



COMPANY PROFILE

OUR HISTORY



▶ https://youtu.be/y9KqG_fie_0

WHO
WE ARE

WHAT
WE DO

HOW
WE COMMUNICATE

ABOUT FREDDY



THE BRAND AND ITS EVOLUTION



FREDDY DNA THE ART OF MOVEMENT



ABOUT FREDDY

Freddy is synonymous with sport and passion for movement. Set up in 1976 by Carlo Freddi, it has established itself immediately as a leader in the creation of professional footwear for dance and gymnastics that evolved, throughout the years, into a complete apparel collection.

A story made up of milestones and new challenges, like a great sporting accomplishment, that led Freddy to become a benchmark not only in Fitness but in the world of Fashion too.

Freddy's strength is expressed by its uniqueness, or its philosophy: "The Art of Movement".



THE BRAND AND ITS EVOLUTION

1976 - 1984

The company comes to life in **1976**, based on a concept **by Carlo Freddi**, as a company specializing in the manufacturing, marketing and sale of rhythmic gymnastics and half pointe classical ballet shoes.

1985 - 1990

In the mid 1980s, Freddy rides **the aerobics boom** driven by personalities like Jane Fonda and Lara Saint Paul. **The fitness boom** explodes and Freddy becomes the benchmark for a world in which the gym concept is starting to change: from a predominantly male environment, to a social space where women take center stage too.

1991- 1995

In these years Freddy consolidates its position **as a leading company in the fitness and dance world**, drawing on sponsorships with, amongst others, the Italian and French Aerobics Federations. In 1993, the “Y” in the Freddy trademark becomes the company’s highly successful ‘dancing man’ logo.

2001 - 2003

Freddy becomes sponsor of the **Italian Gymnastics Federation**. It is the start of an important collaboration which continues today, with Freddy working alongside Italian national gymnastics team athletes for three Olympic four-year periods.



ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

2004

The company launches the new **Dance Academy line**, a fashion-oriented take on the world of dance that continues to be closely identified with the brand. For this reason Freddy signs an agreement with Joaquín Cortés, the world famous flamenco dancer, who becomes the company's testimonial.

2005 - 2006

Freddy becomes official sponsor of and supplier to the **Corps de Ballet** and the **Accademia d'Arti e Mestieri dello Spettacolo** at Milan's famous **Teatro alla Scala**. The agreement provides for the implementation of numerous major projects including, most importantly, the creation of the official **"La Scala Corps de Ballet" uniform** and a **new collection of "Freddy La Scala"** branded accessories and dancewear.

2007

Freddy opens the brand's **first Concept Store in the center of Verona**.

The success of this initiative leads to the opening of a Flagship Store covering more than 350 sq m in Corso Buenos Aires in **Milan**. In October 2007, a Flagship Store of over 200 sq m is opened in Via Frattina in the heart of **Rome**.

After achieving a position of leadership on the Italian market, **Freddy embarks on a growth strategy in the main European countries**.

A Flagship Store of more than 400 sq m is therefore opened in the highly popular Covent Garden district in **London**, housing Freddy's new international headquarters and a 200 sq m showroom.



ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

2008 - 2012

Freddy becomes official sponsor of and supplier to the **Italian Olympic Team** and also creates the official uniform for the opening and closing ceremonies. The Italian Olympic Team wear the clothes created by Freddy at the **2008 Summer Olympic Games in Beijing**, the **2009 Mediterranean Games in Pescara** and the **2010 Vancouver Winter Olympic Games**, in addition to the FGI uniforms during the **2012 London Olympics**.

2013

New store's openings in Viale Ceccarini in **Riccione**, Via Fracassini in **Rome**, the Carosello Mall in **Carugate (MI)**, Galleria Porta di Roma in **Rome**, the Bagnara Mall of **Genoa**, Sinsa-Dong Kangnam- gu in **Seoul**, the Golden Hall in **Athens**, the Trade Center Gum Kazan and Tyumen, both in **Russia**, and the Pant Room of Antwerp in **Belgium**. Also two Pant Rooms opened in **South Africa**, in Cape Town.

In December 2013, the London store moved to King's Road.

This is also the year of the **WR.UP® pants launch**: using strategically placed seams and inserts, Freddy research produced the first innovative Jersey pants designed to sculpt the female body by redefining the thighs and backside area.

The immediate success of the WR.UP® pants heralds the brand's entry into the US market, with the opening of its Washington retail space in March 2013. On 11 May 2013, **the first DANSYNG® Master Class** will be held, representing the official presentation and world preview of a new discipline created by Freddy!



ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

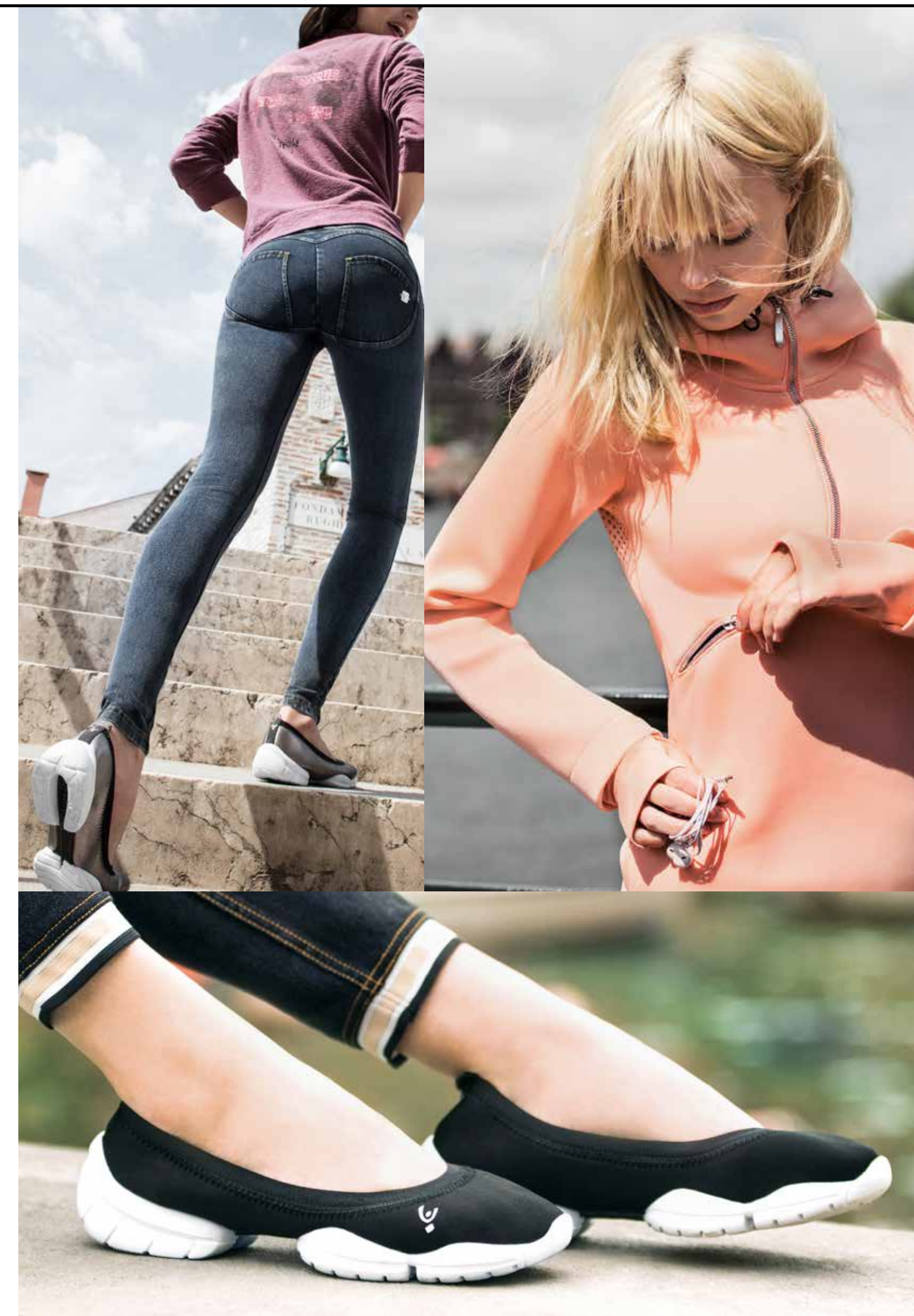
2014

New Flagship Stores and Pant Rooms' openings in the Netherlands in **Maastricht** and in Italy in **Turin, Bergamo** and **Verona**. Launch of an important and leading product: 3PROBALLERINA, innovative and extremely feminine shoes that can be worn 24/7 as they have been designed for dynamic women who wish to feel comfortable and cool at the same time. 3PRO BALLERINA was introduced in The Art of Movement collection during the last season, and it has become an out-and-out success for the brand.

2015

New opening in **Rimini** while the existing stores in Rome (Via Frattina and Galleria Porta di Roma) have experienced an important restyling. The great novelty in Freddy – The Art of Movement collection is the new jacket for women that combines style and functionality, **D.I.W.O.® CURVE**. Made in D.I.W.O.® (Dry In Wet Out) fabric, a Freddy patent and therefore a guarantee of quality, the new jacket ensures maximum skin transpiration and a waterproof effect, thanks to the laser perforations in a few strategic spots.

Freddy sells in more than 40 countries. Over the last years, the international turnover significantly increased also through the contribution of the above mentioned iconic products (WR.UP® pants, 3PROBALLERINA, D.I.W.O.® Curve). By now, **Freddy has reached around 2.000 doors spread out all over the world** and it has a significant presence on the web where it is also sold by the most important online accounts.



ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

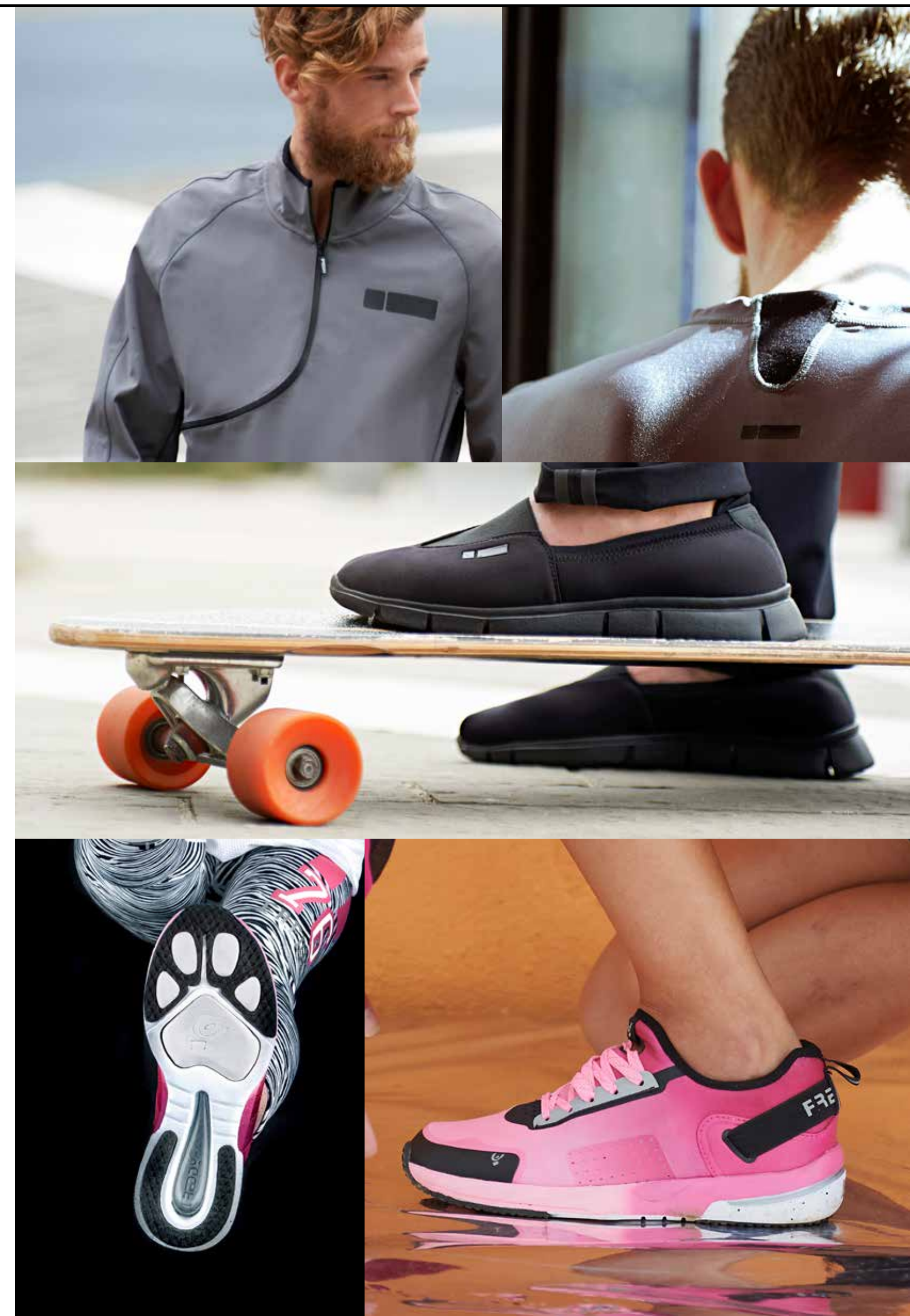
2016

Two new important flagship store openings in Italy: one in the city centre of **Milan** - Via Verri. Continuing with the Italian scene, three stores were reopened/restyled: C.so Buenos Aires (Milan), Orio Center (Bergamo) and the Designer Outlet of Serravalle (Alessandria). In addition, other new stores were opened all over the world: **Bratislava**, **Prague** and **Pretoria**. In autumn, Freddy launched its new men's collection: **PRO MAN**. Technical materials, unique cuts, sports details and several patents: trousers with an integrated jockstrap, jackets with a curved zip and t-shirts with an elastic band on the neckline, are only some of the many articles that characterise PRO MAN, Freddy's all new men's collection.

2017

May saw some important new openings: one in **Miami**, on Lincoln Road, and one in **London**. In April, a pup-up store in **Denmark**; in May, inside the Chadstone Shopping Centre in **Australia** and one Pant Room in **Seoul**; in October one Pant Room in **Bratislava**; in November one store in Wroclaw in **Poland** and one in **Budapest**; in December a Pant Room in Daegu in **South Korea**, one Pant Room in Ljubljana in **Slovenia** and one in **Sweden** inside the Nacka Forum.

This year Freddy launched **FELINE**, the new highly-technical women's shoes with a D.I.W.O.[®] (Dry In, Wet Out) upper. Breathable, thermoregulating and without internal seams, these cross-training shoes provide maximum comfort. But the most revolutionary introduction is the double cushioning sole: the ITS 2.0 system on the back of the shoe releases the air when touching the ground, whereas the front is made of EVA, an ultra-light low-density material for shock absorption. A high-performance outsole that leaves an unmistakable footprint: that of a feline.



ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

The 2017 represented also the launch of the new **100% MADE IN ITALY** capsule collection, entirely conceived, designed and manufactured in Italy. Core of the project is the importance of the environmental impact: the result is an eco-friendly line that does not sacrifice anything in terms of performance and style, once again meeting the needs of every woman. The historic Italian brand celebrates an important anniversary: 40 years of “The Art of Movement” and for this occasion it wants to reinterpret technical garments to create something completely new.

For its 100% Made in Italy collection, Freddy chooses Brugnoli™, a well-known Italian company specialised in technical fabrics that created and patented the Br4™ technology with a sustainable manufacturing process and the use of 100% bio-based polyamide (EVO by Fulgar®), extracted from castor-oil plants. An innovative, light and high-elasticity fabric that, thanks to a selected yarn, avoids the formation of bad odours and has a great thermal coefficient, protecting the body from changes in temperature.

BIO D.I.W.O.® is a revolution in Freddy's world: low specific weight, high coating, fast drying, bacteriostatic capacity, thermoregulation and sustainability are the strengths of this fabric.

2018

This year started with the the new Pant Room opening in Novi Sad in **Serbia**; in March a pop-up store in **Shanghai**; in April a pup-up store in **Montreal**; in May a store in **Vancouver**, one in Woodlands Mall in Pretoria, **South Africa** and one in Nagumo in Japan.



100 %
MADE
IN
ITALY
MADE WITH LOVE

ENVIRONMENT

Br4™
BIO-BASED FABRIC
Zero compromises between environment and performance.
EUROPEAN PATENT PENDING BY BRUGNOLI

PERFORMANCE

MAIN RAW MATERIAL 100% BIO-BASED
Evo® (certified by Din CertCo Nr. 8C096)

NO IMPACT ON FOOD CHAIN
Neither human nor animal

ECO-SUSTAINABLE PRODUCTION PROCESS (PATENT PENDING BY BRUGNOLI®)
Reduction of water consumption and of CO2 emissions

CERTIFIED
Br4™ is Dekatex certified and fluorocarbon free

EVO® HAS BEEN MEASURED ACCORDING TO LCA METHOD

LOW SPECIFIC WEIGHT
-10% vs Polyamide 66
-25% vs Polyester

LOW MOISTURE ABSORPTION

OUTSTANDING MOISTURE MANAGEMENT
Quick Dry -50% dry timings vs PA

NATURALLY THERMOREGULATOR
EVO® protects human body from temperature changes

NATURALLY BACTERIOSTATIC
EVO® has natural odor control properties

CHLORINE AND SOLVENT RESISTANT

SUPERSTRETCH AND EXTREMELY COMFORTABLE

BRUGNOLI®

FREDDY
the art of movement

BIO D.I.W.O.®

Fabric especially created by Brugnoli® with Br4™ technology

100% Made in Italy

ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

In 2018 Freddy launched the important concept of **COMMUNITY**, both for women and men:

WR.UP® is a product that has achieved international success, chosen and loved by women all over the world who want to feel feminine and, at the same time, free to move. A real global community that reaches many countries, illustrated on the web and on social media through different cultures, multiple shapes and hence thousands of ways to conceive beauty and sensuality, both in daily life and in special moments. Freddy drew inspiration from this naturally-born phenomenon to create the new campaign named “**The World Wide WR.UP® Community**”, an hymn to a femininity without boundaries nor barriers, which makes diversity its most valuable feature. Different style and beauties that share a detail: the choice to wear WR.UP®.

On the other side there is **The World Wide Men.tribe**, the new Freddy campaign dedicated to men’s fashion for the Spring/Summer 2018 collection. A sense of belonging and membership that crosses different countries all over the world gathering new insights from lifestyles, cultures and ethnicities, to give life to a global movement that finds strength and energy in its diversity, a feature that becomes at the same time symbol of union and cohesion.

The **WorldWideWR.UP.com**munity

The **WorldWideMen.tribe**


ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

A symbol that Freddy wants to represent with its **NO LOGO**, a graphic element applied on garments as a tribal tattoo, symbol of membership among men that share the same attitude, interests and lifestyle.

