

Press Release

**LIFE LUXURY GROUP AND FEDELI CASHMERE
ENTER INTO A STRATEGIC PARTNERSHIP**

Hong Kong, 19 November 2014

Life Luxury Group (“LIFE”) and **Fedeli cashmere (“FEDELI”)** have entered into a long term and exclusive partnership for the development of FEDELI brand in China.

FEDELI, which recently celebrated its 80th anniversary, has been serving demanding customers since 1934 when it started producing hats. It then rapidly became one of the very first Italian producers of premium cashmere apparel and it has grown today into an internationally recognized brand appreciated for its quality and style. FEDELI combines traditional practicality, simplicity of lines and the finest quality cashmeres, silks, cottons and linens.

LIFE, leveraging on its proven ability to successfully introduce to the Chinese market exceptional Italian fashion and F&B brands, will make FEDELI accessible to local discerning customers by opening FEDELI mono-brand stores and distributing FEDELI products to selected retailers.

LIFE was advised by **Palazzari & Turries** in the negotiations of this strategic operation.

About Life Luxury Group

Headquartered in Hong Kong, LIFE is specialized in introducing Italian luxury brands into the Greater China market. Working as a bridge between Italian finest artisans and elite class in Greater China region, LIFE’s strength rests with brand building through store openings in the most strategic destinations and effective marketing activities.

www.lifeluxurygroup.com

About Fedeli

Founded in 1934, FEDELI is a luxury cashmere and lifestyle brand driven by the passion for the quality of the materials and the exceptional craftsmanship of its products. Managed by the third generation of the Fedeli family, the brand is currently available in 35 countries world-wide.

www.fedelicashmere.com

About Palazzari & Turries

Palazzari & Turries is an M&A advisory firm based in Hong Kong and Milan with over 15 years of practical experience in advising companies and entrepreneurs in successfully structuring, developing and managing their investments and business activities in Europe and Asia.

Palazzari & Turries is also participated by Tamburi Investment Partners (TIP), an investment merchant bank listed on the Italian Stock Exchange.

www.palazzari.com

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