

SELLaCTION

Italian Branding

MISSION

Sellaction designs, manufactures and markets clothing for any type of brand. Our projects are the result of the experience gained by our Team of Stylists, Designers, fabrics and customization experts .
The outcome is Italian Style at the service of each brand.

Our Mission is to be the first and only Company in Europe capable of providing its customers an integrated service.

We are structured to internally manage the entire production process: from graphic design to sales.

- Style & Design: not Freelancers, but Professionals, integral part of our Team, experts in Brand Awareness;
- Consulting: consultants capable of vertically follow the relationship with customers, from first contact, up to commercialization of the product;
- Production: we do not link up with external sites, but we have our own production lines in Turkey, Bulgaria and the Far East;
- Marketing: we have extensive knowledge of the Merchandising market and we know how to manage both the Classic sales (through Distributors, Agents and other), and the online sales (with integrated web platforms Aimed at both B2B and B2C).

Providing a personalized service for every type of brand is part of our Mission: quality, colors, fit and customization are the protagonists of each of our Projects.





STYLE & DESIGN

Brand image is at the heart of corporate communication and must be: unique, strong and long-lasting.

Why not make sure that both Merchandising and uniforms, as well as all communication material, express these values?

Italian Style and Design are famous all over the world for these characteristics.

To rely on Italian Style, therefore, guarantees the attainment of these objectives.



CONSULTING

The vertical structure of Sellaction [a single point of contact, a manager who fully follows the relationship with the customer], minimizes errors and loss of information and guarantees absolute punctuality.

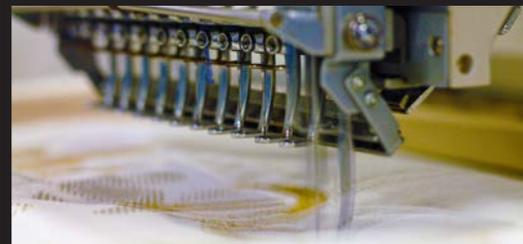
Our ability lies in combining stylistic creativity with production rationality, in the absolute respect of quality/price ratio and the certainty of delivery times.



PRODUCTION

Sellaction, having its own production lines in different parts of the world, can:

- Directly produce any type of product: from cotton to nylon, jeans denim or flax;
- Align productions with the same high quality standards;
- Gain access to the finest and most modern fabrics, still not available on mass market
- Produce samples at short notice (Mock Up Samples or Pre-Production Samples);
- Produce even relatively small quantities (even 150 pieces per model/color);
- Directly control the entire production process ;
- Be sure of time tables and therefore guarantee the absolute punctuality of deliveries.



MARKETING

It is of fundamental importance to us to guarantee our customers the possibility to generate a turnover through what Sellaction produces

We can do it:

- By internally managing the logistics and storage of goods;
- On traditional channels, with trade agreements with distributors, agents, chain stores, etc.;
- Online: through the creation and management of integrated web platforms, aimed at both B2C and B2B.

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