The mix between comfort and coolness is a prerogative of **PROPANTS ACTIVE**, innovative pants for men patented by Freddy that, thanks to a jockstrap that ensures maximum support and facilitates movement, make it possible to work out without wearing underwear. A technology that Freddy decided to apply also to its daywear line with **PROPANTS 24/7**, perfect for day-to-day chores thanks to the removable athletic supporter and available in black, blue, grey and denim stretch nylon.

2019

Freddy puts fashion at the service of wellness and movement and applies the aesthetic codes of yoga to its **100% MADE IN ITALY** collection proposing eco-friendly garments, entirely conceived, designed, and manufactured in Italy.

This collection becomes the spearhead of a project completely dedicated to the discipline of **YOGA** and called **MOVE YOUR MIND**: a series of free lessons held by international teachers and created to promote the practice and knowledge of Yoga, the sporting discipline that perfectly embodies “The Art of Movement”, the FREDDY philosophy that conceives movement as an art form and beauty. Leading the way to these appointments, two opening events organized on the splendid Terrazza Latitudine 45 of Palazzo Matteotti in Milan and then to involved numerous holistic centers.

Also in 1919, Freddy celebrates those who, day by day, besides fighting to reach new goals, are looking for infinite beauty, going above and beyond each discipline, and achieving a higher, artistic concept.

To illustrate what underpins the concept of **The Art Of Movement**, Freddy produced a video engaging the top performers of various training disciplines becoming Ambassadors for Freddy’s new claim: ***You are more than an athlete, you are an artist.***



ABOUT FREDDY

THE BRAND AND ITS EVOLUTION

Another video of Freddy that expresses 100% the art is the one produced for **WR.UP®-IN**, the perfect suit. Not so long ago the tracksuit was still considered suitable only for the gym. Now, thanks to **WR.UP®-IN**, it becomes a versatile garment that can be worn throughout the day: a full-fledged 24/7 proposal.

In line with the trend of the moment, Freddy launches in Spring-Summer 2019 projects in collaboration with international artists. The first is **Lalou Senbanjo** (<http://www.laolu.nyc/>), a Nigerian artist born in Brooklyn, singer, songwriter, musician, human rights lawyer and activist whose mantra is “Everything is my canvas”: Freddy, always an art lover, lets itself be carried away by the tattoo culture and together with Laolu launches a capsule collection able to reinterpret menswear’s cult items.

Instead we have to wait for **Pitti Immagine Uomo** in June to see the launch of the new unisex capsule collection born in collaboration with **Luca Tommassini**, guru of world dance.

At the beginning of October, it was the moment of **N.O.W®**, the new 5-pocket pants with a casual and comfy vibe that allow to perform “impossible movements” thanks to the versatility of the denim-effect bi-elastic jersey. Two styles: **N.O.W®**, available in regular or skinny cut with buttons, invisible belt loops and belt; and **N.O.W®. YOGA**, a no button, zipper-less model only available as a skinny fit model.

Last but not least, this year Freddy celebrates together with **FGI (Italian Gymnastic Federation)** its **w150 Anniversary** with a special collection and logo by Freddy!

Two new important flagship store openings in Israel: Tel Aviv and Holon.



THE ART OF MOVEMENT

PATENTED PRODUCTS



THE ART OF MOVEMENT

“Creativity today is highly complex. It means creating a concept and successfully making something different. Every time we make a product we don’t only think about whether it is beautiful or ugly, but about the reasons why people should buy it.”

For more than 30 years, Freddy has been synonymous with sport and passion for movement. Right from the outset the Company, founded in 1976 by Carlo Freddi, established itself as a leading manufacturer of professional footwear for dance and gymnastics, and over the years has become a phenomenon linked not only to the world of professional sport, but also to lifestyle.

The common denominator continues to be its ability to breathe life into products which combine technical requirements, comfort and attention to current style trends, with a perfect sense of balance.

Today the Freddy collection develops through two distinct, but complementary, concepts that can be summed up in Active&Fashion, perfectly embodied in our philosophy: **The Art of Movement**. The interpretation of movement under the banner of art, drawing inspiration from artistic and rhythmic gymnastics, permeated by a fashion sense that makes the collection contemporary and distinctive.

A kind of style that can be chosen for any moment of the day.
A full collection dedicated to Women and Men.



WOMAN COLLECTION

PRODUCT PHILOSOPHY

TECHNICITY with FEMININITY: this is the main characteristic of Freddy's collections that are at the same time technical and very feminine. This is the main point of differentiation from our bigger competitors and identifies Freddy as the perfect ATHLEISURE company. Great attention to PATENTS development: Freddy allocates a large part of its income to product research since it strongly believes that the future is into UNIQUE products with a REAL function to provide TANGIBLE BENEFITS to the customers.

KEY PRODUCTS

Freddy has dedicated the last years to develop USP for each product category:

2013: launch of WR.UP®, the shaping effect PANTS

2015: launch of 3PRO BALLERINA, the 24/7 innovative SHOE design

2016: launch of D.I.W.O.® CURVE, the stylish and functional JACKET with the revolutionary curved zip

2017: launch of FELINE, the cross training SHOE

WR.UP® TECHNOLOGY

SHAPE

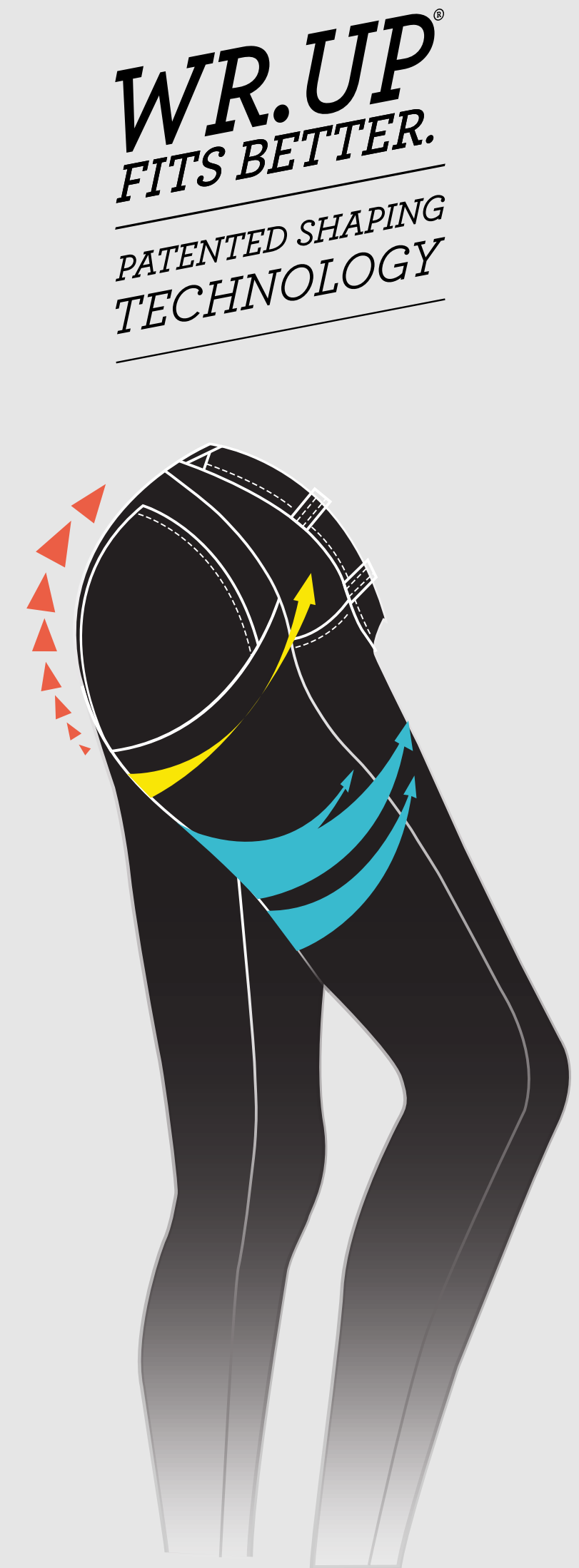
A customized silicone band shapes and sculpts the waistline while keeping pants up and in place.

SMOOTH

High quality fabric with the perfect amount of stretch combined with strategically placed panels provide a smoothing and shaping effect to the hips and thighs.

LIFT

Specially designed seams define the bottom while creating a supportive lift.



THE ART OF MOVEMENT

PATENTED PRODUCTS

WR.UP
FITS BETTER.
PATENTED SHAPING
TECHNOLOGY



3PRO BALLERINA TECHNOLOGY

STABLE, WITH HIGH IMPACT ABSORPTION

The sole contains the patented ITS[®] (Impact Technology System) which, combined with a material with a higher density as compared to the ones used for traditional sports shoes, guarantees stability for the foot and maximum impact absorption.

FLEXIBLE

The patented 3PRO technology consists in an originally designed sole divided in three parts, which guarantees maximum flexibility and freedom of movement.

