

**VERONA**

# WHO ARE WE?

The year was 1990.

The world was abuzz with historical events that would change the course of world politics and economics. The Berlin Wall fell and the two "Germanies" were unified. Brazil was electing, by direct vote, its first president after the military era that began in 1964. We lost the World Cup, but we had the Bi championship of the unforgettable Ayrton Senna, in Formula 1.

We, from Minas Gerais, could not watch all this without taking action, with our eyes on the future. Brazil and the world were getting ready for a new era of prosperity and we bet on this new socio-economic "order". We created, in that challenging 1990, VERONA JEANS, a dream that created body and launched us into the challenge of growing and growing for the next decades.

The years have passed, VERONA JEANS has consolidated and stands out in its segment, by the union of style, technology, comfort and authenticity, preserving its roots and investing in modernity of products and relationship with its market.

We do not give up our goal, which is: to produce timeless and high quality pieces, keeping our focus on the selection of raw materials, definition of differentiated modeling, processing in modern laundries and exclusive design of our pieces and their trimmings.

VERONA JEANS, remains firm in its purpose of reinventing itself in each collection that we launch. To conquer and keep fans of the brand (our consumers) is a purpose from which we do not deviate at any time in our trajectory. Expanding horizons. We translate this, by the joy of striving for a better world and thus we institute our slogan:

PER UNA VITA PIÙ BLU (For A More Blue Life).

**VERONA**







# Our Modeling

Each name refers to Italian artists who were successful in Hollywood.

## Male Shapes

*Coppola* - Straight pants

Felline - Slim pants

*Mastroianni* - Skinny pants

*Pacino* - Cropped pants

## Female Shapes

Gina - Skinny pants

*Ornela* - Pantaloons pants

*Giulietta* - Straight pants

Claudia - Bootcut pants

*Mônica* - Cigarette pants

*Sophia* - Flare pants


Isabella - Wide Leg pants

*Anna* - Mom pants



C02BA004 - C18HB002





# VERONA



## Symbols and icons used in the VISUAL IDENTITY



### Arena of Verona

It is a Roman amphitheater, located in Verona, Italy, known for the monumental opera productions that are presented there.

### Griffon

A mythological creature that has the body of a lion, the head and wings of an eagle. One of the animals that belonged to the gods, Zeus, and that protected his riches.

### Flag of Italy

Green, white and red colors represented in the logo.







