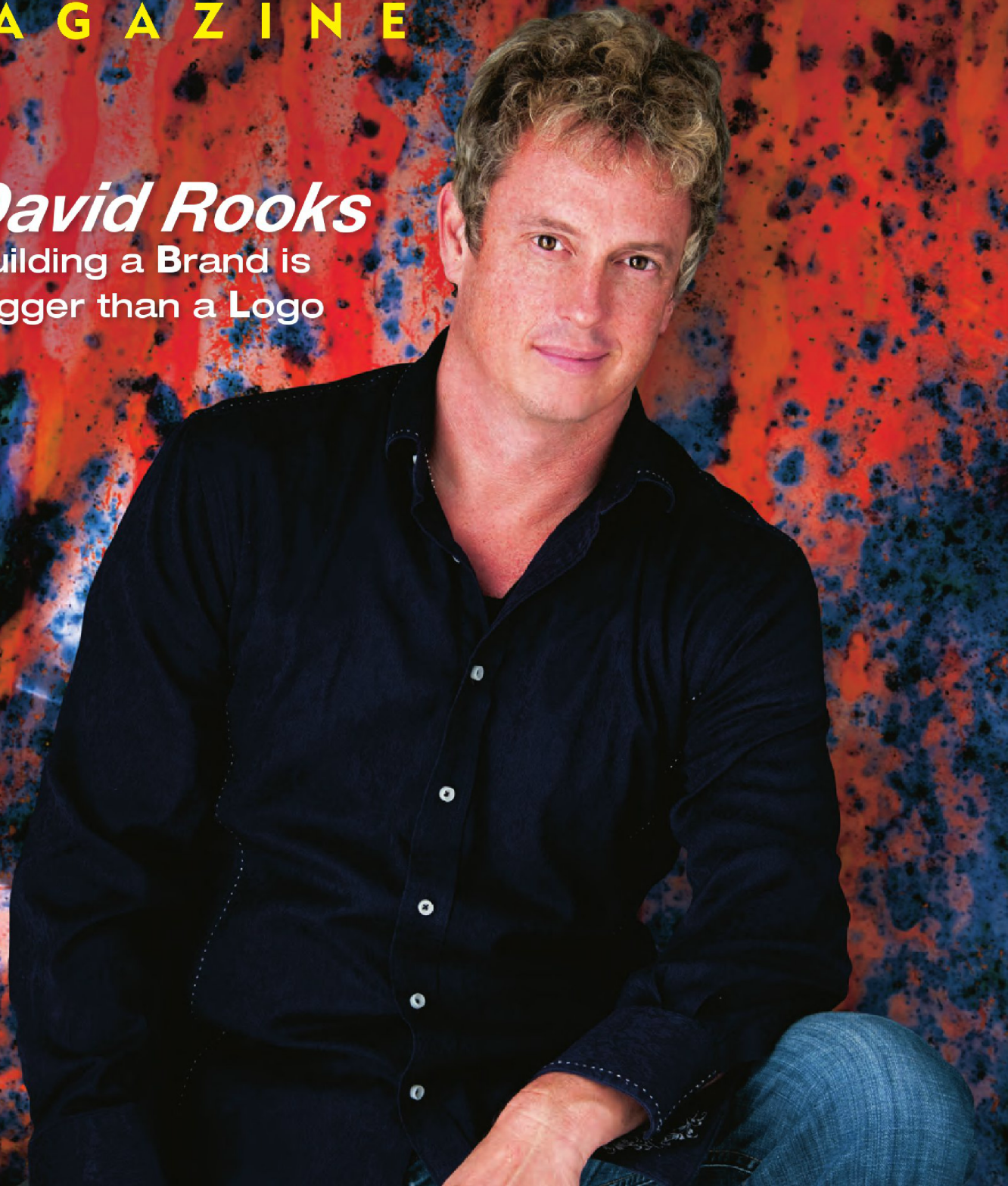


REAL

MAGAZINE

David Rooks

Building a Brand is
Bigger than a Logo



Defining Luxury With Personal Identity's Luca Mamiani

By Ed Bertha

From Parma Italy we visit with Luca Mamiani, the Italian designer who created Personal Identity. An innovative artist fond of elegance and beauty in all its forms he developed the concept of personal graphic identity, making a status symbol out of it. With Personal Identity, the world leader in creating personal identities, Luca and his team of designers have worked for celebrities and socialites around the globe designing visual identities and luxurious fashion items for them and their private residences, yachts, jets and pets.

What did you see in the market that caused you to establish Personal Identity?

The basic concept of Personal Identity was created to meet the needs of the high-end luxury market where customization and the presence of a client's personal image replaces the Griffe, which is now dedicated only to lower-middle market segments.