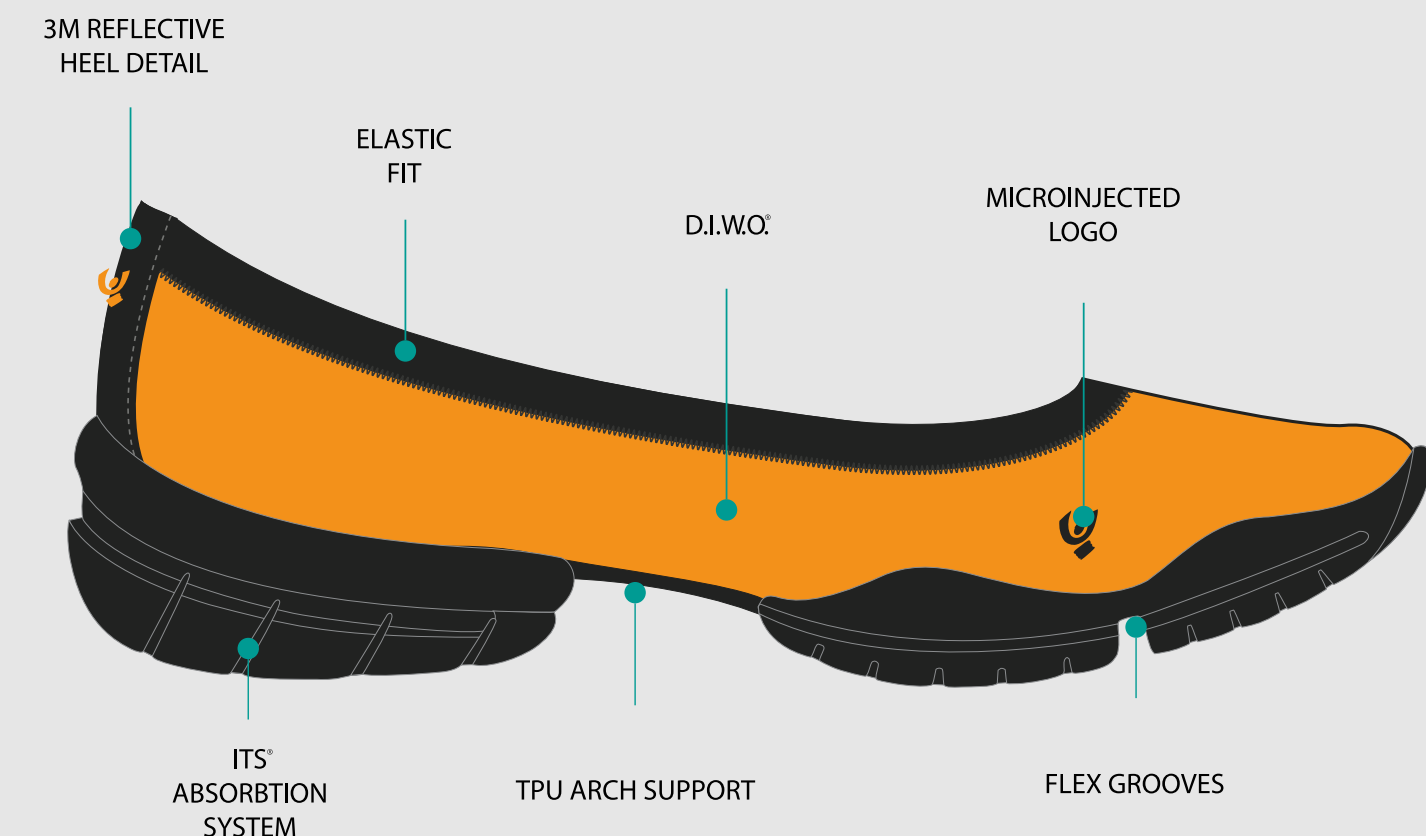
BREATHABLE AND WATER RESISTANT

The shoe upper is in D.I.W.O.[®] (Dry In Wet Out) fabric, which provides structure and lightness, guaranteeing high breathability and thermoregulation. A special treatment on the fabric during dyeing makes it water resistant.

INDOOR AND OUTDOOR

The technical sole with high cushioning and the upper devised to be perfectly adherent to the foot make it suitable both for using it for leisure and for activities such as toning, aerobics, step, fitwalking and DANSYNG[®].

Ballerina
3PRO
FITS BETTER.



THE ART OF MOVEMENT

PATENTED PRODUCTS

A PRODUCT 100% ATHLEISURE



Ballerina
3PRO 
FITS BETTER.



D.I.W.O.® CURVE TECHNOLOGY

BREATHABLE AND WATER RESISTANT

In D.I.W.O.® (Dry In Wet Out) fabric, guaranteeing high transpiration and thermal regulation. A special treatment during dyeing makes it water resistant.

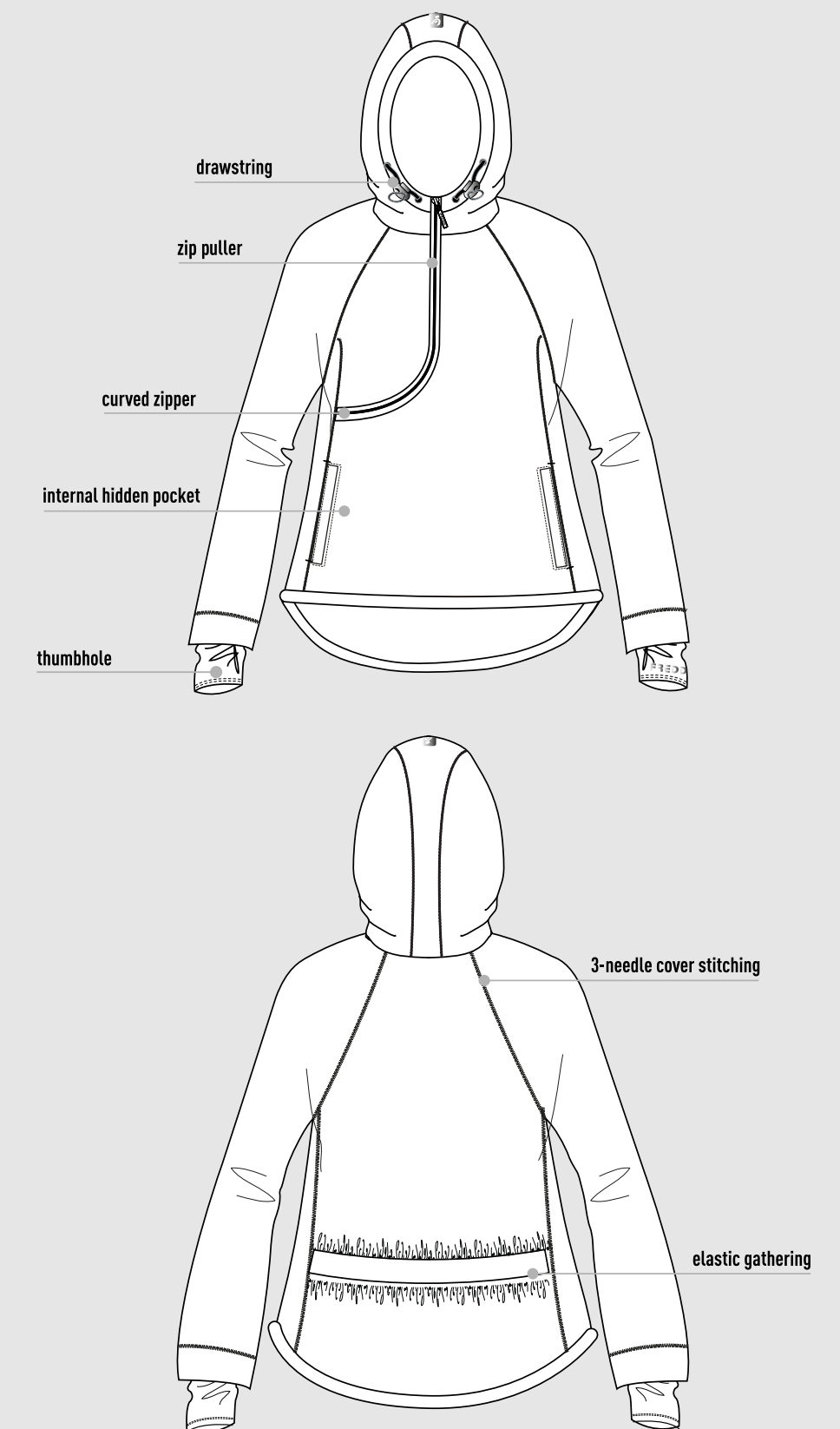
EASY TO WEAR

The curved zip with double cursor makes it easy to wear and to reach for the inner pockets. The performance of the fabrics combined with the design guarantees excellent results in terms of wearability.

PATENTED DESIGN AND TECHNOLOGY

Exclusive model, with design and technology studied and patented by Freddy. The curved zip is original and functional, and is also a style detail improving the fit of the jacket.

D.I.W.O.®
CURVE



THE ART OF MOVEMENT

PATENTED PRODUCTS

A PRODUCT 100% ATHLEISURE

D.I.W.O.[®]
CURVE



FELINE TECHNOLOGY

BREATHABLE AND WATER RESISTANT

The shoe upper is made with Freddy exclusive material D.I.W.O.[®] (Dry In Wet Out) fabric, which provides structure and lightness, guaranteeing high breathability and thermoregulation. A special treatment on the fabric during dyeing makes it water resistant.

STABLE, WITH DOUBLE AMORTIZATION

The lateral support is in rigid fabric to keep the foot firm and avoid injuries. But the revolutionary novelty is the sole with double amortization: in the rear part, the ITS 2.0 system lets the air out when the foot touches the ground, while the front part is in EVA, an ultra-light, low density material that absorbs impacts.



THE ART OF MOVEMENT

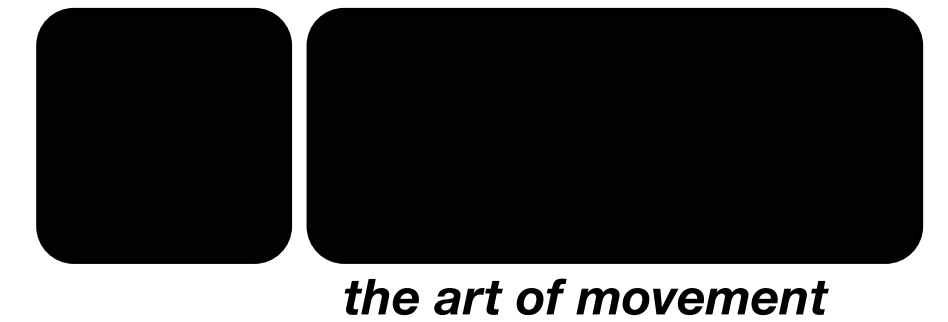
PATENTED PRODUCTS

A PRODUCT 100% ATHLEISURE

FELINE 

THE ART OF MOVEMENT

MAN COLLECTION



PRODUCT PHILOSOPHY

Freddy Man collection will appeal to modern man and Millennials who increasingly look for products with clean design and the latest technology and they do standard-bearer of the values of the brand.

