

GOLDEN LADY®



GOLDEN LADY is the European hosiery brand leader and the only major brand that is growing in the UK. We are the largest independent manufacturer of hosiery in the world and produce in excess of 500 million pairs per annum from our 11 factories in Italy/U.S.A. We maintain the entire production cycle within the company, from polymer to product - producing our own yarn, texturing, ironing, covering, knitting/seaming, cutting and dyeing to packing, to quality controlling every pair. Therefore ensuring top quality garments at competitive prices.

1967: **The beginning** - Nerino Grassi lays the foundations of **GOLDEN LADY**

1970's: The Company grows with major investments in technology, research and innovation. **GOLDEN LADY** becomes the brand with the best price/quality ratio.

1980's: The **GOLDEN LADY** brand takes off throughout international markets - strengthened by its accomplishments and position as brand leader in Italy. The memorable Kim Basinger advertising campaign seals the success.

1990's: The company continues to grow with the acquisition of Kayser Roth (U.S.A). The collection of tights and stockings expands throughout the group - with other brands - Golden Lady, Omsa, SiSi and No Nonsense, Saltallegro for children and the Trend range of fashion and sports socks.

Today: **GOLDEN LADY** is Italy's largest brand of tights and stockings and is the undisputed leader within Europe. After 35 years the family owned business is still growing in all areas, but more recently - with the recent launch of: - **GOLDEN LADY**
underwear

GOLDEN LADY products are all tried and tested throughout Italy in their 100 plus company owned stores "GOLDEN POINT" The products, preferred by Italian women, are rapidly winning the hearts of women throughout Europe. This was made possible by a policy of differentiated investments in the various countries involved. The constant renewal of the product range has also played a decisive role in the success of Golden Lady. The choices that the company continues to make consolidate its results year by year and widen its growth perspectives.

GOLDEN LADY is always one step ahead of the market. Its ability to predict new product lines, colours, characteristics and trends result from its constant observation and research into the world of women and careful attention to their needs.

Golden Lady (UK) Ltd is continuing the expansion of the worldwide brand of **GOLDEN LADY** to enable Italian styling and quality to cater for the needs of fashion conscious women at affordable prices here in the UK. By offering top quality garments for everyday wear, along with a fashion collection for each season, **Golden Lady UK** build on a loyal customer base which repeat purchase on a regular basis, once the quality and price ratio has been experienced.

Merchandising fixtures are available on a free "on loan" basis with colour coded point of sale to offer an easy consumer purchase.

Supplier's orders can normally be delivered within 48 hours of receipt due to an efficient stock system that is administered from our head office in Nottinghamshire.

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underwear



GOLDEN LADY - Traditionally a manufacturer of hosiery, have launched a collection of seamless UNDERWEAR.

The first UK launch in April 2003 will include a seamless microfibre lace brief, a seamless lace thong and seamless lace bra. The seamless range will undoubtedly enjoy the success it has gained throughout Europe.

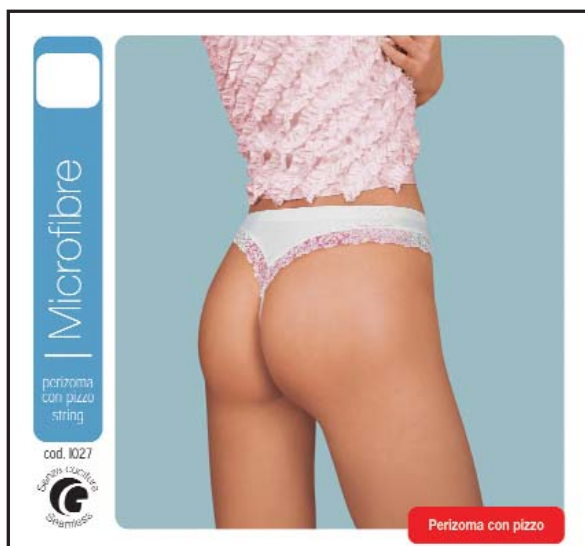
As well as the soft, sensuous and relaxed feel of the briefs, they each contain a highly functional yet discrete hygienic gusset giving practicality to its beautiful looks.



The microfibre creates a smooth silky finish yet leaves the material breathable for a caring finish to your skin. Each of the products in the Spring range have a comfort waistband that neither ride up nor dig in leaving you with the feel of invisible underwear.

Our Lingerie contains LYCRA®, giving it a perfect memory for shape through countless washes and wear. With the microfibre material we use it gives a soft handle that makes a telling difference next to the skin.

Imagine a garment that feels as if it was made just for you. A garment that conforms smoothly to your individual shape and moves effortlessly with every move you make. These are the exceptional characteristics of our seamless underwear.



The Golden Lady seamless underwear collection has enjoyed much success throughout Europe and this winning combination is to continue with the introduction into the UK market to compliment an already successful hosiery range.

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Trend

For a number of years now **GOLDEN LADY**, ever aware of changes in female fashion, have been looking with interest at the development of a new style of dress, which is growing in popularity all over the world. This "active wear" is a type of day-to-day fashion based on the concept of freedom, comfort and practicality. "Active wear" has created a new segment in the ladies' footwear market and **GOLDEN LADY** are at the forefront these of developments. The result of this is the **Trend** range - an extensive collection of knee socks, ankle socks and the latest sports socks, offering the opportunity to explore both a basic everyday range and a trendy line with frequent fashion innovations.

