



*Immagine*







Located in the province of Verona, PIONEER SRL Confezioni is a family firm producing women clothes since 1974.

With thirty years of experience, the enthusiasm and the energy that our family invests every day in its work, we can admit that PIONEER SRL with the brand Immagine is not a job but a really passion.



We believe that only through quality we can sustain the global challenge of the international markets that trusts and purchases only what has been manufactured with high quality materials, researched details and with an unquestioned “taste” of our beautiful Italian land.

At the beginning there was a well-known tailoring shop...

**...Today we are a large family company that looks far ahead**

Pioneer srl Confezioni, has always been a trade mark only known in Italy, with loyal customers that always have trusted in our products and in people working in.

During time we have tried to expand the trade all over the world, paying patience and studying the worldwide market but overall grabbing the attention of all our clients needs.







# EXCLUSIVE MADE IN ITALY



The strength of our company is the exclusively made in Italy production as the production process of our firm takes place exclusively within the nation territory to secure and protect this important label.

Made in Italy is, above all, a question of quality and heart.  
It is a way to present ourself on the market



Our philosophy is to always assure the customer the good quality, from the choice of the fabric up to the creation of a perfect fit.

Trying to suit all needs of our clients, all our collections are able to satisfy all women's needs and try to follow all fashion trends.





## 2 BASIC COLLECTIONS

For programmed orders

# SPRING / SUMMER



## Our BENGALINE TROUSERS — for spring summer

A staple piece whatever the weather with mock pockets and no zip, our Bengaline trousers are a timeless essential! With many and many colours these slim leg trousers are the perfect addition to the wardrobe of each woman.













# AUTUMN / WINTER



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# Our PUNTO ROMA JERSEY TROUSERS







**P**  
*Imagine*  
made in Italy

Our Punto Roma Trousers are well known worldwide.

A large range of colours, beautiful fitting and fabrics such as 60% of viscose, grant a superior quality.

A wonderfully comfortable pull-on trousers with fully elasticated waistband. Fashionable silhouette with a regular leg. Perfect with ballerina pumps or boots! pattern jersey with narrow, elasticated waistband, mock zip, permanent crease and straight leg.

Very comfortable thanks to bi-elastic jersey.





4 COLLECTION  
for  
READY / FAST FASHION  
with many items on stock





# MANAGEMENT UNIT

Our family management strongly believes in team work and actively involves its staff members in the achievement of its goals.

Smartness and enterprise join quality and taste in each our collections, without forgetting a smile for our clients!





