

APPAREL AND ACCESSORIES

Furla safeguards Italian know-how via manufacturer purchase

January 9, 2018



A Furla handbag being worked on at Effeuno. Image credit: Furla

By STAFF REPORTS

Italian accessories maker Furla is investing in its supply chain through the acquisition of a production plant.

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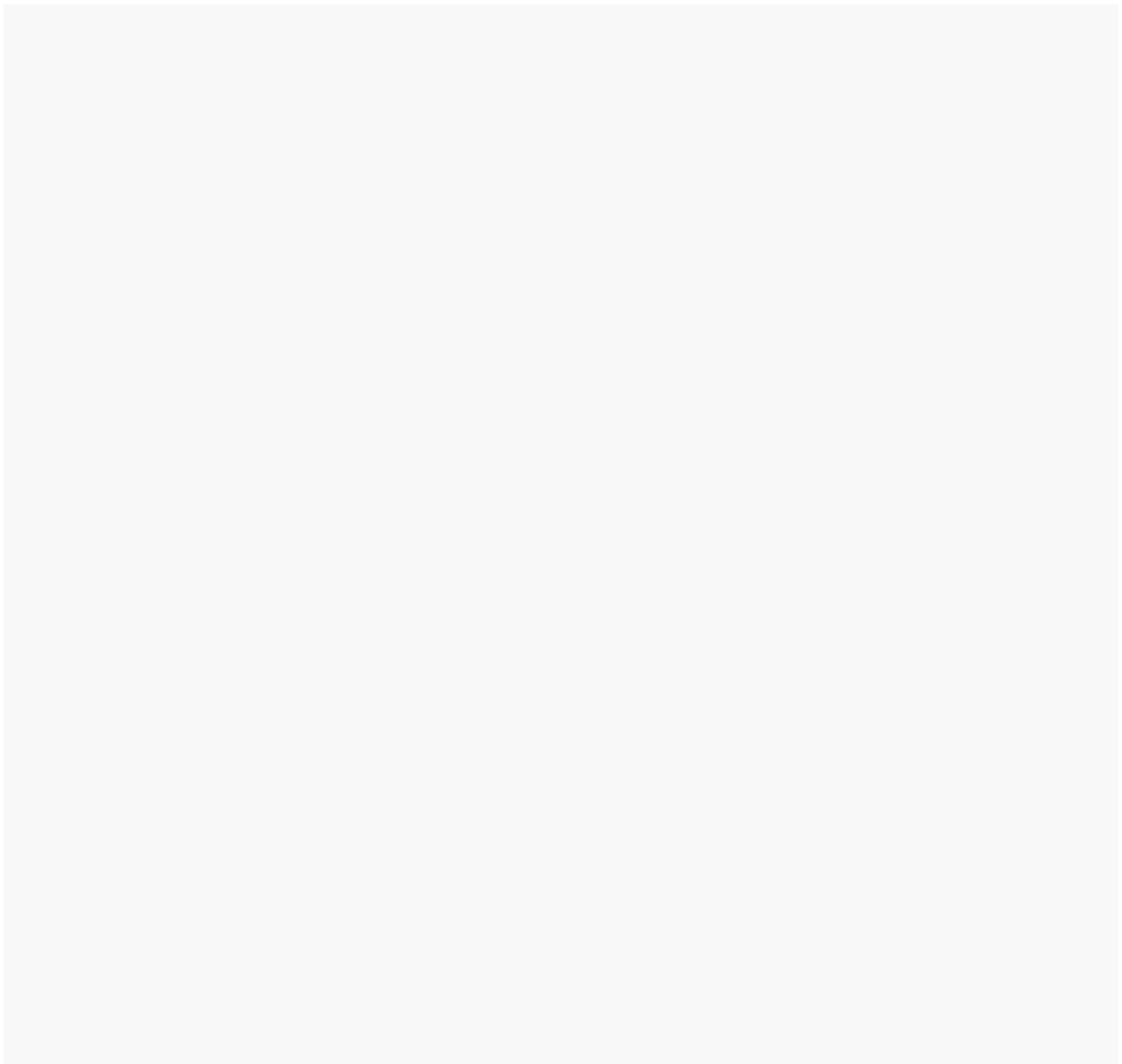
The Bologna-based brand has announced that it has acquired Effeuno Srl, a production plant located in Italy's Tuscany region. A number of luxury brands have invested in manufacturers to ensure the longevity of skilled craftsmanship as well as to protect quality standards.

Strengthening the supply chain

Furla has had a long-term, exclusive relationship with Effeuno for the creation of its leather goods.

Effeuno is a production unit that boasts an extraordinary know-how, says Furla, thanks to its high flexibility and elasticity.

Located close to Florence in Tavarnelle Val di Pesa, the Effeuno plant employs a staff of more than 100 and can produce more than 2 million pieces per year.



She's got moves. @tezzamb with her new Metropolis bag from our Cruise 18 collection. #furlafeeling #furla #furlacruise18 #fashion #accessories

A post shared by FURLA (@furla) on Jan 3, 2018 at 7:06am PST

Furla believes that its acquisition of Effeuno will strengthen its supply chain and improve its level of production service.

"We are very proud to announce this new investment related to the Italian know-how' made by the company," said Alberto Camerlengo, CEO of Furla, in a statement.

"The Effeuno acquisition consolidates the partnership between the two companies, a guarantee of high professional quality both in productive and professional terms," he said.

Furla is committed to investing in Italy's artisan infrastructure by maintaining the tradition of leather goods and the luxury accessories businesses.

Similarly, after a year of construction, Italian leather goods maker Tod's opened a new factory in Arquata del Tronto in December 2017.

Tod's announced its plans to construct an Arquata del Tronto factory in 2016 following the devastating earthquakes that damaged many nearby villages that August. The investment in Arquata del Tronto benefits Italy's Le Marche region, a historical manufacturing center, particularly known for its footwear craftsmanship ([see story](#)).

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