The latest fashion trends have rediscovered the sock - which has gone from a simple accessory to a total high street fashion feature. **Trend** will become an essential feature of the "active wear" wardrobe. Brightly coloured and practical.

Sportys are intended for sports and outdoor activities as well as casual dress. Made with soft fabrics that let your feet breathe even during intense physical activities. Sportys also have that extra touch: a hint of colour, a particular shape or line that makes you stand out. A variety of cushion and technical features complete the unmistakable **Trend** style.

GOLDEN LADY BASIC **Trend**

- 8F - 70 Denier microfibre fashion knee sock
- 8U - Supersoft & Warm knee sock
- 9Q - Classic microfibre knee sock
- 16G - Ultra-sheer ankle socks with anti slip sole and sandal toe
- 7B - Turn-cuff cotton anklet
- 7A - Cotton anklet
- 8V - Cotton knee sock
- 5E - Microfibre ankle sock

GOLDEN LADY SPORTY **Trend**

- 16E - Invisible sports sock
- 9V - Classic cotton sports sock with cushioned sole and honeycomb effect band
- 19S - Sporty towelling ankle socks, with tendon protecting back cushion
- 9U - Cotton sports sock with different coloured cushioned sole
- 9X - Cotton sports sock with turn down top & different coloured cushioned sole
- 16D - Bicolour fitness sports sock
- 16F - Invisible sports sock with patterned top
- 9S - Invisible sports footlet in microfibre with cushioned sole
- 19U - Sporty towelling ankle socks
- 19V - Cotton sporty ankle socks, with patterned turn-cuff

GOLDEN LADY FASHION **Trend** Autumn / Winter 2003

- 19M - Fashion knee highs with geometric pattern in lurex
- 19P - Fashion ankle sock with flower design
- 19H - Fashion knee highs with golden stripe pattern
- 19N - Fashion knee highs with vertical ribbed pattern
- 19T - Fashion ankle sock with geometric pattern (including the turn cuff)
- 19G - Fashion knee highs with pin stripe pattern, retro style
- 19L - Fashion knee high with a seam effect
- 19J - Fashion knee highs with a two tone herringbone pattern
- 19O - Fashion ankle sock with ribbed turn-cuff
- 19Z - Fashion knee high with patchwork design
- 19I - Fashion knee highs with herringbone effect and lateral flowers design.

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Trend
Basic



GOLDEN LADY®

Trend
Sporty



GOLDEN LADY®

Trend



19J



19L



19Z



19N



19P



190



19T



19I



19G



19M



19H

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FASHION TIGHTS

This season - as never before - fashion trends have highlighted one of the greatest seductive parts of the female body: **"THE LEGS!"**

After years of absence from the catwalks, tights have made a comeback and they are now the stars of the show. Macros of fishnets, geometric, herringbone ranging in shades from Black and brown to aubergine and neutral earth shades.

GOLDEN LADY fashion tights firmly lead the market: new styles with original patterns.

AUTUMN / WINTER 2003 COLLECTION

- 34M FRAME - A 60's geometric fishnet
- 34Q WALL - Fashion tights with an original geometric pattern
- 34O ENGINE - Fashion tights with a wide herringbone pattern
- 34P STREET - Hipster tights, with a horizontal stripes design
- 34L ROAD - Fashion tights with a wide herringbone pattern in two shades
- 34I B-SIDE - Sporty hipster tight with matching sleeves



GOLDEN LADY®



34P

34L

34I



34M



34O



34Q

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Trends and Projections 2003

The four main areas of growth in hosiery this year: -

- 1) Knee highs and socks - TREND RANGE
- 2) Body sculpting designs - CONTROL TOPS
- 3) Fashion styles - SEASONAL FASHIONS
- 4) XL Sizing - Develop extra large styles to reflect the market trends of average sizing increasing to a size 14

Figures for hosiery consumption in Europe can make depressing reading, however the UK remains one of the highest "consumers" in Europe, just behind Italy.

Women's socks market has seen a sustainable growth in both volume and value and will continue to grow. Socks, Knee-highs and shoe/trainer liners are all performing with growth.

The Consumer is looking for an "easy purchase". Using uncluttered, uncomplicated displays with colour coded point of sale, visible and functional packaging will ease the "confusion",

In fashion Knee-Highs, our key themes are varieties of geometric and herringbone, also a collection of Ethnic, Indian and Gypsy prints. The fashion tights collection comprises of a selection of geometric and herringbone patterns.

Shades for the Autumn / Winter 2003 season are earthy - Natural tones (variations of beiges and sands), chocolates, and burgundies and the ever popular black will dominate the UK market this season.

GOLDEN LADY understands and satisfies the needs of the consumers with constantly up-dated and original product lines.

Samples of our underwear, trouser socks, basic range and fashion products can be requested via Tina Freeman - details shown below: -

For further information on **GOLDEN LADY** : -

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