So here's for them original Freddy products and a new logo. The Freddy institutional logo changes and becomes a symbol, almost a tattoo, which becomes an ancestral message of group membership: Freddy will disappear, and the logo appears in its simplicity in total black.

Technical materials, special cuts, sporty details and numerous patents, such as an athletic supporter inside the pants, the curved zip for the jackets and an elastic on the back of the crew-neck of the t-shirt that improves the fit. They are just some of the elements that distinguish the sporting values of this collection named PRO MAN.

KEY PRODUCTS

In 2016 Freddy developed USP for each product category:

PROPANTS ACTIVE: the sporty pant with a fixed patented internal support

PRO 305: the slip-on shoe

HYPERFEET: the ideal shoes for cross-training activities

PRO CURVE: the male version of D.I.W.O.® CURVE, the outdoor jacket with curved zip, now in elastan polyester fabric.

PROPANTS ACTIVE TECHNOLOGY

NO UNDERWEAR NEEDED

MAXIMUM SUPPORT DURING SPORTS ACTIVITIES

The introduction of an antibacterial athletic supporter, specifically designed for the male anatomy, guarantees the necessary support and contention to avoid discomfort during your sports activity. It can be worn without underwear.

BREATHABLE AND HIGHLY PERFORMING FABRIC

D.I.W.O.[®], the special fabric patented by FREDDY, guarantees high transpiration and thermal regulation. The fabric's bielasticity guarantees maximum comfort and a great performance during physical activity.

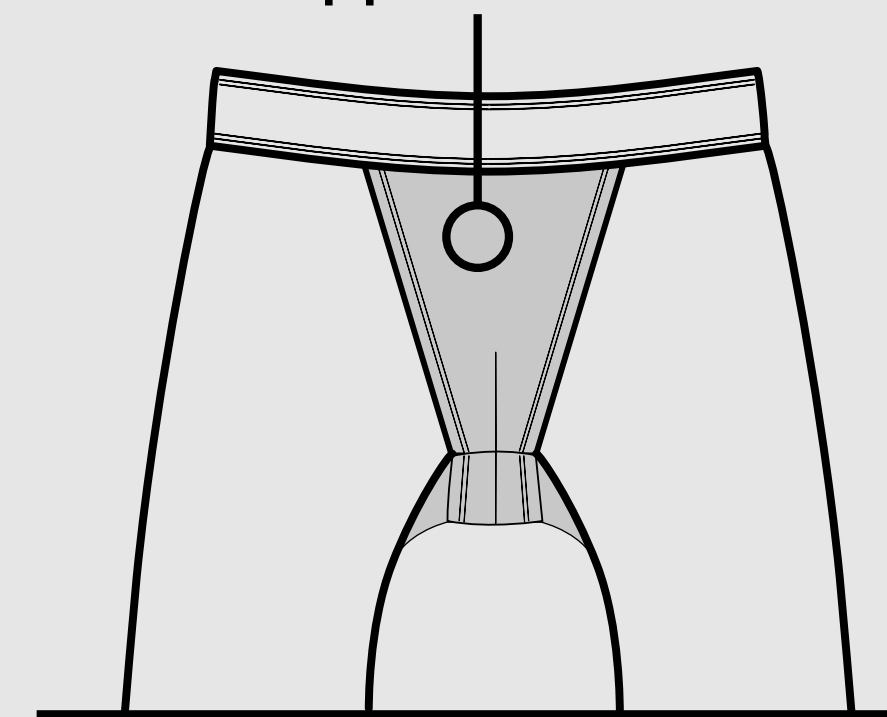
PATENTED TECHNOLOGY

Exclusive technology, studied and patented by FREDDY. Italian patent.



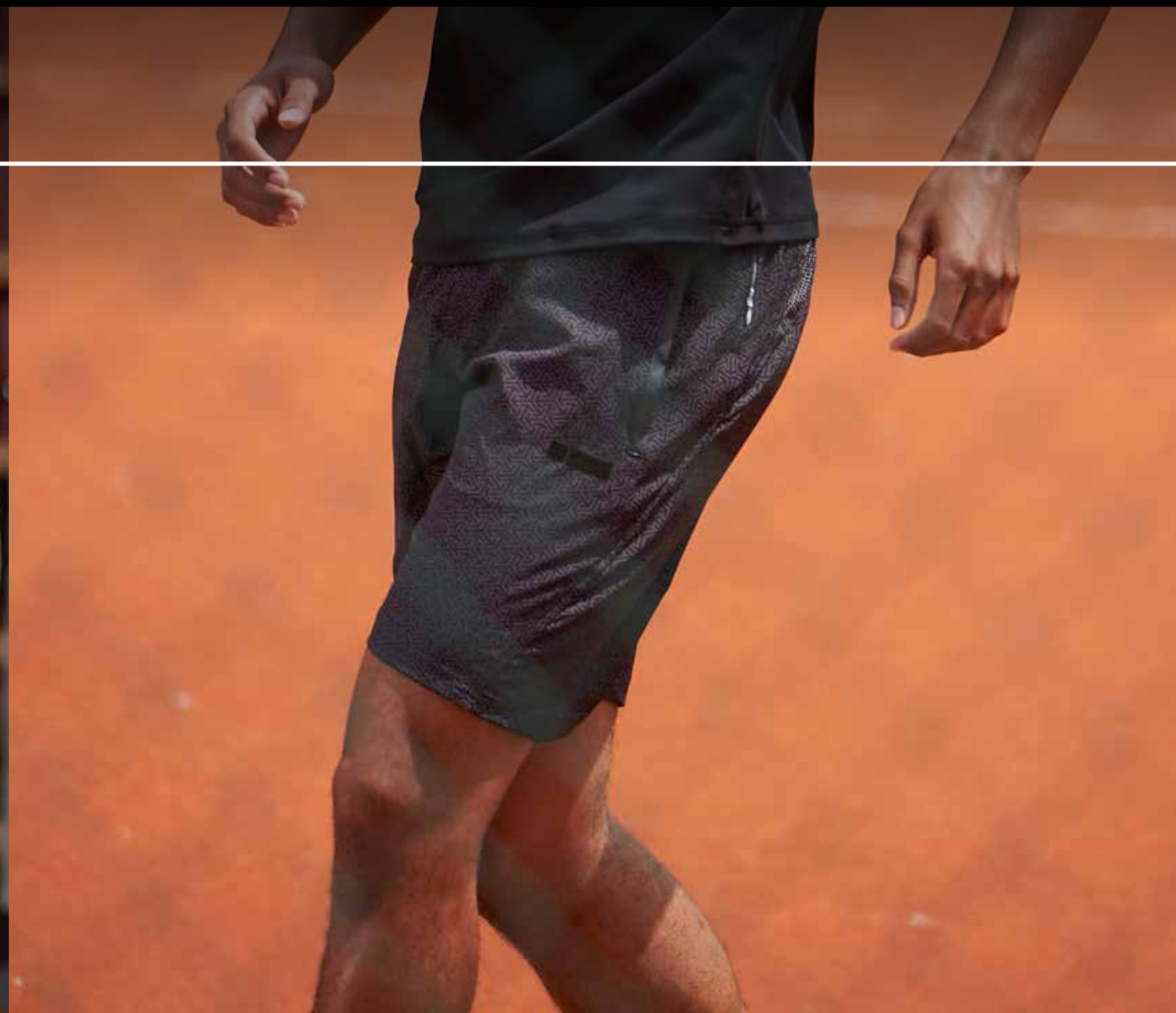
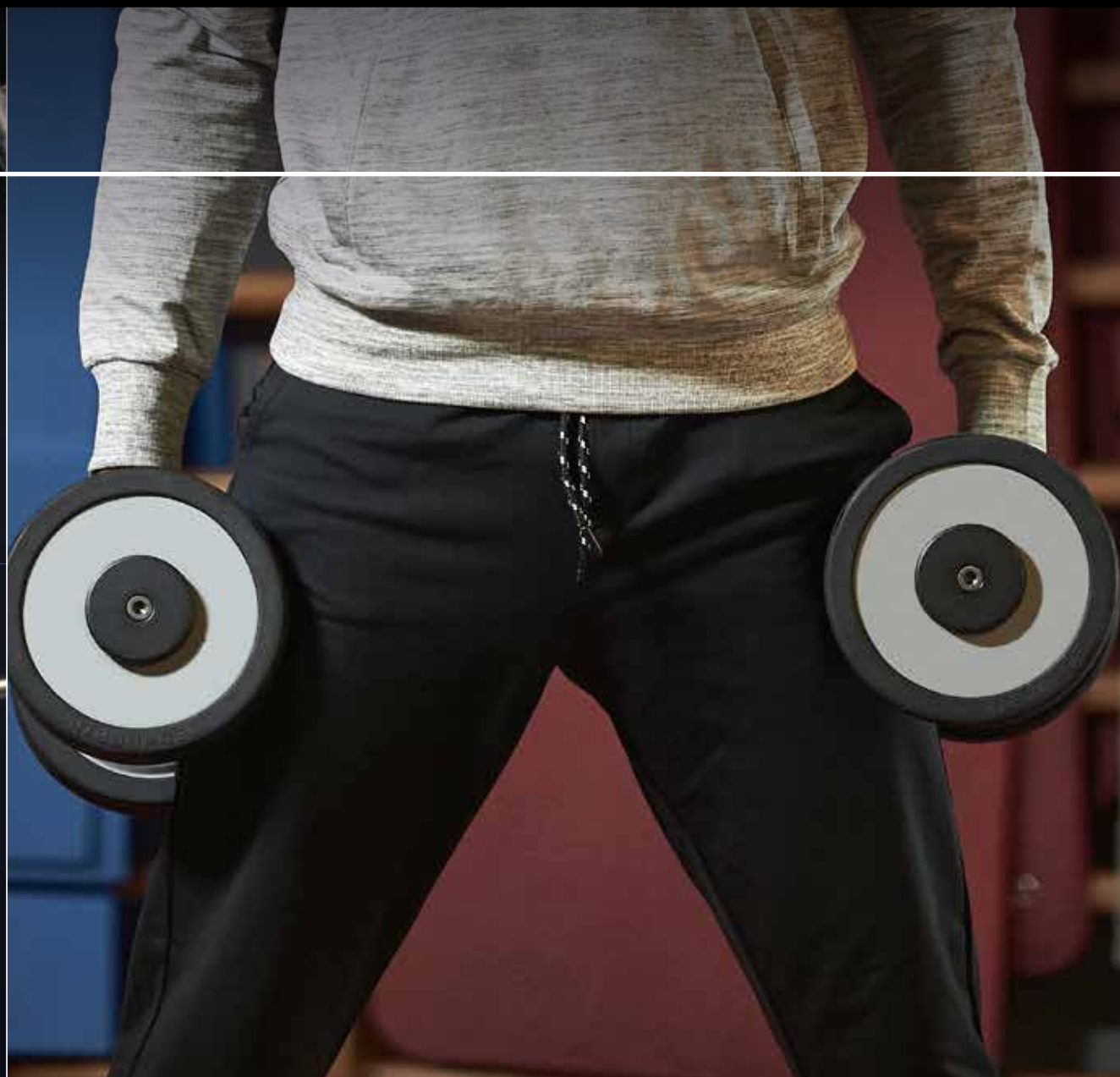
PROPANTS
ACTIVE

