

**mapic<sup>®</sup>**  
**ITALY**

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**Retailers,  
Restaurant chains  
and Leisure  
operators booklet**

Built by



In the business of  
building businesses

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# CAFETERIAS & COFFEE SHOPS

## 101CAFFE'

Italy



### About the brand

**Year of creation:** 2012

**Number of existing shops:** 50+

101CAFFE' is a brand specialized in the sale of premium coffee in pods, capsules, beans and ground, from the best Italian artisanal roasteries, through a network of franchised stores.

In addition to the uncommon choice of coffee blends, in 101CAFFE' stores you find a wide range of alternative drinks, coffee machines, accessories, and a line of local pastry products in small size, called Le Sfiziosità® (meaning "something delicious"), a trademark owned by 101 Caffè srl. In 2011 the pilot store started up with the purpose to test the commercial formula.

In November 2012, after one year of testing, 101CAFFE' attended for the first time the Salone del Franchising in Milan. After that, the first shop 101CAFFE' in franchising opened, giving way to many other openings in Italy. Over the course of 6 years, the network has grown steadily, thus consolidating the concept which is well-structured in Italy and abroad.

### Brand development projects

**Size required (sqm):** 50 - 100

## ARABIAN OUD

France



### About the brand

**Year of creation:** 1982

**Number of existing shops:** 50+

Arabian Oud is the world's foremost Arabian fragrance company. We are dedicated to sourcing the finest oils and ingredients. We craft evocative blends to create scents that take our customers on an unforgettable journey where East meets West, and where opulent traditions meet creativity and contemporary luxury. Arabian Oud is a truly international brand, with 900 stores in 32 countries worldwide. We are as discerning about our locations as we are about our perfumes, with our flagship stores on the Champs Elysees, on Oxford Street in London and in Times Square in New York. Arabian Oud is the leading perfume company in Saudi Arabia as well as being the first Oriental perfume company to establish itself in Western countries. Arabian Oud has a growing market share in Europe, and has enjoyed six consecutive years of increased turnover in France, where demand keeps growing for our unique blend of exquisite perfume and exceptional customer service. Now, we look to meet that demand through continuing our expansion in prestige locations across Europe, in France, Germany, Belgium, Luxembourg, Switzerland, Italy, Spain and Portugal.

### Brand development projects

**Size required (sqm):** 50 - 100



# ACTIVE ENTERTAINMENT (sports, bowling, skydiving, golf...)

## Brooklyn Fitboxing

Spain



### About the brand

**Year of creation:** 2014

**Number of existing shops:** 50+

With over 40,000 Fitboxers and more than 150 clubs around the world, Brooklyn Fitboxing is a unique and innovative training experience that transforms exercise into a fun, engaging and supportive activity. Let's change the body of the Fitboxers with our 47 'workout, let's change their day with our Challenges and thanks to their training we can also change the world!

Thanks to our exclusive patented technology and our Hit4Change philosophy, we have real-time monitoring of the synchronization and power of each hit and can transform all this energy into concrete help for charitable projects all over the world. We donate over € 100,000 every year to support important solidarity actions.

Our franchise formula is characterized by low investment, high profitability, contactless bag boxing, functional training, patented technology, simple and cashless management, instructor certification, viral marketing and lots of fun!

We are supporters of good franchising, we support our franchisees by providing them with an exceptional product and constant operational support.

### Brand development projects

**Size required (sqm):** 100 - 500

**Location of expansion:** all

**Top 3 country of interest:** Italy, France, Germany



# FAST FOOD & SANDWICHES

## BURGER WAVE

Italy



### About the brand

**Year of creation:** 2011

**Number of existing shops:** 4-10

Australia and burgers have always been much more than just a passion for our group. The Burger Wave adventure, in fact, starts from the experience gained by one of the founding members, Danilo, who lived for more than 15 years between Sydney and Melbourne. It is from this context that the idea of bringing the concept of a new type of place to Italy was born, where it was possible to rediscover all the passion for the Australian world and its burgers, in a unique environment of its kind, where many types can be tasted, cooked according to the “Aussie” philosophy.

### Brand development projects

**Size required (sqm):** 50 - 100

# SPORTSWEAR & SPORTS EQUIPMENT STORES

## CISALFA SPORT

Italy



### About the brand

**Year of creation:** 1990

**Number of existing shops:** 50+

Cisalfasport.it is the reference online shop in the world of sport. Thanks to the affiliation with Intersport, the largest sports network, the Cisalfa Sport Group has been able to build and consolidate partnerships with the most important brands in the Sports and Lifestyle sector.

The online shop offers a wide selection of products: clothing, footwear and accessories for the main sports disciplines and citywear and sportswear collections for the free time of the whole family.

Cisalfasport.it offers a new, easy and engaging shopping experience.

Our will is to offer you more and more functional and integrated services to our stores, useful and well-finished contents, as well as a wide choice of products able to meet the needs of sportsmen of all levels, lovers of the latest in fact, of style and technologies for sport.

