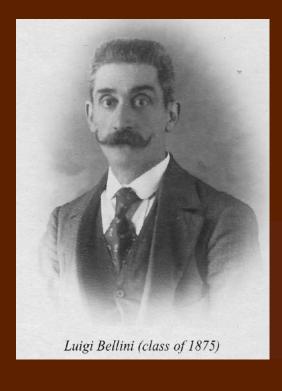


BRAND HISTORY



The Bellini Family starts braiding straw for hats and handbags in Florence in the late 1800's.







At the time and until the late 1970's, in fact, braided straw fashion accessories were typically an Italian specialty. From the 1950's, leather tanning and leather handbag and shoe manufacturing become increasingly popular in Italy. While the straw market declines.





Like most manufacturers in Italy, Bellini starts producing for third party brands. Around 2005, Bellini starts to market their designs under the brand Bellini, a registered trademark.

Bellini currently offers over 200 styles which range from evergreen classics to trendy designs.



Bellini leather handbags collections are still manufactured in Florence, Italy with very detailed workmanship. Our factury produces also custom collections for some of the world's top brands. Bellini collections feature classic designs as well as young and trendy ones.

Over 200 styles are available.



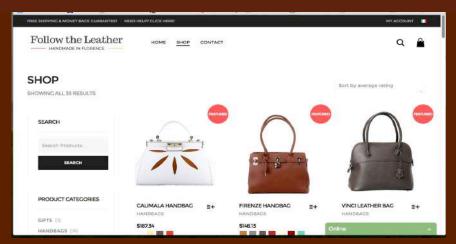
Bellini brand handbags take advantage from the fact of being in the middle of the world's premier manufacturing district for luxury handbags. In fact Bellini uses many of the same suppliers for quality Italian leather and metal fittings as the world's top 20 brands, therefore delivering outstanding quality at very competitive prices.





Bellini brand is distributed wholesale through its own online outlet www.belliniborse.com and Florence outlet store, as well as through a network of independent retailers worldwide.







Bellini brand is now high ranking in search engines together with world famous brands.

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Bellini brand is investing continuously in new designs, materials, marketing campaigns and technological innovation to ensure durability, performance, safety.



Thanks to its history, appealing style, affordable price and Italian quality, Bellini now feels ready to approach world markets with confidence and to find success among consumers eager to distinguish themselves by the Made in Italy fashions.



Bellini handbags at Takashimaya department stores, Japan



Marino Caliterna, Great-grandson of Luigi Bellini. and now CEO of Belliniborse.com

Bellini brand is owned by: Italia Consultant, established in 2004 (www.italia-consultant.com)

Other product lines include:

- -Custom fabric packaging for fashion (www.sleeperbags.com)
- -Professional leather care products (www.proleathercare.com under construction)

The End

