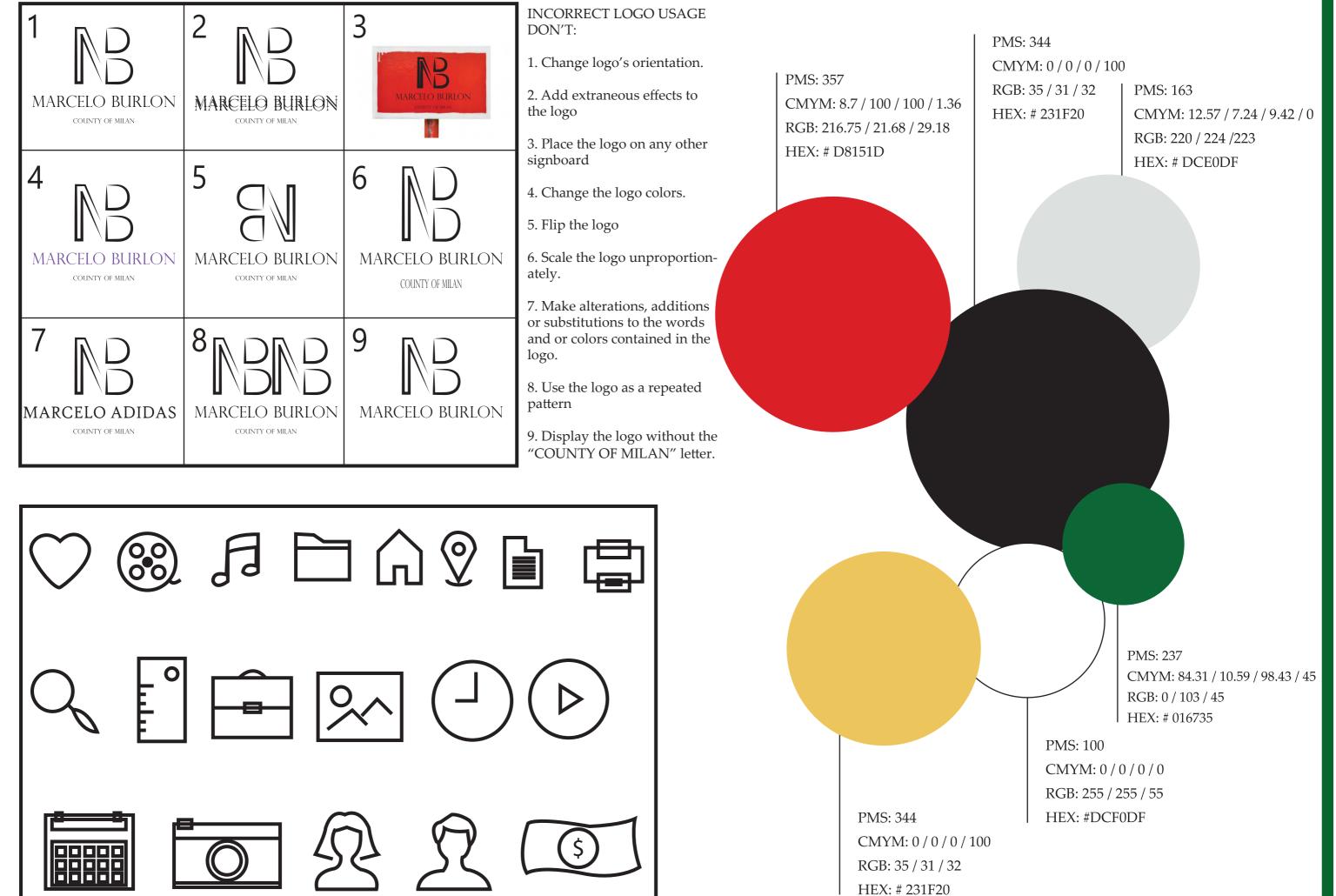
# MARCELO BURLON

COUNTY OF MILAN

# Company Name: Marcelo Burlon County of Milan Company Name: Marcelo Burlon Marcelo Burlon, County of Milan is the eponymous **OVERVIEW** relations specialist, and creative director and founder