# MODELLING UNIT

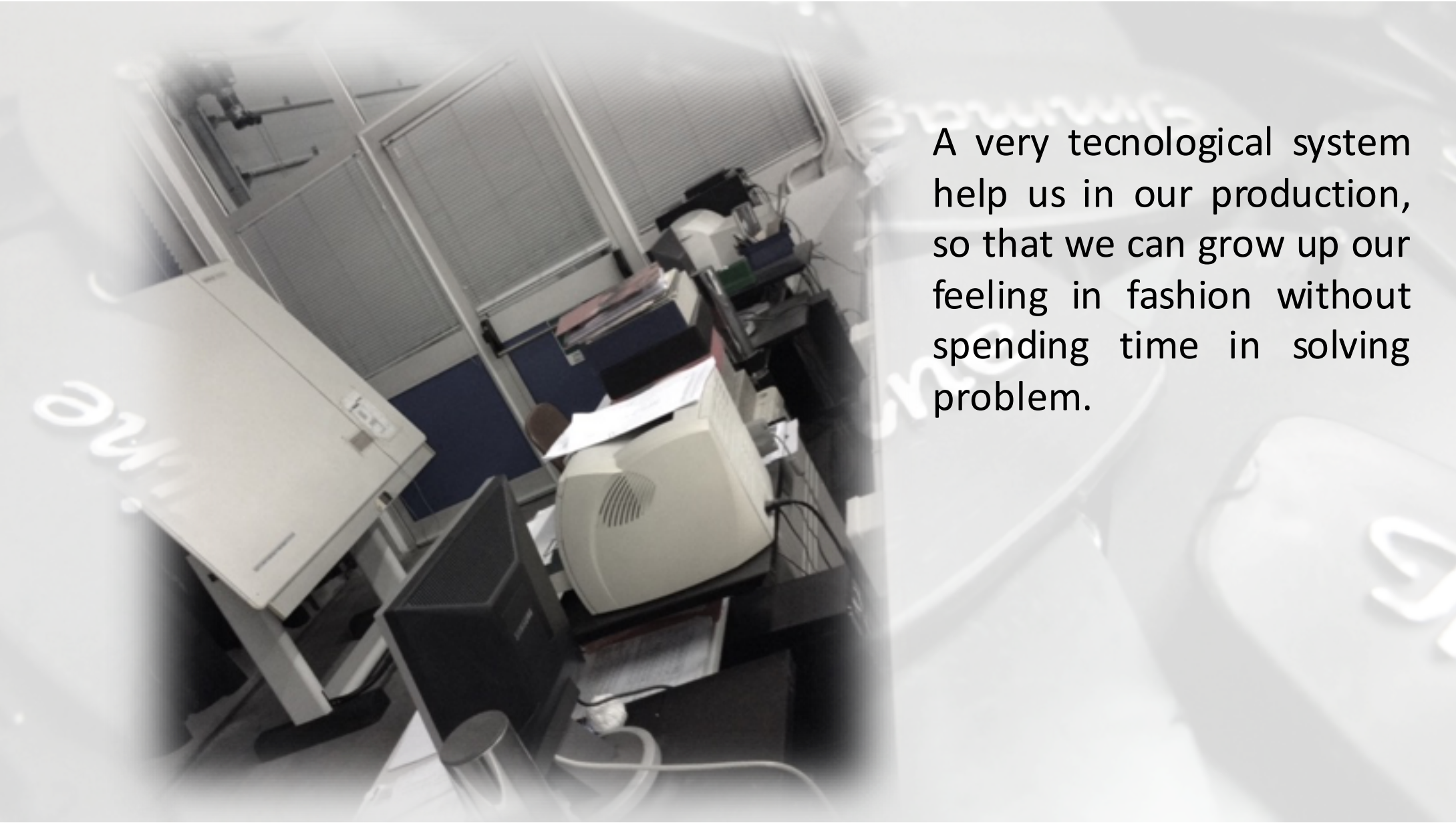
This is where we give birth to the first prototypes, where every modeler expresses his knowledge of materials, fabrics and all that graphic techniques necessary for the designing of paper patterns, the basis of the styles of every new collection.







Every single style is designed in order to **pledge** comfort, **wearability** and **high quality** that have always been appreciated by all women that everyday wear Imagine fashion proposals with pleasure



A very technological system  
help us in our production,  
so that we can grow up our  
feeling in fashion without  
spending time in solving  
problem.



# PRODUCTION UNIT

Production for us, means:

- industrialization of an idea
- high standards along all production steps
- a scrupulous tailoring with a special eye on details of every single garment that Pioneer srl produces for all its collections






# PRODUCTION

We are able to produce many items per day and if we are well known as “ready to wear/cheap/fast fashion” we work also for programmed orders.





Our staff is fully dedicated to the  
quality of all our collections, to  
ensure a good result expressed in  
true MADE IN ITALY

# COMMERCIAL DIVISION

We work for important Italian Labels and some big stores in Greece, Spain, UK and Japan. Some of our items are well known also in H. Kong but we are trying to expand our business.

## **Imagine**

is usually presented as a full collection during Modaprima Firenze and others fairs where our customers can find new fashionable items but also our basics ones for all seasons and needs.

Also in our show room in Nogarole Rocca, Verona, you can always find all our products: we will be glad to meet you here.











Imagine















As we are in trade with important name of Italian and foreign chains, we can add a personalized label too



