

Premium brands and Price Value

The New Frontier of Luxury Experience

An analysis of the luxury market transformation and the rise of premium brands



Luxury Market Snapshot

First Slowdown in 15 Years

2024

1% decrease to €364 billion VS €369 billion in 2023

Historical growth:

6% CAGR (1996-2019)

5% CAGR (2019-2024)

2025 SCENARIOS

Optimistic: -2% to +2% (20% probability)

Most likely: -2% to -5% (60% probability)

Pessimistic: -5% to -9% (20% probability)



(Study on the Worldwide Luxury Goods Market
presented by Bain and Altagamma in June 2025 in Milan)

Challenges Facing Luxury

Challenges Facing Luxury

- Macroeconomic uncertainty: Trade wars, currency fluctuations
 - Market saturation: Overexposure weakening exclusivity
 - Unreasonable pricing: 80% of growth from price increases
- Deteriorating value proposition: Price hikes without quality improvement
- Anti-corporate reaction: Distrust toward luxury conglomerates
 - Loss of creativity: Collections looking interchangeable



(-Bernstein report based on the latest study by Agility Research and Strategy
- McKinsey's "The State of Luxury" study published in January
- Report by global investment bank Houlihan Lokey: Luxury Goods Market Update)

The Premium Brand Opportunity

White Space for New Entrants

Midrange and premium brands are proving resilient by offering:

- Accessible pricing without compromising quality
- High-quality fabrics from same suppliers as luxury brands
 - Focus on longevity and sustainable philosophy
- Better value proposition fixing luxury's misalignment

- LUXURY QUALITY, MINUS LOGO TAX -



Why Premium Brands Are Thriving

- Style: Timeless hero pieces, functional design, quiet confidence
 - Quality: Same suppliers as luxury, focus on craftsmanship
 - Pricing: Sweet spot, motivated for quality offered
- Authenticity: Independent Family Business and Story Telling
 - Intimate distribution: Curated without intimidation
 - Discovery: Artisanal brands that align with your values





Style: Timeless hero pieces, functional design, quiet confidence

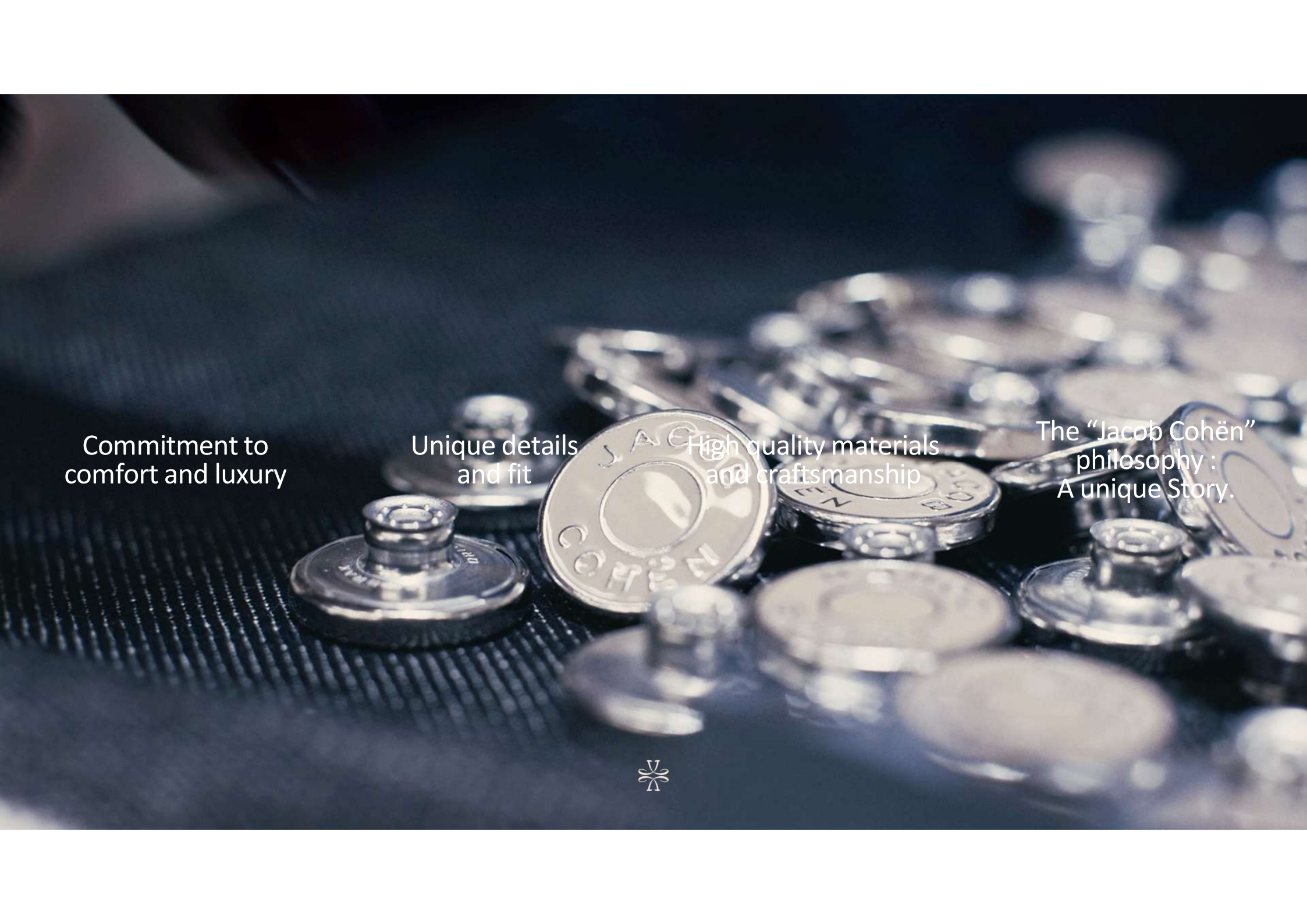
Jacob Cohën's collections combines luxury, comfort and craftsmanship. Essential lines and impeccable fits define garments designed to last. The fine balance between tradition and innovation gives life to a versatile wardrobe, where every detail tells about quality and research.