Marcelo Burlon. The brand takes inspiration from the Patagonia region and '90s club culture. The label has since become popular among high profile influencers and celebrities including LeBron James and Pusha T, as well as fully fledging a women's men's luxury streetwear line. Whether drawn by splendid designs or heartfelt recollections, or the curiosity of what will be the next big thing, streetwear has proudly proven its sustainability in a volatile fashion marketplace. Make no bones about it, streetwear is meant to be enjoyed and experienced in the proper fashion. Rich textures and hues mesmerize the consumers with waves of exotic yet familiar styles. Streetwear is street fashion that saw its humble beginnings take root in California's surf and skate culture. Since then, it has grown to encompass elements of hip-hop fashion, Japanese street fashion, and lately modern haute couture fashion. Streetwear more than often centers on more relaxed pieces such as jeans, baseball caps, hoodies and sneakers.

# Logo Usage + Icons



Brand Color Palette

# FONT FAMILY

Ha

# Palatino Linotype

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1234567890

Aa

Palatino Linotype Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz  $1\,2\,3\,4\,5\,6\,7\,8\,9\,0$ 

**TYPOGRAPHY:** Palatino Linotype is a key element to communicate a unified personality for Marcelo Burlon County Of Milan . We have selected Palatino Linotype as our font. Palatino Linotype is clean luxury, it is not overbearing. When writing headlines use Palatino Linotype.

MARCELO BURLON

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Via Domenico Scarlatti, 22, 201287 Milano MI TEL: 770-323-0818 MARCELO BURLON@gmail.com https://www.marceloburlon.eu/en/US

## Date, 16, May, 2020

Marcelo Burlon launched his label 'County of Milan' on t-shirts to be used as a sort of uniform for the parties organized by him as a DJ. The T-shirts had a deeper appeal among the buyers- wearing his T-shirts led to recognition of being part of some cool gang. The label was inspired by his personal mix of symbols like motif of Patagonia, club culture of the 90's, a bird's wingspan and a large snake moving around the neckline. He collaborated with the graphic designer Giorgio di Salvo for his fashion line. During the first year, 10,000 t-shirts were sold through 90 stores in Italy with an average price of €160 per t-shirt.

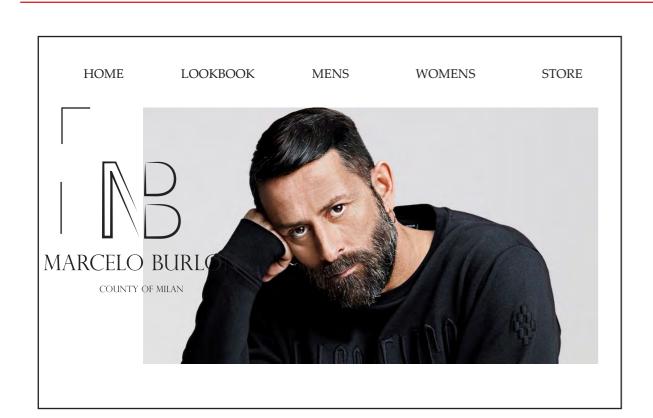
It was an amazing response to a new brand which had spent a big zero on advertisments. His label has expanded aggresively within a short span of six years, covering the complete

clothing line including kids' wear, menswear, swimwear, and womenwear being sold by over 450 stockists and 380 reputed stores located in major destinations around the world, including high value retailers like Opening Ceremony, Harvey Nichols, Lane Crawford and Selfridges. The brand later added new products in its fold -bags, caps, mobile phone cases and sneakers after collaborating with Eastpak.

Marcel Burlon has an estimated net worth of over \$10 million dollars. With support from erstwhile Milanese retailer Claudio Antonioli, who oversees commercial marketing, and Davide de Giglio, who looks after production, the turnover of County of Milan exceeded €35 million during the year 2016.

https://www.marceloburlon.eu/en/US

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MENS

WEB PAGES

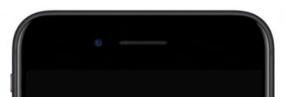
HOME

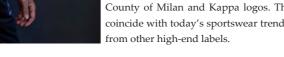
LOOKBOOK



APP PAGES -







WOMENS

County of Milan and Kappa logos. The items coincide with today's sportswear trend as seen

STORE

STORE





TH AN SHIN, Art 323A, Spring 2020