With over 140 stores in Italy, Cisalfa Sport creates a unique experience even in its stores, thanks to the design of an increasingly dynamic and engaging environment, offering a quality assortment and professional service.

### Brand development projects

**Size required (sqm):** 1 000 - 5 000

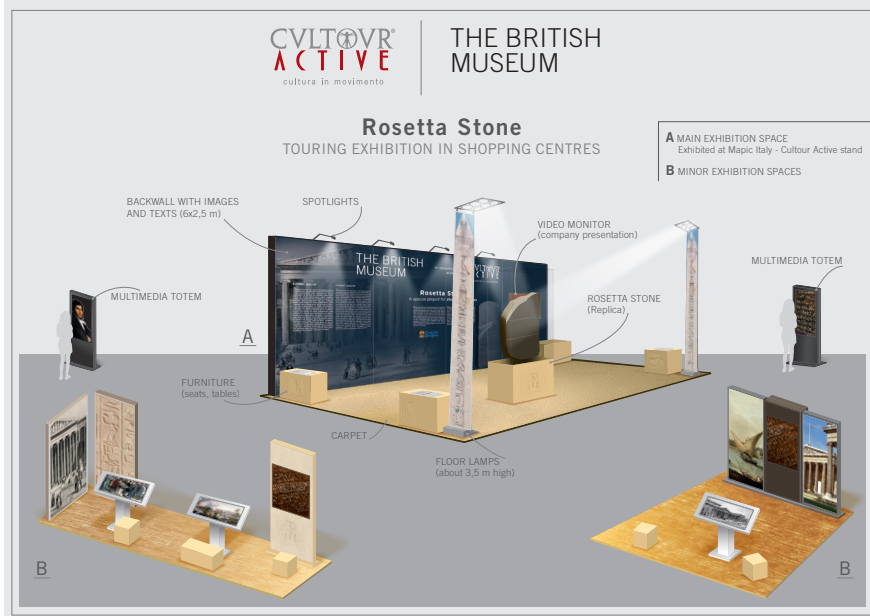
**Location of expansion:** All

**Top 3 country of interest:** Italy, Italy, Italy

# ARTS & CULTURE (museum, science centers, exhibition...)

## CULTOUR ACTIVE

Italy



### About the brand

**Year of creation:** 2010

Cultour Active is an Italian company with a ten-year experience in cultural project management and exhibition design.

Its aim is to enhance cultural heritage also through important collaborations and partnerships with cultural institutions, national and international museums, including the British Museum; in fact, Cultour Active has a partnership agreement with it for the Rosetta Stone replica display through a special touring exhibition in at least 12 Italian shopping centres between 2022-2023. Cultour Active wants to present culture to the general public both in conventional locations (museums, exhibition spaces) and in innovative venues, such as shopping centres. In 2011 the company created the first virtual museum in a mall in Europe (CEMA - McArthurGlen Designer Outlet in Noventa di Piave) and in the following years it created cultural formats, suitable for any exhibiting or thematic request.

From the strategy formulation to the project development and coordination, from the scientific contents research and creation to their textual, photographic and digital adaptation, Cultour Active proposes and creates culture in a new way and it strongly believes that through projects characterized by an immersive and interactive set-up and a combination of design, multimedia, scientific content, events and educational activities, it is possible to create experiences that attract many visitors to shopping centres, which become ever more places of retailtainment, meeting and cultural diffusion.

**Brand development projects**

**Size required (sqm):** Custom made

**Location of expansion:** All

**Top 3 country of interest:** Italy France, Spain



# DECORATION AND INTERIOR DESIGN

Excelsa

Italy



## About the brand

**Year of creation:** 1998

**Number of existing shops:** 11 - 50

The Excélsa brand was born in 1998 from the need to market practical and everyday products, designed in a wide range of colors and materials, capable of responding to different tastes and new trends. With this precise objective, the Excélsa brand, in a few years, has found a great consensus from the public, becoming synonymous with freshness, originality and style.

## Brand development projects

**Size required (sqm):** 100 - 500

# UTILITIES & PEOPLE SERVICES STORES

Facile.it

Italy



## About the brand

**Year of creation:** 2010

**Number of existing shops:** 11 - 50

Italian leader comparison of TPL / Mortgages & Loans / Utilities rates

## Brand development projects

**Size required (sqm):** 100 - 500

**Location of expansion:** High street/City centre

**Top 3 country of interest:** Italy, Italy, Italy

# GIFTS AND GADGETS

## Flying Tiger Copenhagen

Italy



### About the brand

**Year of creation:** 2011

**Number of existing shops:** 50+

At Flying Tiger Copenhagen, we don't design to make products look nice. We design to make people feel good. Whether we are designing extraordinary products for everyday life, or making everyday products look extraordinary, we want to bring you something that can bring you closer to someone else. Things that make you smile. Gifts you'll want to give. Stuff you feel the urge to try and desperately want to share with others. Because real value lies not in the products we own, but in the experiences we share.