C02DA001 - C18HB001

# MARCHIO REGISTRATO. FONDATA NEL 1990





C02AE002



C02AI001







C02BL002

# IMPEGNO PER LA QUALITÀ



C02BL002 - C18HB002



C02BL002

VERONA



C02BL002 - C18HB001



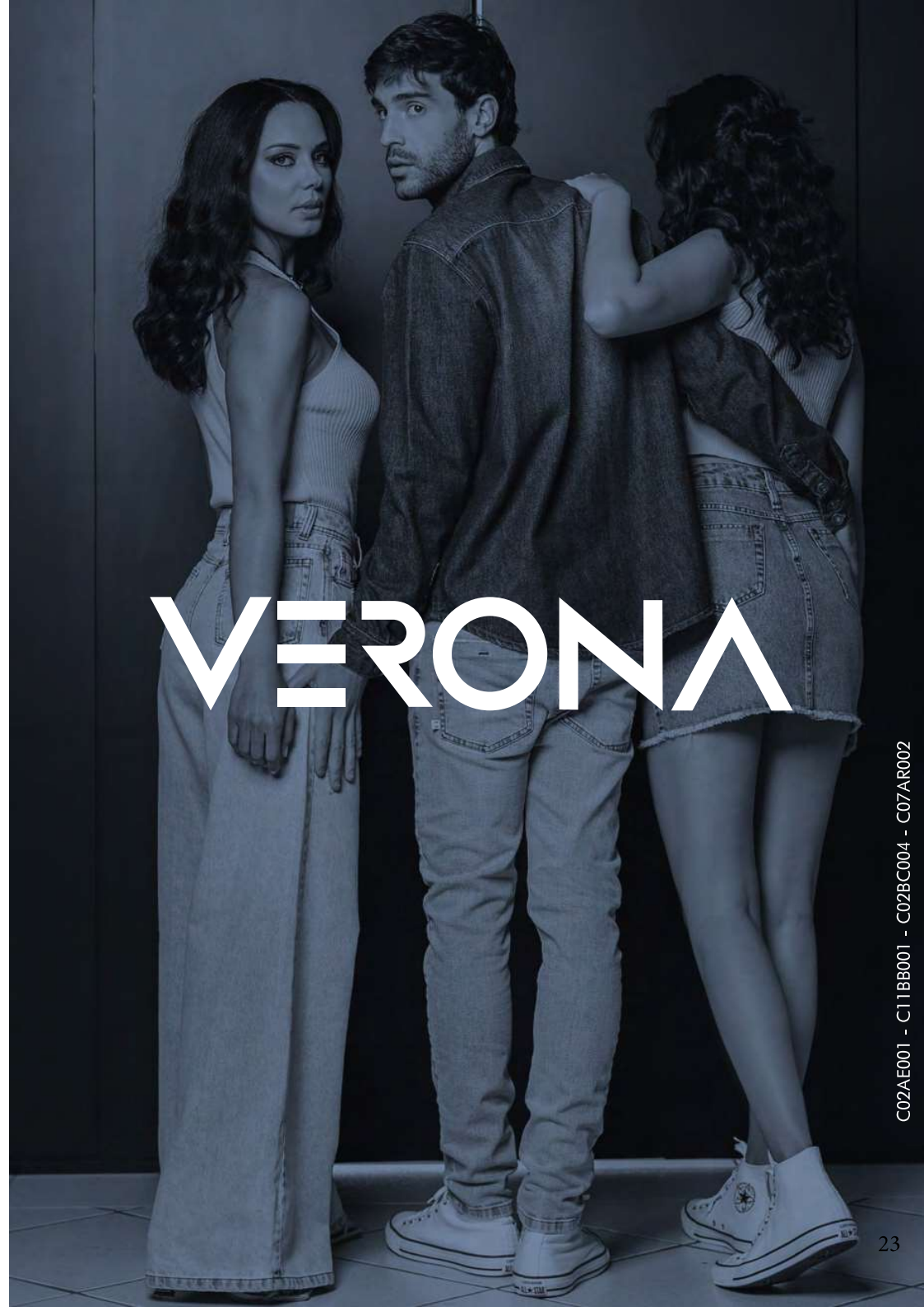


P E R U N A V I T A



C10IQ001

P I Ù B L U



C02AE001 - C11BB001 - C02BC004 - C07AR002

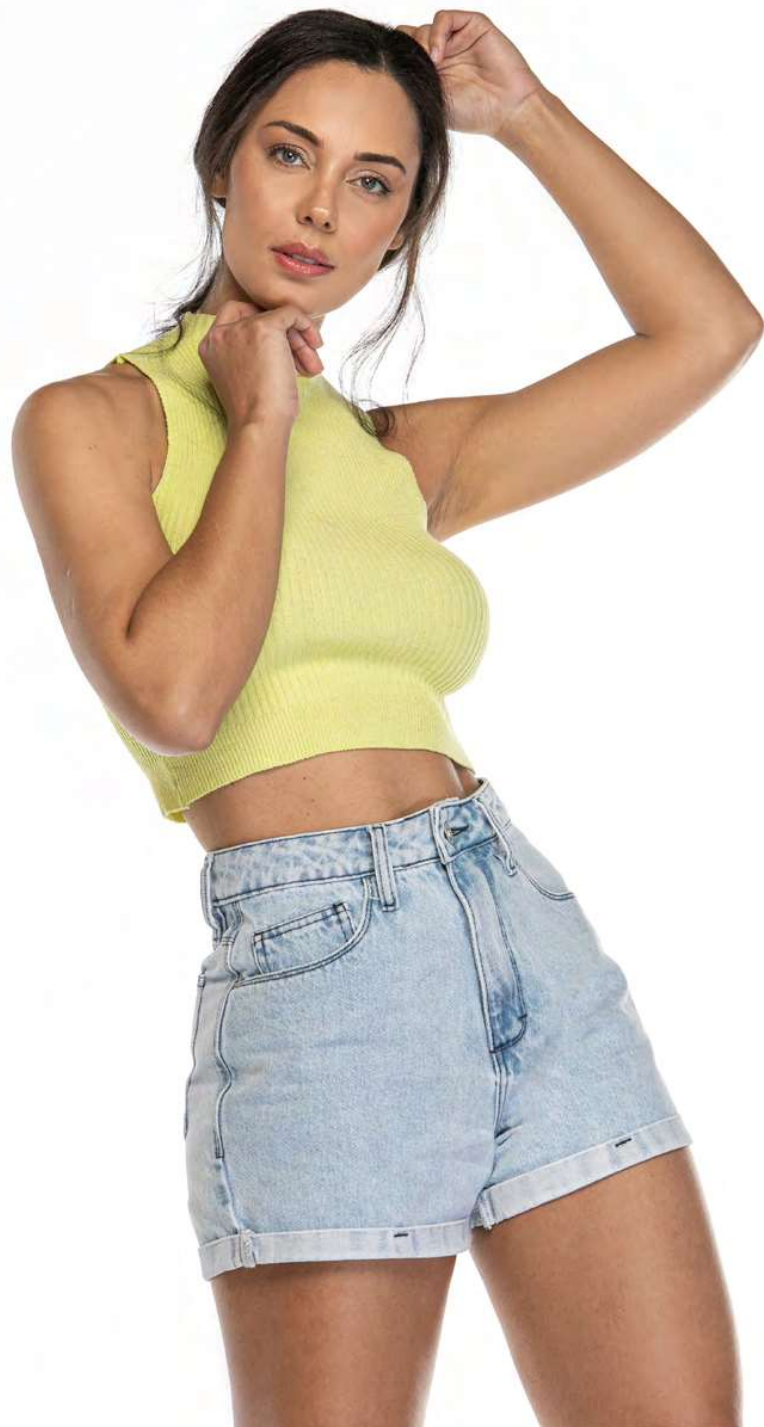












C05AM002

**VERONA**

C05AM002





C02AE001 - C38GL001



C02AE001 - C38GL001



GRAZIE PER  
L'UTILIZZO



