

BRAVE KID SIGNS A LICENSE AGREEMENT WITH MAX&Co. FOR THE FIRST GIRLS' LINE

May 8, 2023 – Brave Kid, company of OTB group with over 30 years of experience in childrenswear, and MAX&Co., company of the Max Mara Group that has been a leader in the womenswear industry for almost 40 years, have signed a licensing agreement for the development, production and the worldwide exclusive distribution of the brand's first line for girls aged 4 to 16 years.

The 5-year partnership will begin in the Spring-Summer 2024 season with the launch of a capsule collection and will continue, starting from the Fall-Winter 2024 season, with the subsequent girls' collections created and distributed by Brave Kid for MAX&Co.

With the entry of MAX&Co., Brave Kid consolidates its brand portfolio, which includes both brands belonging to OTB Group, such as Diesel, MM6 Maison Margiela and Marni, as well as licensing agreements, such as Dsquared2, N°21 and MYAR, and reaffirms the uniqueness and excellence of its know-how with which it manages to interpret and implement each designer's creative ideas.

*"We are proud that a brand with a strong DNA like MAX&Co. has chosen Brave Kid's experience and know-how to enter this market with its first girls' line" - says **Germano Ferraro, CEO of Brave Kid.***

The MAX&Co. Spring-Summer 2024 capsule will be developed in all color variants. The chromatic aspect, which represents the brand's core identity, will be the protagonist of the line which will include the presence of iconic "mini me" garments: the aesthetics of the MAX&Co. adult world will be brought to the kids one, proposing clothes suitable for every type of occasion, from everyday use to the more formal one.

*"For MAX&Co. it's a historic moment. It is important to be able to experiment the Brand's style and DNA also for the girls' collection, reinforcing the message of lightness and research in style, creativity and the creation of clothing that is able to cover the values of quality, creativity and versatility that we have always had, as guidelines throughout our history. - declares **Dr. Maria Giulia Prezioso Maramotti, MAX&Co. Global Omnichannel Director and MAX MARA Global Brand Ambassador** - We are proud and happy to be able to start this project with Brave Kid which, in addition to being a leading company in the sector that operates in the pursuit of excellence, shares our same values of quality and style research, typical values of the history of Italian companies."*

Brave Kid will be responsible for the distribution in the wholesale channel and, starting next July, the collection will be available at the company's showroom in Milan. From November 2023, the MAX&Co. capsule will also be present at the MAX&Co. flagship store in Milan, and on the maxandco.com and bravekid.com e-commerce websites.

ABOUT BRAVE KID

With over 30 years of experience in the world of children's fashion, Brave Kid is OTB group's company specialized in the research, development, production and distribution of prêt-à-porter collections and accessories for children aged 0 to 16 years. Among the internationally renowned brands that make up the company's portfolio there are Diesel, MM6 Maison Margiela, Marni, Dsquared2, N°21 and MYAR.

Furthermore, starting from 2021, bravekid.com is the online reference point for luxury clothing that dresses boys, children, and babies with a truly unique style and personality.

For more information:

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ABOUT MAX&Co.

MAX&Co., international fashion brand, creates quality, versatile and chic garments and accessories for women of great character, both in life and in fashion.

MAX&Co. is part of the Max Mara Fashion Group and is distributed online and in over 400 stores worldwide.

www.maxandco.com

For more information:

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