Fixed
support inside



THE ART OF MOVEMENT

PATENTED PRODUCTS



PRO305 TECHNOLOGY

SUPER LIGHT AND SHOCK-ABSORBING

The sole in PHYLITE RESPONSIVE EVA is super-light and resistant to guarantee freedom of movement, comfort and impact absorption.

BREATHABLE

The ultra-light upper is made in D.I.W.O.[®], the special fabric patented by FREDDY, which guarantees high breathability and thermal regulation. Internal sole in antibacterial memory foam.

EASY TO WEAR

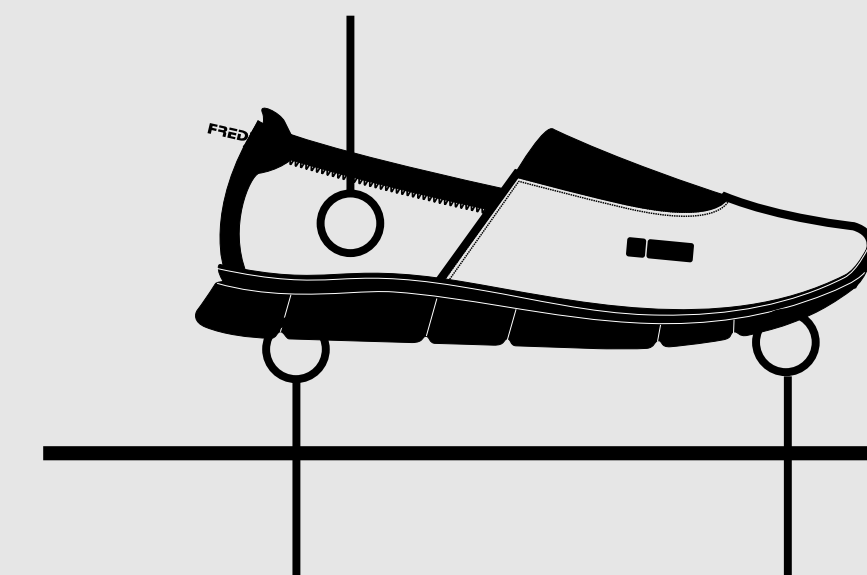
The stretch insert on the instep and the stretch border allow for easy wearing and make the shoe perfectly adjustable to the shape of the foot, guaranteeing resistance even during physical activity.

PATENTED DESIGN

Exclusive design, studied and patented by FREDDY.
Italian patent.

PRO305

Upper with
D.I.W.O.[®] technology



High impact
phylite sole

Flexible
"Brickwall" sole

THE ART OF MOVEMENT

PATENTED PRODUCTS

PRO305



HYPERFEET TECHNOLOGY

BREATHABLE AND WATER RESISTANT

The upper is made of D.I.W.O.[®] (Dry In, Wet Out) fabric, which is breathable, thermoregulating and without any internal seams, for maximum comfort.

STABLE AND NO IMPACTS

The side support is rigid, so as to firmly hold the foot and avoid injuries. But the most revolutionary addition is the anti-slip insert on the outsole that improves grip when moving, thus meeting both indoor and outdoor fitness needs.

The outsole is made of EVA, a low-density ultra-light shock-absorbing material.

HYPER **FEET**



THE ART OF MOVEMENT

PATENTED PRODUCTS

HYPER **FEET**



PROCURVE TECHNOLOGY

COMFORT FIT

The performance of fabrics, combined with the innovative curved zip with double cursor, guarantees great results in terms of fit.

MAXIMUM FUNCTIONALITY

An internal heat-sealed pocket for smartphones, headphone holes, pockets with invisible zips and waterproof fabric make this garment extremely functional.

PATENTED TECHNOLOGY

Exclusive design, studied and patented by FREDDY.
Italian patent.

PROCURVE



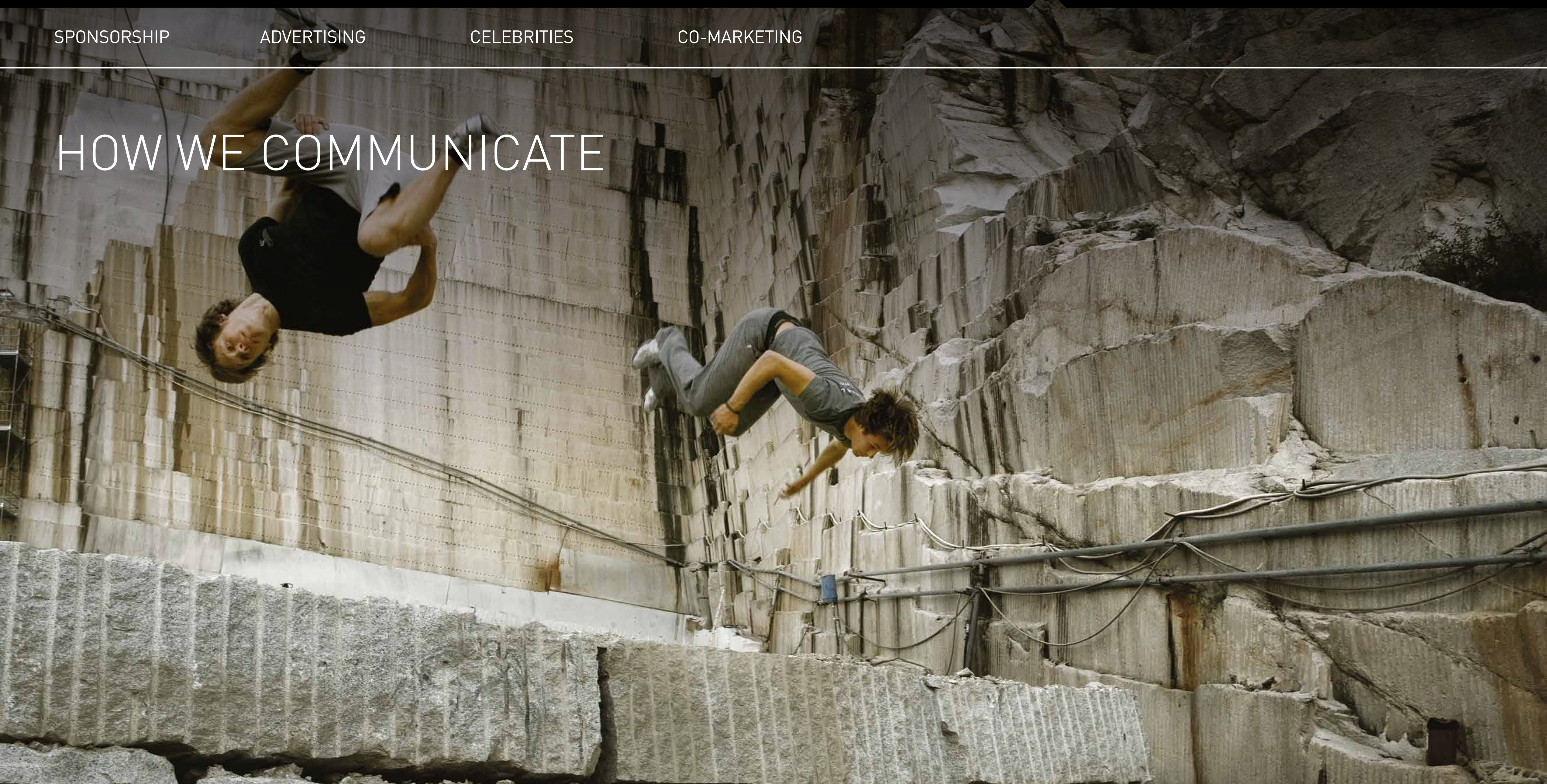
THE ART OF MOVEMENT

PATENTED PRODUCTS

PROCURVE



HOW WE COMMUNICATE



SPONSORSHIP



ITALIAN GYMNASTICS FEDERATION

The ties between Freddy and the world of sport were further strengthened in 2002, when Freddy became official supplier to the Italian Gymnastics Federation in view of the 2004 Athens Olympic Games, where it accompanied Igor Cassina to his gold medal, the young women's rhythmic gymnastics team to their silver medal and special testimonial Jury Chechi to his bronze medal. Since then Freddy has supported all Italian Gymnastics Federation athletes by providing them with top quality technical assistance.