C30AL001



C30AM001

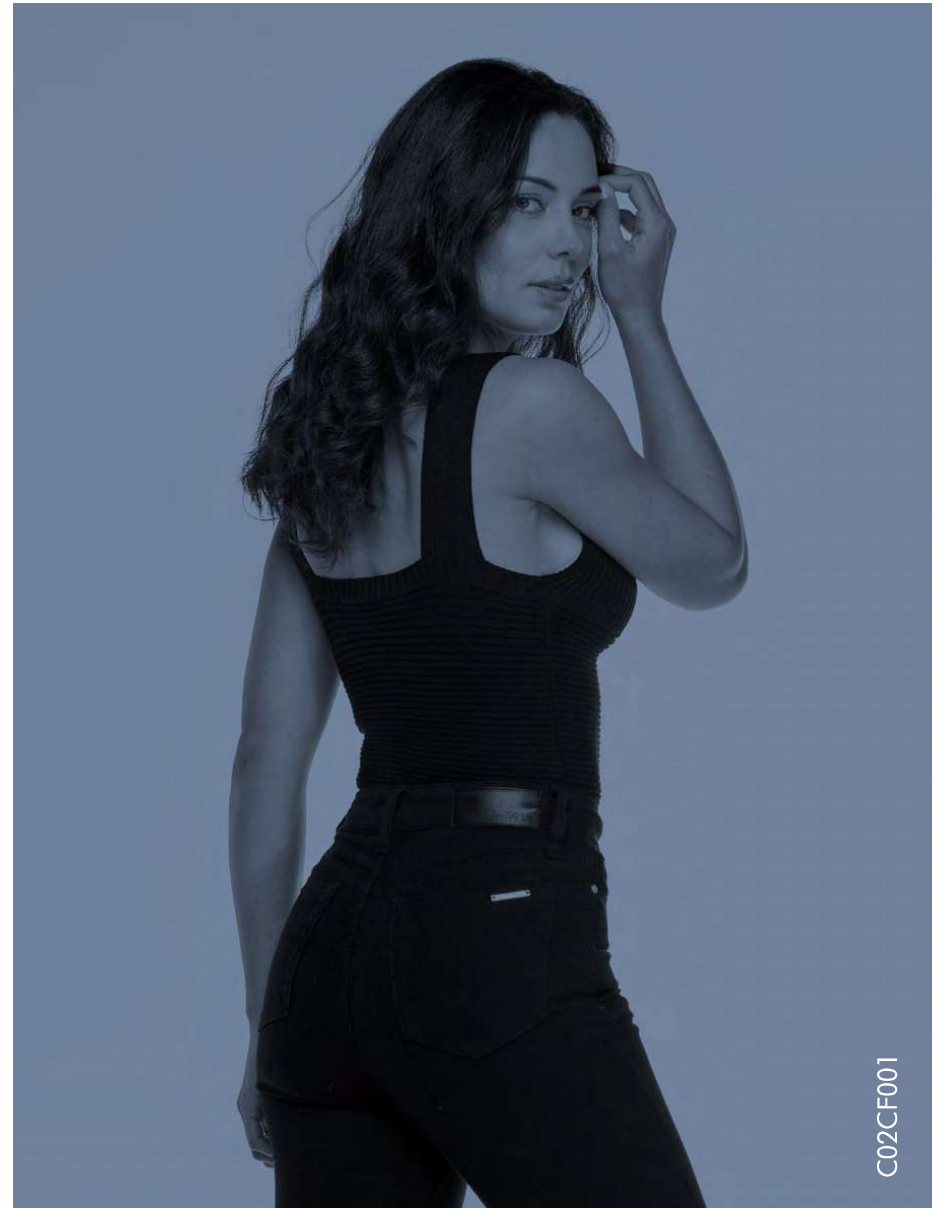




C02DB001 - C30DM001







VERONA





VERONA





VERONA



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C02AI002 - C38GM001



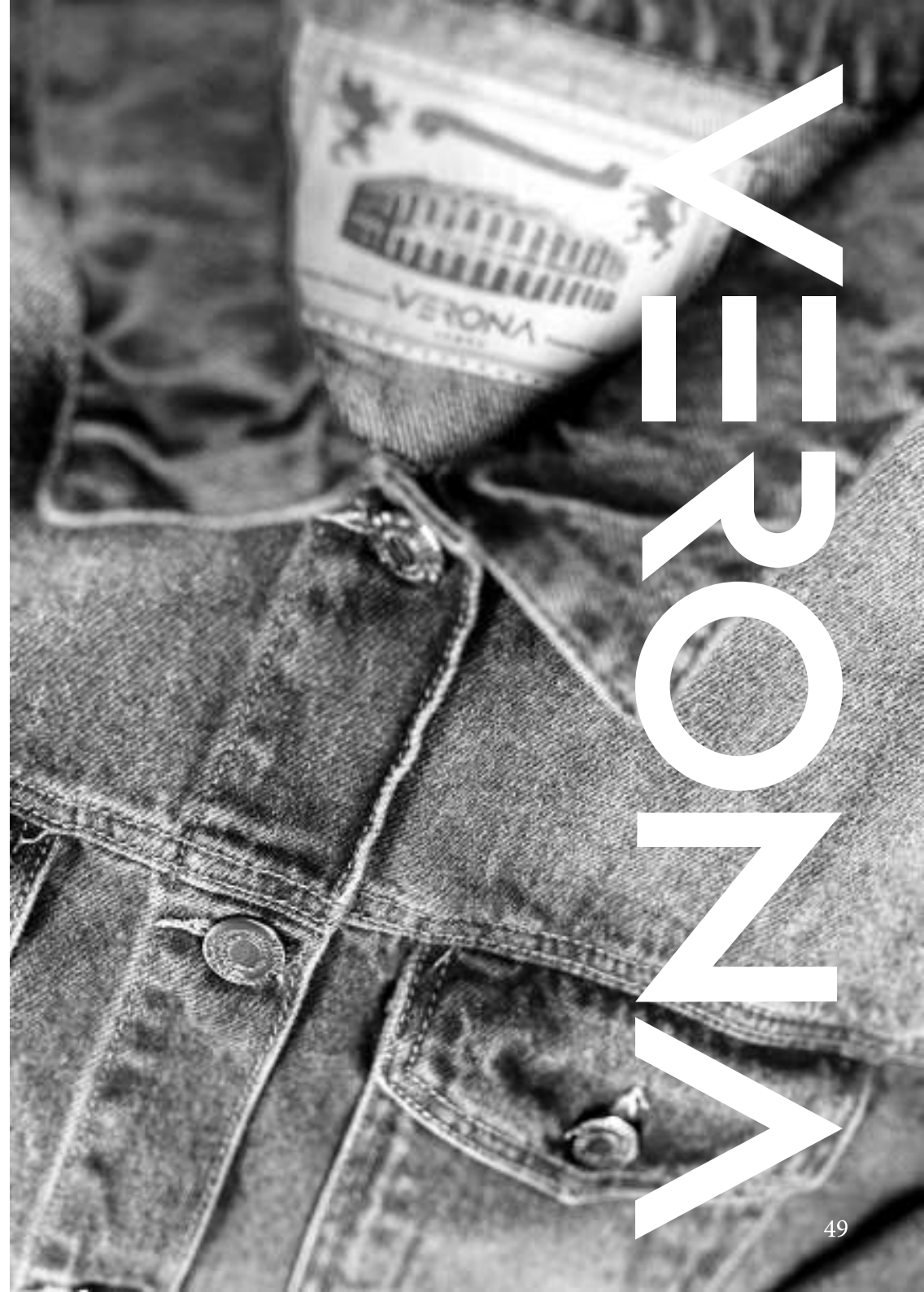
# VERONA

Marchio Registrato | Fondato nel 1990



VERONA





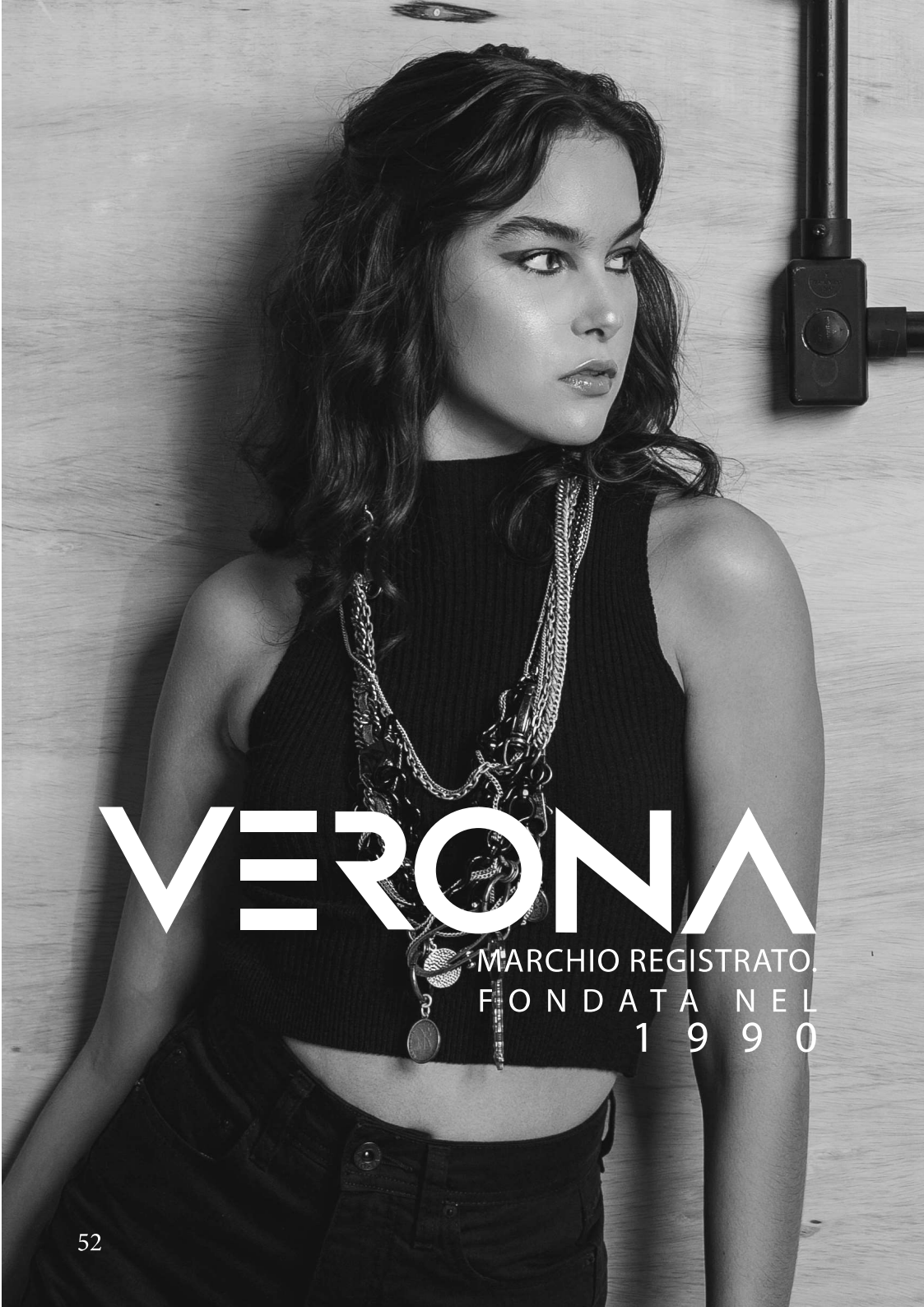
~~ITALIAN CONCEPT. BRAZILIAN DESIGN~~



**CONCETTO ITALIANO.**  
DESIGN BRASILIANO.











# IL PIACERE DI FARLO BENE.

VERONA



C02CF001