Every month Flying Tiger Copenhagen launches an array of new products. Things you need. Things you dream of. Things you didn't know existed. Products made with thought for you and the resources we share. Each one designed to make the things you care about happen. The first store called Tiger opened in Copenhagen in 1995, and everything in it cost 10 Danish kroner. The Danish word for a ten-kroner coin is pronounced tee'-yuh, which sounds just like the Danish word for tiger. Now, three decades after the opening of the first store, we are variety retail concept, and you can find Flying Tiger Copenhagen stores all over the world – now also online.

### Brand development projects

**Size required (sqm):** 100 - 500

**Location of expansion:** High street/City centre

**Top 3 country of interest:** Italy, Italy, Malta



# WOMEN'S FASHION

Guess

Switzerland



## About the brand

**Year of creation:** 1982

**Number of existing shops:** 50+

Young. Sexy. Adventurous. GUESS is the American lifestyle brand famous for its trend-setting styles and unforgettable campaigns, including award winning commercials.

## Brand development projects

**Size required (sqm):** 100 - 500

**Location of expansion:** Mall & Department store

**Top 3 country of interest:** Italy, Switzerland, Germany

# CAFETERIAS & COFFEE SHOPS

## La Cannoleria Siciliana

Italy



### About the brand

**Year of creation:** 2010

**Number of existing shops:** 0-10

A modern franchising based on the typical sicilian cousine. La Cannoleria Siciliana is the only pastry shop that offers a franchise format. In its offices in Rome and opening throughout Italy, you can taste the real Sicilian pastries, but also coffee, ice cream and homemade granitas, the typical Sicilian rotisserie with arancini and cannoli, all with the usual welcome of the Mediterranean peoples. La Cannoleria Siciliana entered the Roman market in 2008 and was born from the love of two boys for a millenary land, a symbol of peaceful coexistence between different peoples: far from our native land, we wanted to recreate our safe harbor, a place through which to transmit the passion for the desserts of our traditional family, a way to feel at home. The quality of the raw materials, chosen with extreme care, and the craftsmanship of the products have made our dream a reality.

Our Mission was immediately to bring to consumers a culinary experience of true tradition and high quality, a moment of sublime "Made in Sicily" enjoyment even for the most demanding customers.

The concept is a skilful mix of modernity and tradition, achieved through the link between a lively and youthful environment and the high quality of classic Sicilian products.

### Brand development projects

**Size required (sqm):** 100 - 500

# EYEWEAR

Nau  
Italy



## About the brand

**Year of creation:** 2005

**Number of existing shops:** 50+

Italian eyewear Brand. We are eyewear craftsmen. We are the heirs of the ancient art of Italian eyewear and pioneers of that of the future. We make eyewear and everything you need to make each eyewear perfect for every person. We create new collections every two weeks in Limited Edition. To offer unique glasses, as unique are the faces that will wear them.

## Brand development projects

**Size required (sqm):** 50 - 100

**Location of expansion:** All

**Top 3 country of interest:** Italy, Worldwide, Worldwide



# CHILDREN'S FASHION

## Original Marines

Italy



### About the brand

**Year of creation:** 1983

**Number of existing shops:** 50+

Original Marines exists for children and thanks to children: they have always been our inspiration and the strength that makes us grow. It is also thanks to them that today we are in 40 countries and in the Elite Program of the Italian Stock Exchange. And together with them, we continue to look to the future. 460+ stores in Italy, 150 stores abroad, 20MLN turnover, 1000+ total employees, 160 employees on site.

### Brand development projects

**Size required (sqm):** 100 - 500

**Location of expansion:** Mall & Department store

**Top 3 country of interest:** Italy, France, Germany

# RESTAURANTS & CATERING

## Pastificio Rana

Italy



### About the brand

**Year of creation:** 1960

**Number of existing shops:** 11 - 50

Since 1960, the Giovanni Rana pasta factory has been telling the story of the tradition and innovation of a leading company in the fresh pasta market.

### Brand development projects

**Size required (sqm):** 100 - 500

**Location of expansion:** all

**Top 3 country of interest:** Italy, United Kingdom, United States

## TRONY

Italy



### About the brand

**Year of creation:** 2000

**Number of existing shops:** 11 - 50

Trony is an Italian retailer specializing in consumer electronics, telephones, computers, and household appliances. Comprising a consortium of 15 companies, Trony has a nationwide network of 190 retail stores and 15 warehouses.

### Brand development projects

**Size required (sqm):** 1 000 - 5 000



# WINE & SPIRITS

## Winelivery

Italy



### About the brand

**Year of creation:** 2016

**Number of existing shops:** 50+

Winelivery is the leading company in Italy in the delivery of wines, beers and drinks, which are delivered in less than 30 minutes at the ideal temperature. It consists of a premium delivery service, guaranteed by the presence of a wide network of dark stores in more than 70 Italian cities. The distribution network was built from scratch through opening our own shops or through commercial affiliations (franchising). Location of expansion: In the next 5 years, Winelivery aims to cover more than 150 cities throughout Italy and to expand to the main European countries.

### Brand development projects

**Size required (sqm):** 50 - 100

**Location of expansion:** High Street/City center

**Top 3 country of interest:** France, UK, Spain

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