A deep concept lies behind the choice of Personal Identity: its name evokes what makes someone different from everyone else. It represents one's uniqueness, therefore one's value. It refers to the amount of one's traditions and private history, emotions, memories, feelings. It refers to everything that is connected to the personal sphere of an individual. Personal Identity as a service aims at highlighting the personality of every single client, trying to grasp their main distinctive traits, their essence. It is our history, but also our future.

Real luxury, with no possibility of imitation.

Explain your vision of the Personal Identity concept.

The Studio creates for Clients personal identity projects for their own use and their private properties, always enhancing the one's absolute uniqueness.

Personal Identity's unique work-process incorporates personal identity design and

its application on bespoke luxury goods. The project management service provides all phases from conception through to completion.

Every time celebrating the constant choice of Italy's finest craftsmen, Personal Identity gives to our worldwide Clients the best of the best of Italian master tradition. All productions are totally designed and produced reflecting the Client's personal image, combining outstanding creativity with state-of-the-art craftsmanship, to an unrivalled combination of exclusivity and uniqueness.

How does Personal Identity differ from a monogram?

The creative service of Personal Identity is composed of several phases, and the study of a personal logo is the result of thorough design research, unique, inimitable, the graphic synthesis of one's self. Personal Identity has created the concept of personal graphic identity as the highest expression of distinction and exclusiveness.

Once created the identity will actually find its natural application on objects and accessories specifically studied for each and every single Personal Identity. This will give birth to a private universe, the projection of the client's Personal Identity. An infinite and magnificent world of products, always relying on the safety of the highest-quality Italian handcrafted manufacture.

We could say that Personal Identity combines the best of artistic graphic design with totally bespoke product design and interior decoration. A harmonious combination of tasteful Italian excellence. Every part of our design process system is internationally patented.



What does the client experience when engaging Personal Identity?

Our Clients have the unique opportunity to participate in the creative process behind each creation. This is a key feature, and is also what differentiates us from the Griffes where the product is purchased ready or with limited customization options. Another important thing is the presence on the products of the Client's personal logo instead of the Brand, a feature absolutely essential for our type of customer.

Everyday Personal Identity works for celebrities and socialites all over the world, creating visual identities for individuals and their private residences, yachts, jets and pets. The Ilead Studio is located in Parma, Italy, and it operates - with an extraordinary talented design team - with a wide number of international clients in Europe, USA, Russia, China and the Middle East.

Would you share what a potential client should be thinking about, or preparing, prior to engaging Personal Identity?

The features that distinguish the clients of Personal Identity is the extreme attention to style and quality, sophistication and

originality of the products. From one's personal objects to those related to one's profession, hobbies, everything connected to one's passions and tastes.

There are many cases of celebrities and style icons of all kinds that had their own personal logo used in different ways, from FIAT mogul Gianni Agnelli to the Kennedys, Ernest Hemingway and Winston Churchill, the Rockefellers, Madonna, Angelina or Brad Pitt, and many more...

But nevertheless there has never been a specialist in this specific field. Today Personal Identity is a totally unique service and has no competitors in the market, so we are the international leader for personal image creation.

Can you elaborate on some of the different applications, or uses of Personal Identity?

Personal Identity has six different business units, divided by field of application:

YOU - It's the primary business and it works for high net worth individuals for the creation of their personal image and its subsequent application on bespoke luxury goods

HOME - The logo of an estate is the expression of its soul and of the personal style of those living in it. This image finds its natural application in the fittings - both indoor and outdoor, outfits, sets and in all the objects which are commonly used in one's main home or holiday residences. A fundamental status symbol for people aiming at distinction at its highest level, not only for oneself but for one's home universe.

YACHT - Yachts are the emblem of personal pleasure. They stand for elegance and freedom associated to supreme luxury. Personal Identity Yacht creates their visual identity so as to make one's experience on board even more refined and exclusive, taking care of every single detail. Aiming at giving distinction to the personality of every yacht.

JET - Personal Identity Jet creates the look of private jets. This will mirror the personality of the owner in every detail, totally in line with his/her nature. Each detail - interior and exterior - will meet the owner's tastes and specific needs in order to enhance the value of the jet, thus making



every journey even more extraordinarily unique.

KIDS - The expression of your children's look and of their world of reference at the highest level through the creation of their personal logo. No limits on its application: clothing, accessories and gadgets, inimitable and creative toys. But also the places where they spend their time having fun. In order to learn immediately that personality means uniqueness and distinction.



PETS - Elegance and the look of exclusiveness extended to your pets. A blazon, a world of accessories created and specifically studied to represent their value and nature or to make them in perfect step with their master's style. Personal Identity Pets, a not-to-be-missed status symbol and a real must-have for first families.



For more information on Personal Identity and its applications contact Ed Bertha at (941) 921.2117 or edbertha@the-real-magazine.com. REAL Magazine is an official U.S. Agent for Personal Identity.