C02AJ001







C02B5003 - C14MB001

VERONA















VERONA  
PER UNA VITA PIU' BELLA  
PP XS XS



C048B001 - C18HB001







C02AJ002



VERD

# L I C E N S E D STORE

The licensed stores sell products that are exclusive Verona products.

The brand's licensed store has packaging, furniture, displays, banners, stickers and window displays.

We offer training in store operation for the owner and for the owner and sales team.

The advantage of having a licensed store is the priority in distribution, customer service, training, and advertising in Verona. You have a consolidated brand and do not worry about branding.

Have your VERONA store.  
Access our website and have all the information.

## C O N T A C T US

**Customer service** - [sac@useverona.com.br](mailto:sac@useverona.com.br)

**Purchase Orders** - [b2b@useverona.com.br](mailto:b2b@useverona.com.br)

**Financial** - [financeiro@useverona.com.br](mailto:financeiro@useverona.com.br)

**Media** - [marketing@useverona.com.br](mailto:marketing@useverona.com.br)

**useverona.com.br**

[instagram.com/useverona.br](https://www.instagram.com/useverona.br)

[youtube.com/useverona](https://www.youtube.com/useverona)

## PURPOSE

To bring a lifestyle through jeans, where our pieces are present in several moments and occasions, whether work, happy hour, fashionistas, among others.

A jeans that is democratic, timeless, and easy to wear. The best option in jeans with cost-benefit and modeling variety.