Quality:
Focus on Craftsmanship







Commitment to
comfort and luxury

Unique details
and fit

High quality materials
and craftsmanship

The “Jacob Cohën”
philosophy :
A unique Story.



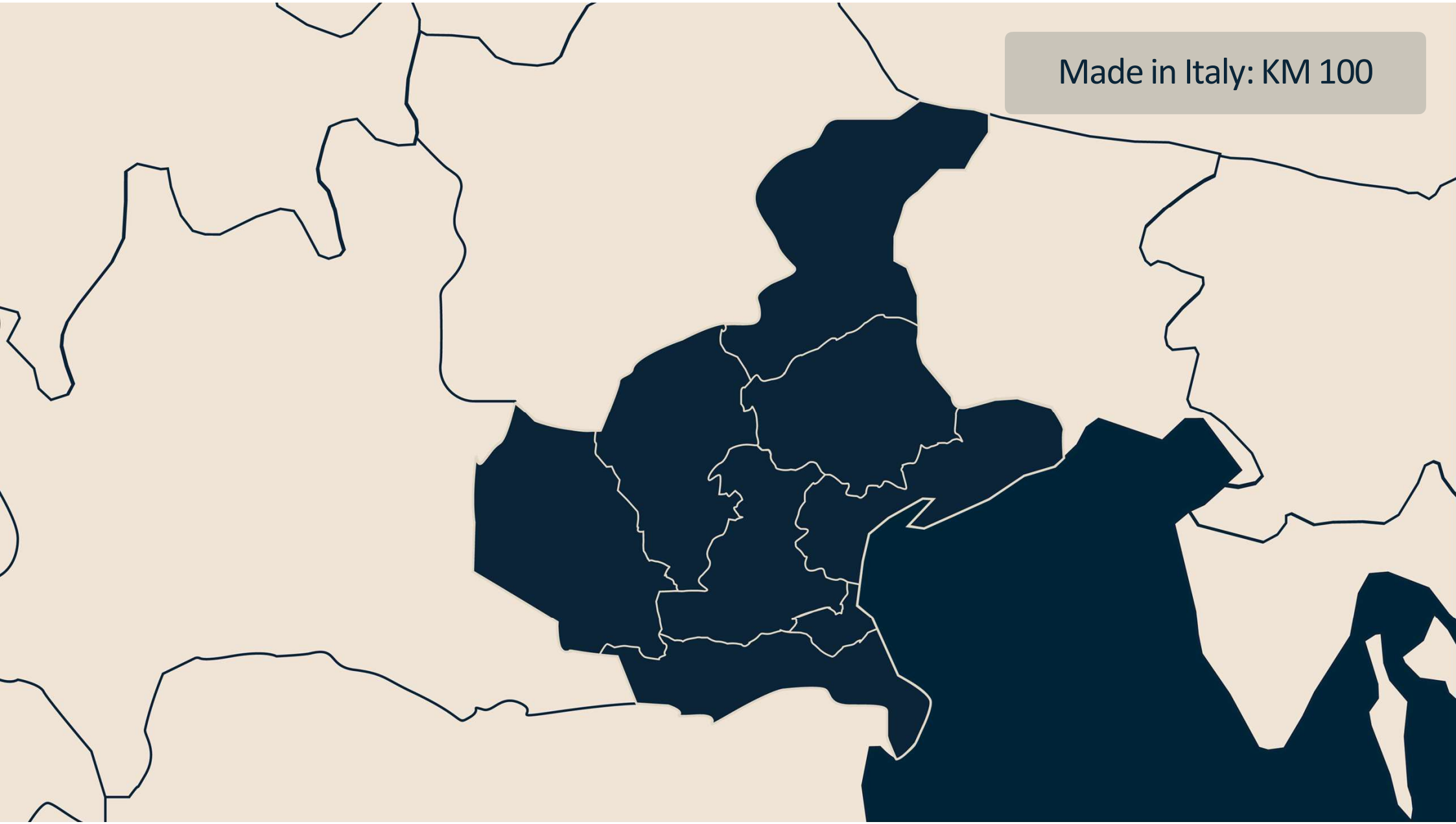
Made in Italy: KM 100



Made in Italy: KM 100



Made in Italy: KM 100



Veneto

CUT:

- Conselve (Padova)
- Piove di Sacco (Padova)
- Camposampiero (Padova)
- San Martino di Venezze (Rovigo)

TREATMENT PROCESS:

- Cusignana di Giavera del Montello, (Treviso)
- Sarcedo (Vicenza)
- Carrè (Vicenza)
- Piombino Dese (Padova)
