

• Instagram <https://www.instagram.com/francoflorenzi/>

• Pinterest <https://uk.pinterest.com/FrancoFlorenzi/>

**Company Description:**

Franco Florenzi is a design-led brand, which was established in 2014. The company sells a wide range of products from bracelets, watches, bags and shoes, to both men and women via the Internet. The business grew rapidly in 2015 by targeting 18-24 year old fashion conscious men and women. It is now an international business with both customers and suppliers around the world. As an online company it relies on social media marketing to retain and gain new customers e.g. Facebook, Twitter, and Instagram. Importantly, all products are designed in-house and supplied directly to customers. This helps to protect design rights and profit margins by avoiding stockists and intermediaries.

**What the company provides:**

Franco Florenzi is a design-led brand, focused on creating unique bracelets, watches, bags and shoes. All products are sold via the Internet and are distributed via mail order.