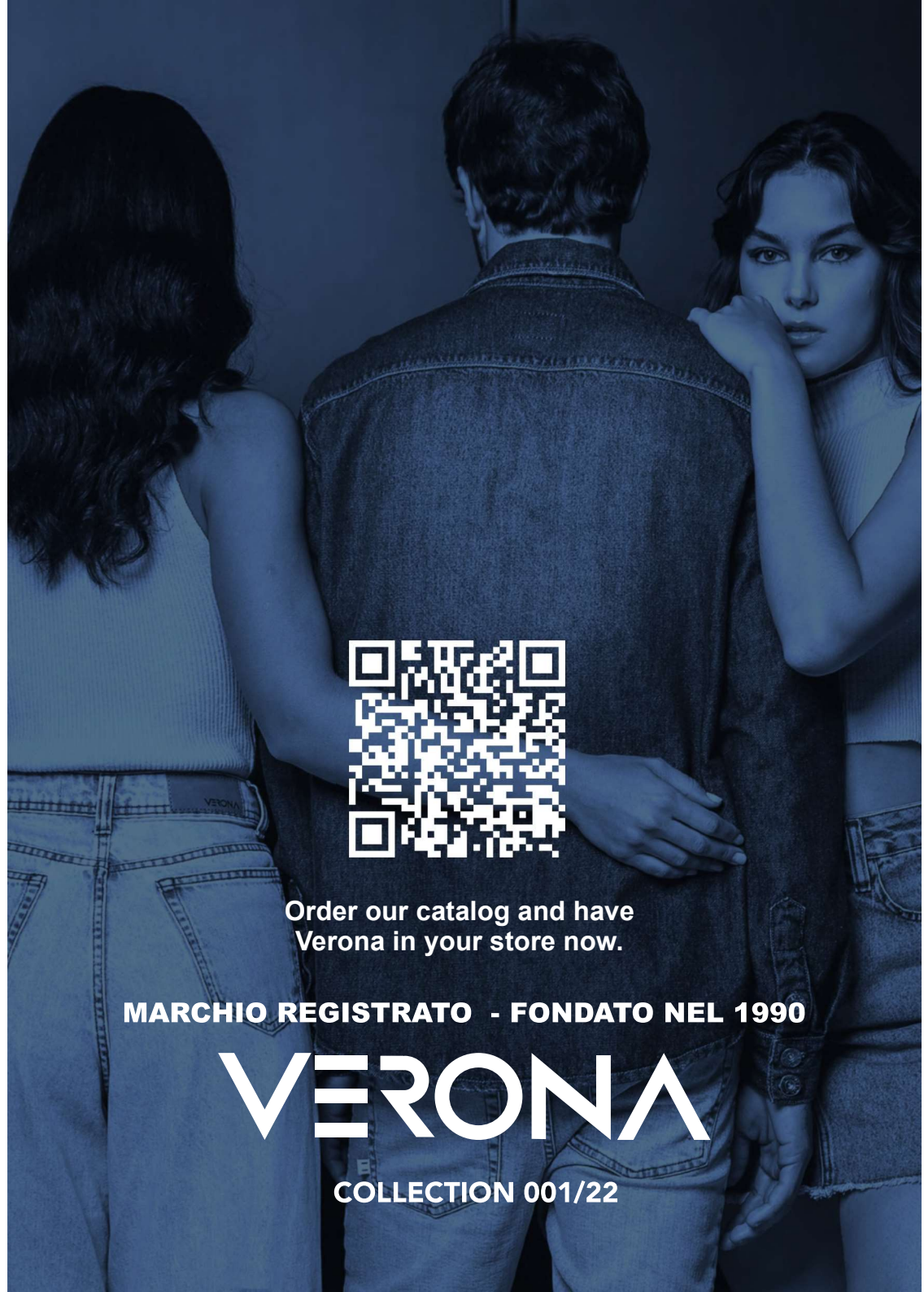


Order our catalog and have  
Verona in your store now.

**MARCHIO REGISTRATO - FONDATA NEL 1990**

# VERONA

**COLLECTION 001/22**





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@USEVERONA.BR