TEATRO ALLA SCALA

Leadership in the dance world was consolidated in 2005 with the agreement signed with Teatro alla Scala di Milano. The agreement (until 2014) sanctioned the realization of numerous major projects including, most importantly, the official "La Scala di Milano Corps de Ballet" uniform and a new collection of "Freddy La Scala" branded dance clothing and accessories. By now, Freddy is sponsor of and official supplier to the Accademia Teatro alla Scala di Milano.

ROYAL OPERA HOUSE

International prestige grew still further in 2008 with the signing of an important licensing agreement (until 2015) with the Royal Ballet at the Royal Opera House in London. Once again, a customized line was created and sold around the world.

GYMNASTICS FEDERATION



LA SCALA



ROH



ADVERTISING

WR.UP®



► <https://youtu.be/Ci-stqN3WcU>



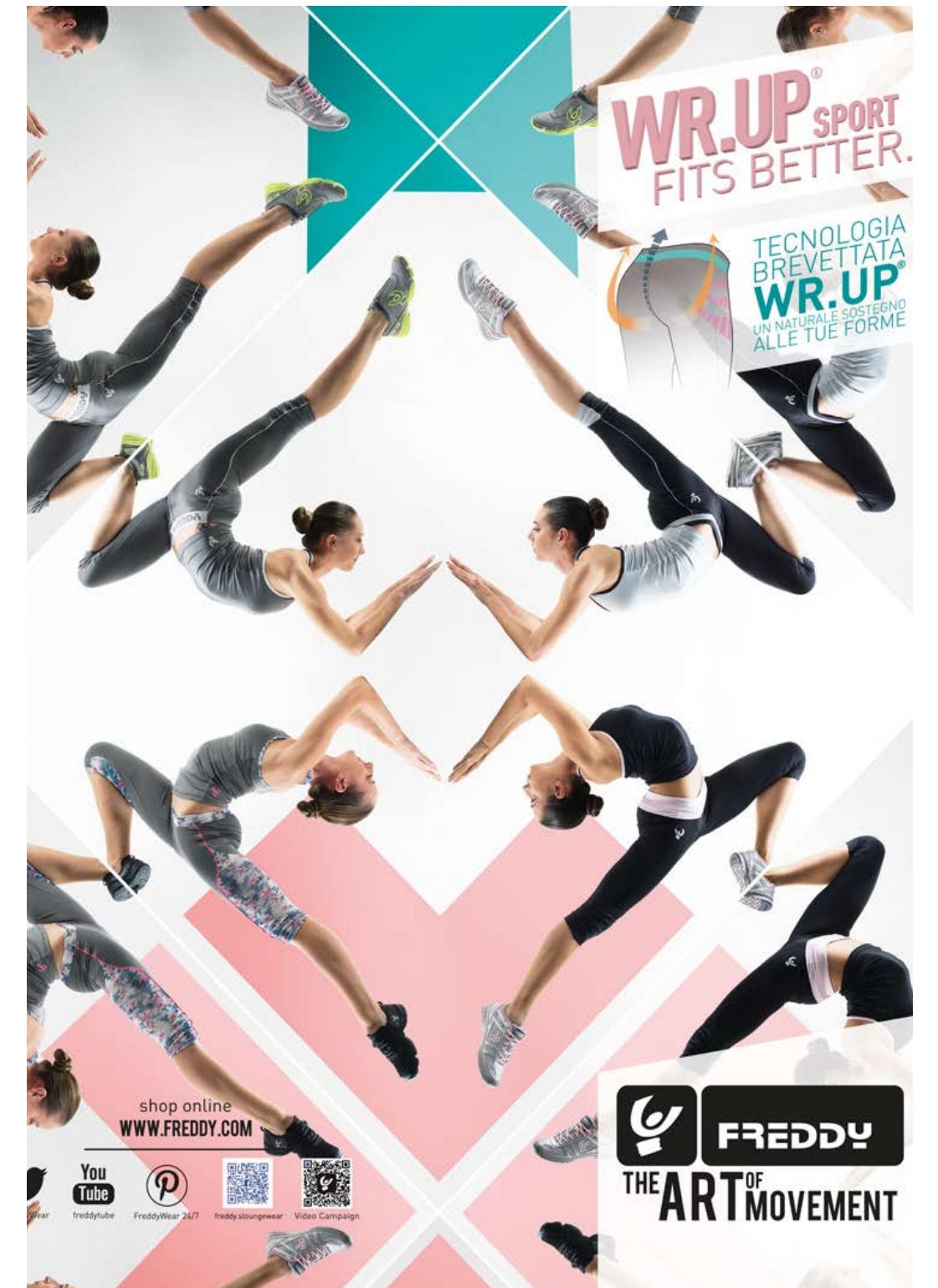
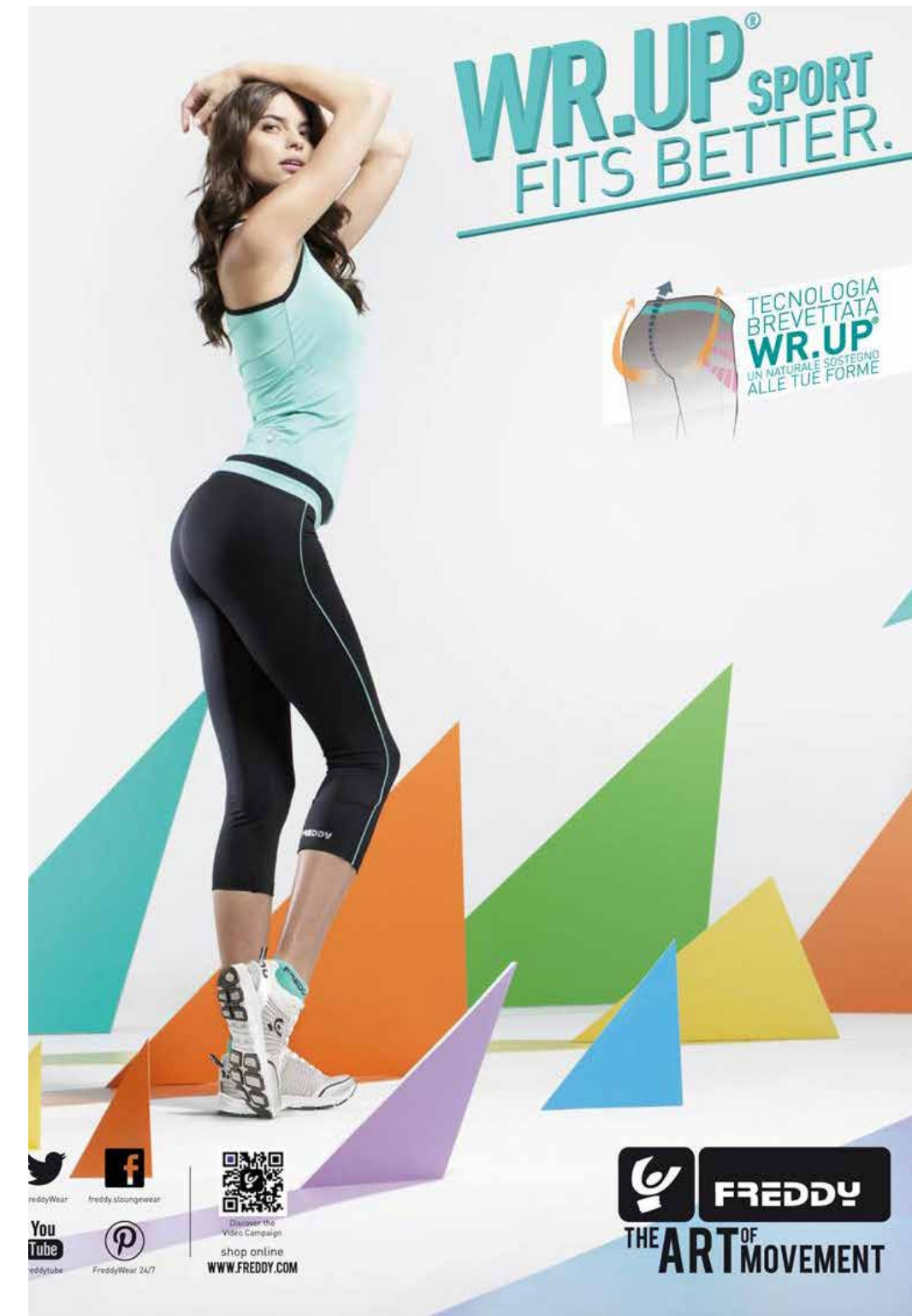
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WR.UP®



WR.UP® SPORT



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► <https://youtu.be/RiDTPBYwbkU>