- Montagnana, (Padova)

EMBROIDERY:

- Piove di Sacco (Padova)
- Santa Maria di Sala (Venezia)
- Fossò (Venezia)

MAKING:

- Piove di Sacco (Padova)
- Codevigo (Padova)
- Bagnoli di Sopra (Padova)
- San martino di Venezze (Rovigo)
- Brugine (Padova)
- Conselve (Padova)
- Terrassa padovana (Padova)
- Caverzere (Venezia)

INNER LABEL:

- Torreglia (Padova)

BUTTONS:

- Masera di Padova (Padova)

TAILORING'S INTERNAL LABORATORY :

- Schio (Vicenza)

BACK LABEL:

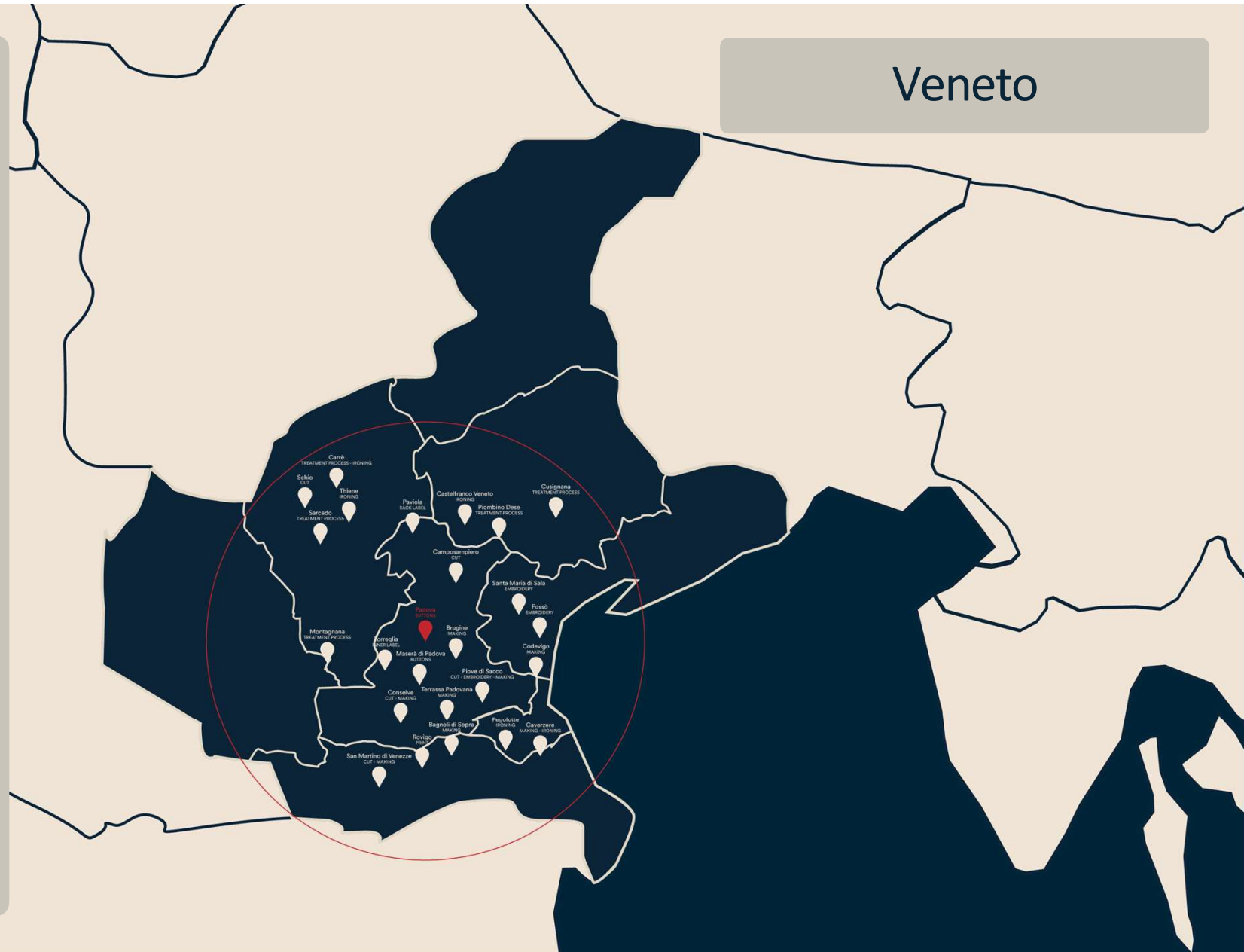
- Paviola di San Giorgio in Bosco (Padova)