# OUR FOCUS

basic collection of  
200 models and  
always stock  
available to sells



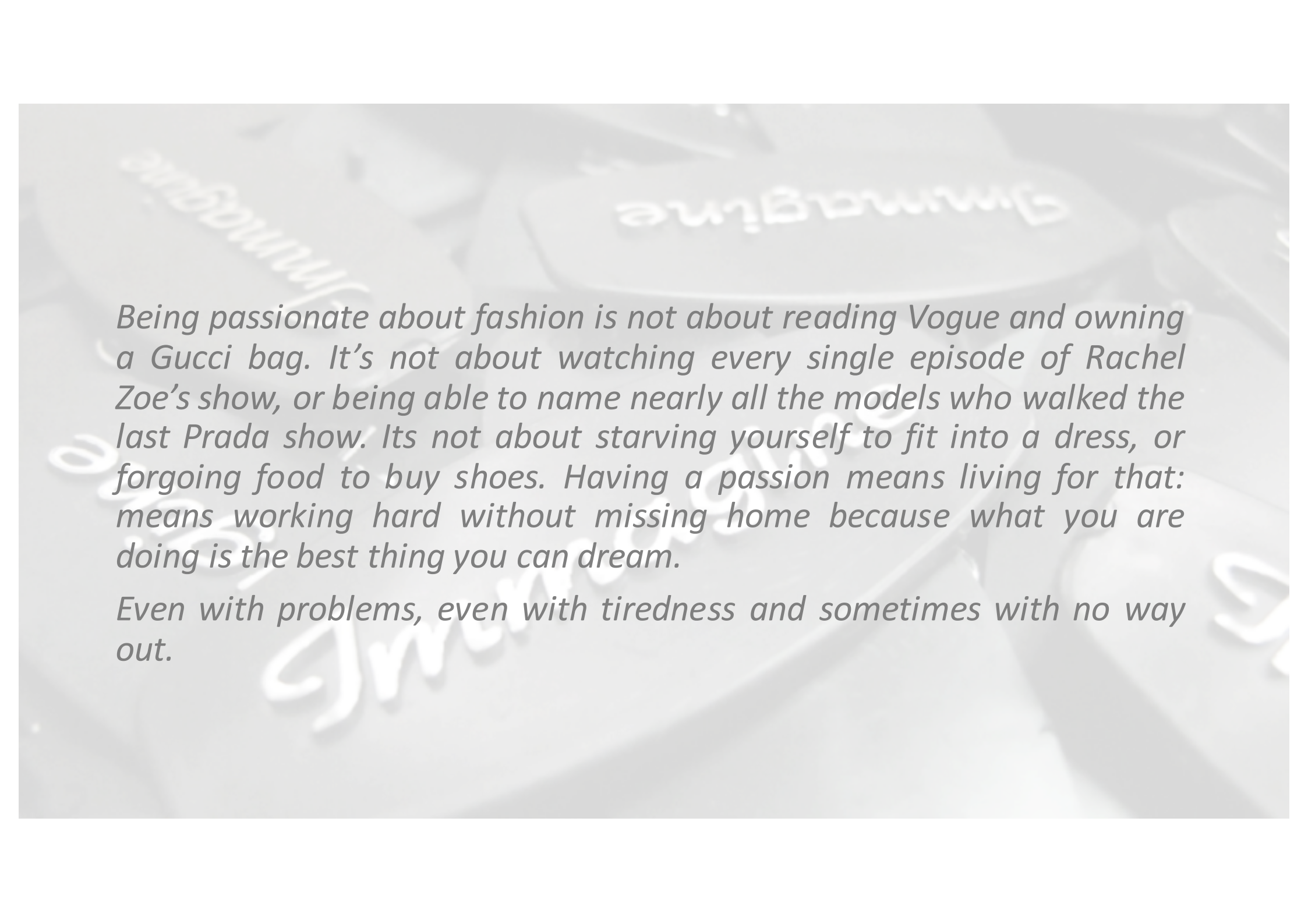


## ...OUR FOCUS

- quality/price balance
- real time restocking of the fastest-selling model
- weekly small flash ads.
- Flash ads designed for sales
- Personalised support for our clients that has different requests.
- Prompt updating of the collection image as the market or as market request.







*Being passionate about fashion is not about reading Vogue and owning a Gucci bag. It's not about watching every single episode of Rachel Zoe's show, or being able to name nearly all the models who walked the last Prada show. Its not about starving yourself to fit into a dress, or forgoing food to buy shoes. Having a passion means living for that: means working hard without missing home because what you are doing is the best thing you can dream.*

*Even with problems, even with tiredness and sometimes with no way out.*



Our passion for fashion and for interchange in communication with people helped (and help too) us to growing up with our products but also to establish new strong and personal relationships with clients and suppliers that it is the most important goal to reach for us because our customers and providers are the keystone of our job.







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