► <https://youtu.be/gpbhlU8DyPg>

► <https://youtu.be/tHIHvalzD7s>

3PRO BALLERINA



► <https://youtu.be/pBgCmwWVsTw>

D.I.W.O.® CURVE



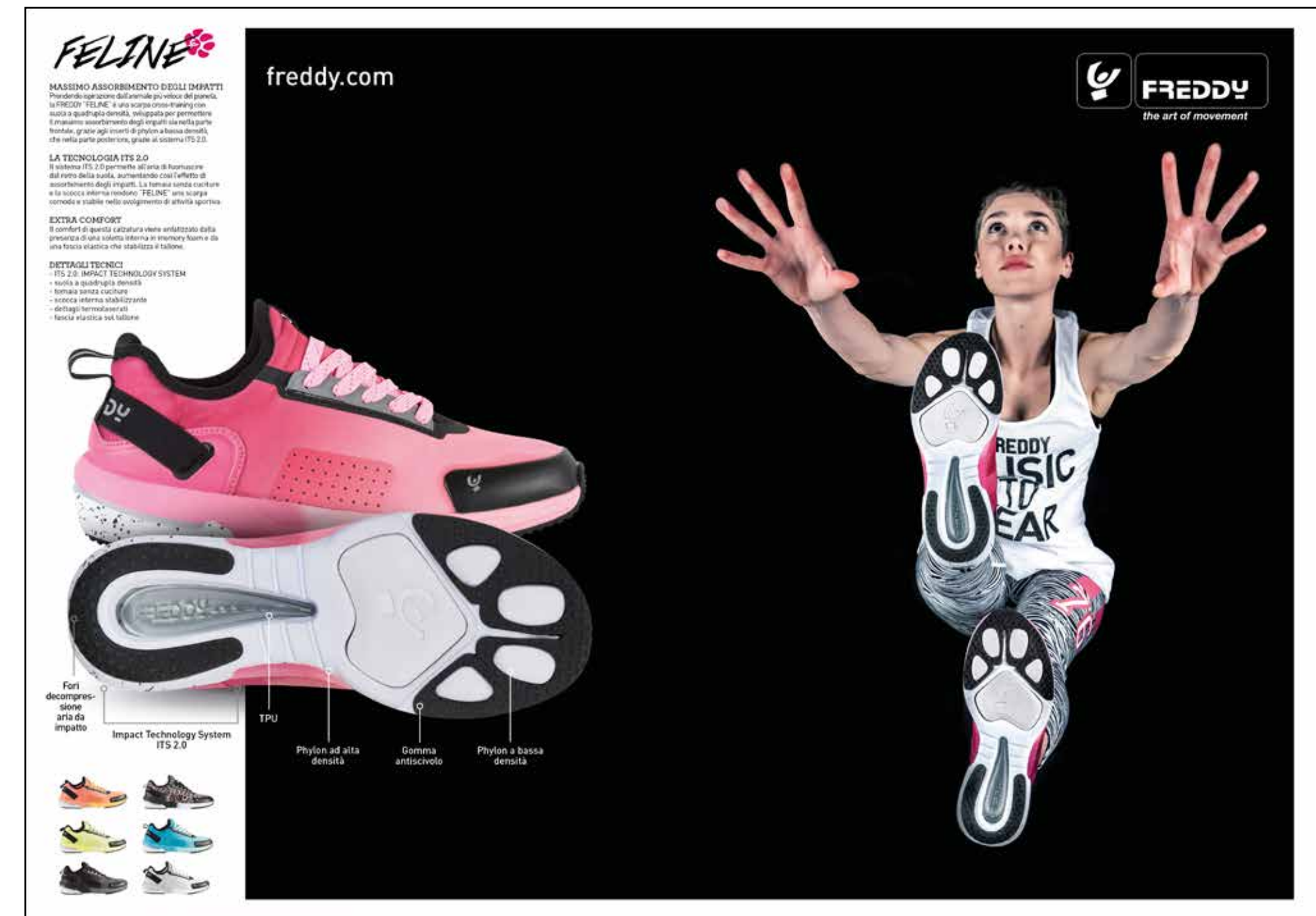
► <https://youtu.be/iXiFu8Qx9a8>

PROPANTS ACTIVE



► <https://youtu.be/tSwV4A5nliY>

FELINE



► <https://www.youtube.com/watch?v=3iRUcxbmiu4>

HYPERFEET



► <https://www.youtube.com/watch?v=15DaSXgbh4o>

THE WORLD WIDE WR.UP® COMMUNITY



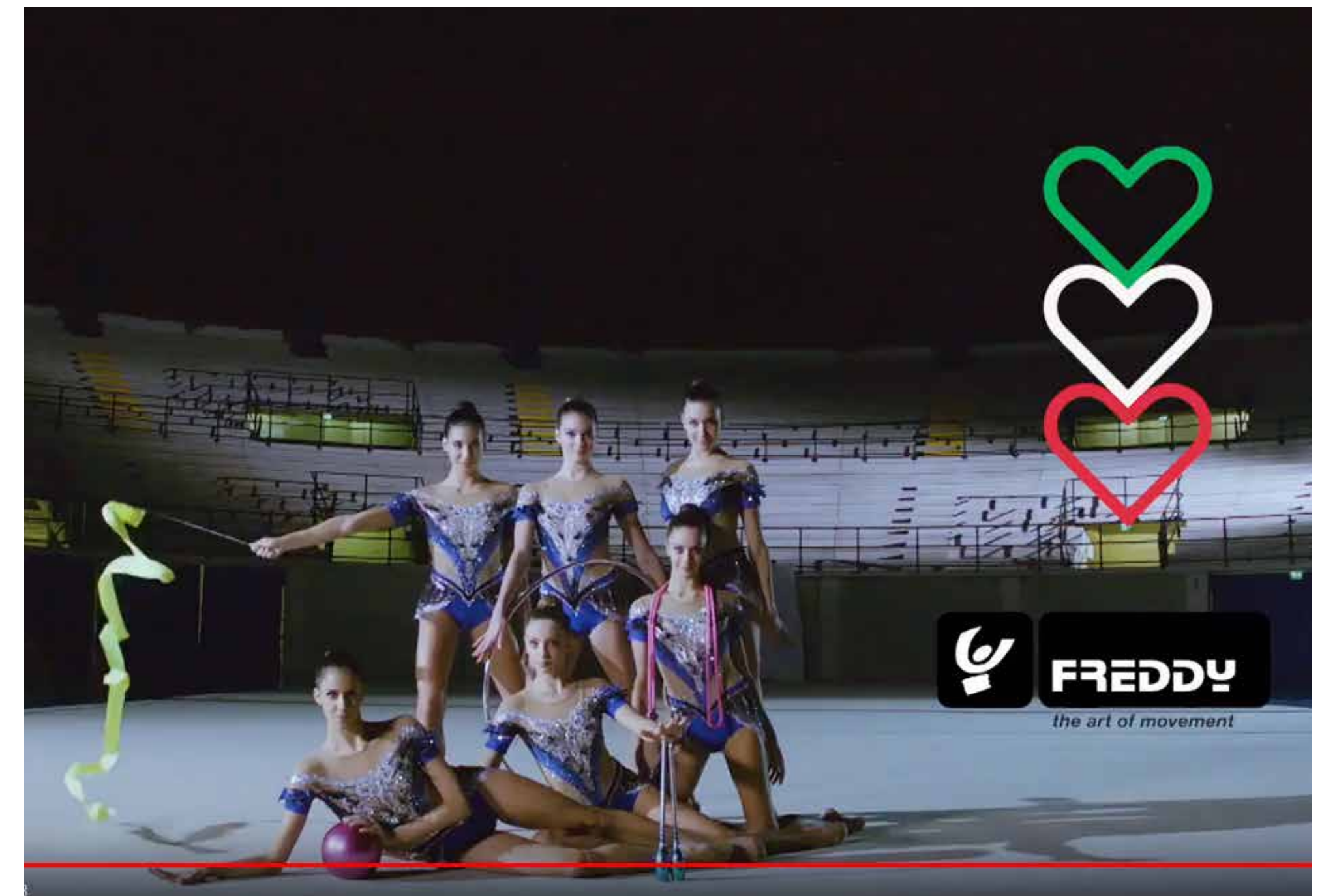
► <https://www.youtube.com/watch?v=2DksqxH6lh0>

THE WORLD WIDE MEN.TRIBE



► <https://youtu.be/dZ73pb34i5Y>

100% MADE IN ITALY



► <https://www.youtube.com/watch?v=5Lv4BDFSjEE>

THE ART OF MOVEMENT



► <https://youtu.be/XV0v3nP5flg>

WR.UP®-IN



► https://youtu.be/U_2zM260Zr8

LAOLU SENBANJO



► <https://youtu.be/INEE7BwVi0s>

LUCA TOMMASSINI



► <https://youtu.be/pmns-YUSxUg>

N.O.W.® PANTS



► <https://www.youtube.com/watch?v=Q0KqG8HWSIs>

CELEBRITIES

WR.UP® pants are readily becoming the most sought after pants for celebrities!

Britney Spears, Hilary Duff, Abbey Clancy, Lea Michele, Hayden Panettiere, and Eva Longoria are just a few of the celebrities recently spotted wearing them.



CO-MARKETING

Freddy gives special attention to the choice of its partners when undertaking co-marketing operations, and the companies selected have to meet certain requirements, including:

- Image consistent with Freddy values
- Reference target and consumer lifestyle close to Freddy's DNA

Today, more than ever, the choice of strategic alliances cannot be left to chance and has to be linked with natural yet binding synergies. Some examples of recent co-marketing activities:

- Nissan
- Vitasnella



► <https://youtu.be/p9N096e1sjg>



► <https://youtu.be/2hmjGb3lrqg>

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