PRINT:

- Rovigo

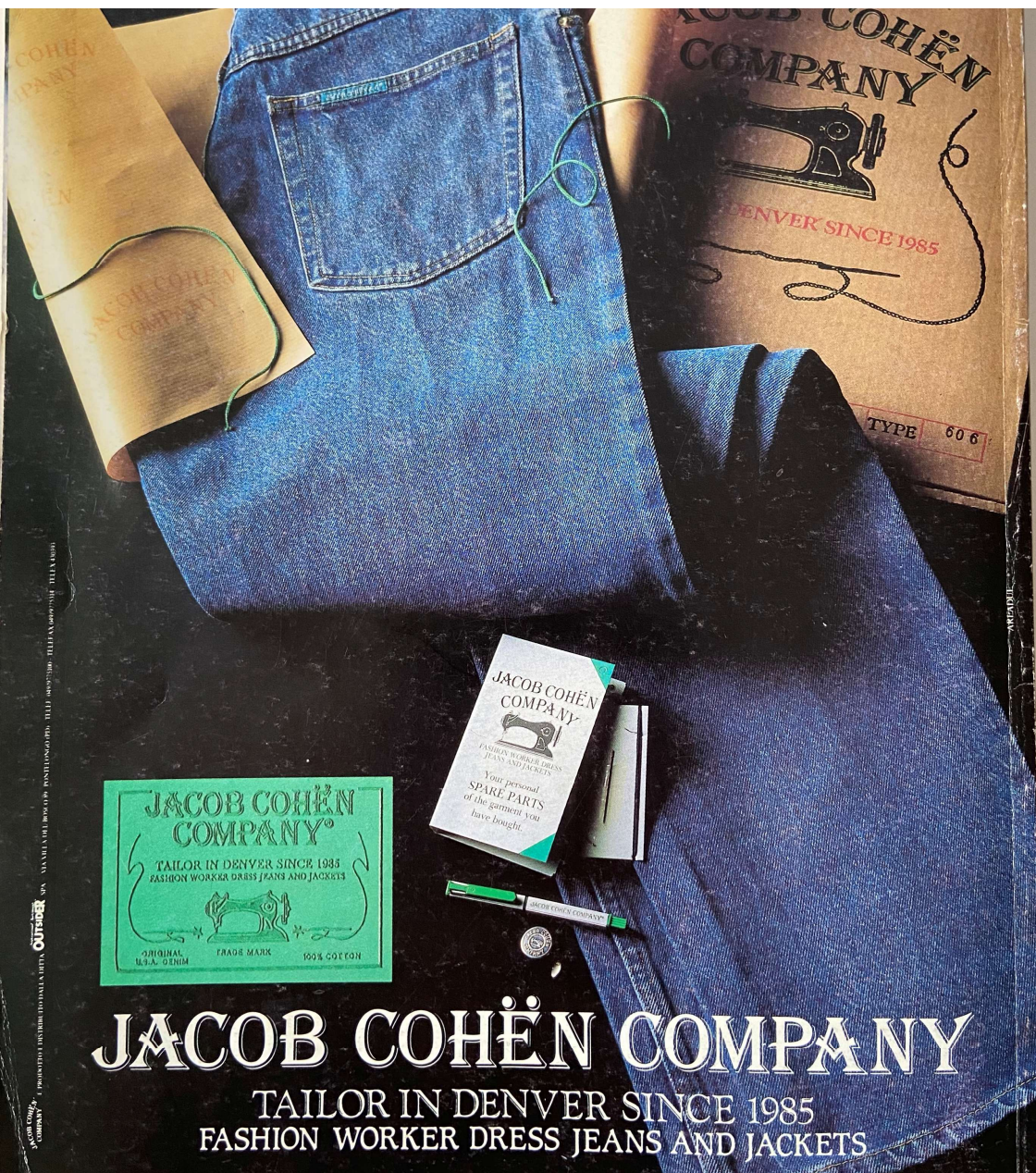
IRONING:

- Castelfranco Veneto (Treviso)
- Cavarzere (Venezia)
- Carrè (Vicenza)
- Thiene (Vicenza)
- Pegolotte di Cona (Venezia)



Authenticity: Independent Family
Business and Story Telling





ABOUT US

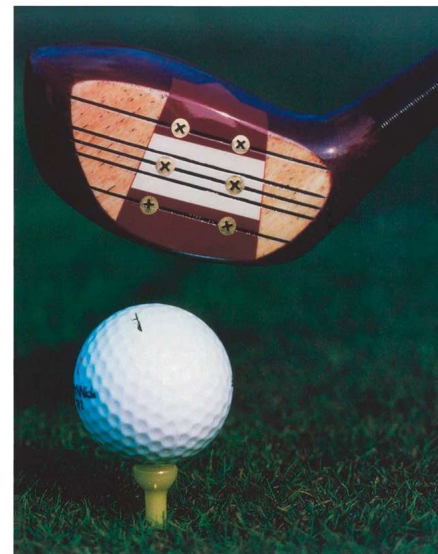
Jacob Cohën is far more than just a brand.
It's a story of passion, innovation, courage, resilience,
hope and determination. It's an intuition that was born
and developed across two generations, and today represents
the vision of a woman and business leader, Jennifer Tommasi
Bardelle.

(Vogue Italia, 1987)



The brand was established in 1985 by the Bardelle family with a clear goal in mind: to break down hierarchies and elevate jeans to luxury status. It would be Nicola Bardelle, about 15 years later, who would bring that revolutionary concept to fruition. In 2002, he relaunched the brand, disrupting the very concept of denim.

It was his attention to exclusive detail, obsession with excellence, and desire to create something unique that transformed a simple pair of jeans into a garment with great personality. Much like Nicola himself.



Ci sono
ancora Jeans
che fanno
sport.



Ci sono
ancora Jeans
a cui non piace
guidare.





Today, the company embodies Jennifer Tommasi's vision, who piece by piece, with boldness and tenacity, is bringing to full expression what Nicola Bardelle had imagined over 20 years ago: giving jeans a couture soul, making them a master key to relaxed, comfortable, unconventional luxury that celebrates the individuality of its wearer. A high-profile garment, made entirely in Italy. And sustainable, because it's designed to last, like a signature piece.



“

GO TO BED WITH A
DREAM
WAKE UP WITH A
PURPOSE

”





"I created my first pair of jeans because I wanted them to be comfortable, but at the same time luxurious and eclectic. A garment that can be worn even on the most formal occasions."

A handwritten signature in dark ink, appearing to read "N. K. R. S." with a stylized flourish at the end.

“Behind each pair of jeans, there’s a love story.
A story of passion, of dedication. To create a denim
piece that’s luxurious, yet unconventional.
We like to dare, to push boundaries. This is the past
and the future of Jacob Cohën.”

Jean Paul



Intimate distribution: Curated without
intimidation



Intimate distribution: Curated without
intimidation



Discovery:
Artisanal brands that align with your values



The Future of Luxury

Key Takeaways:

- Traditional luxury faces unprecedented challenges
 - Consumer values are fundamentally shifting
 - Premium brands offer better value alignment
 - Experience and authenticity trump status
- The next generation demands substance over symbols



JACOB COHËN

MILANO

