



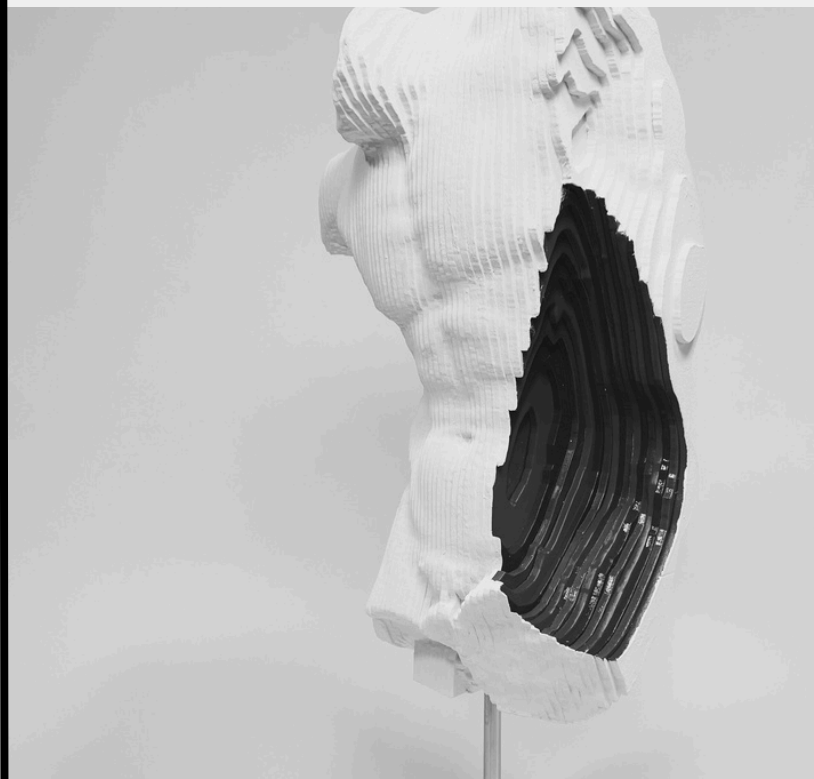
LEPALETTE  
MILANO / SHANGHAI

01/24

INTRO

2024

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“

# MANIFESTO

LE PALETTE IS A  
CONSULTING AGENCY  
ADVISING ON  
COMMUNICATION AND  
PRODUCTION OF CULTURAL  
CONTENTS.  
LE PALETTE SUPPORTS  
COMPANIES, ARTISTS,  
DESIGNERS AND  
PHILANTHROPISTS CRAFTING  
CONTEMPORARY CULTURE.

”

# OUR APPROACH

N1

GROWING  
TALENTS

N2

CRAFTING  
CONTENTS

N3

CONNECTING  
COMMUNITIES

BASED IN MILANO AND SHANGHAI  
LE PALETTE APPROACHES EVERY PROJECT AS A  
CURATORSHIP: SUPPORTING TALENTS, DESIGNERS AND  
ARTISTS SEEKING REPRESENTATION IN EUROPE AND ASIA.  
ACTIVATING COLLABORATIONS THROUGH CULTURAL  
CONTENTS FOR COMPANIES AND PUBLIC INSTITUTIONS.  
GENERATING A POSITIVE SOCIAL IMPACT FOR  
COMMUNITIES THROUGH MEANINGFUL ENCOUNTERS,  
CORPORATE TRAININGS AND CULTURAL EVENTS.

# SERVICES



TALENTS MANAGEMENT

BRANDS COLLABORATIONS +  
CONTENTS STRATEGY

CONNECTING AND TRAININGS



# GROWING TALENTS

SCOUTING TALENTS AND  
SUPERVISING ARTISTIC  
PROJECTS IN THEIR  
ENTIRETY (CONCEPT,  
SOURCING, ARTISTIC  
DIRECTION, PARTNERSHIPS,  
COMMUNICATION).  
WORKING AS A  
COLLECTIVE REPRESENTING  
EMERGENTS AND  
ESTABLISHED ONES.



07/24

THIS IS NOT  
A GALLERY

FOR ART AND CULTURE THERE  
IS NO SUCH A THING AS  
SOCIETY.

LE PALETTE AIMS TO FIND THE  
RIGHT PLACE AND TIME FOR  
EVERY ARTIST TO BE SEEN,  
GENERATING A DEEP IMPACT  
ON PEOPLE'S MINDS AND  
HEARTS.

WE MIGHT COLLABORATE  
WITH GALLERIES BUT OUR  
GOAL IS TO BRING CULTURE  
EVERYWHERE TO EVERYONE.

# CATEGORIES

---

N1

PHOTOGRAPHY

N2

ILLUSTRATIONS

N3

COLLECTIBLE  
DESIGN

N4

3D AND DIGITAL

N5

SCULPTURE

N6

PAINTINGS





# CRAFTING CONTENTS

CRAFTING EACH MESSAGE  
REACHING A SOCIAL  
IMPACT. CAMPAIGNS  
ENCOMPASS EDITORIAL  
CONTENTS,  
COMMUNICATION TOOLS,  
MEDIA AND SOCIAL MEDIA  
PLANS. OUR  
MILAN/SHANGHAI TEAM  
WORK CLOSELY TO LET  
BRANDS MESSAGE  
RESONATE THROUGH NOT  
CONVENTIONAL  
CONTENTS.



10/24

THIS IS NOT  
MARKETING

FOR COMPANIES THERE IS NO  
SUCH A THING AS SOCIETY.

LE PALETTE IS ONLY FOR  
RESPONSIBLE COMPANIES  
AWARE OF THE VALUE THEY  
CAN GENERATE, THROUGH  
"SOCIETING" AND  
COMMUNICATION.

CRAFTING STRATEGIES WITH  
AN EYE ON CULTURE, UN  
GOALS AND ESG.

LIVING CONTEMPORARY AND  
WILLING TO LAST CENTURIES.

# CATEGORIES

---

N1

ART CROSS OVER  
PROJECTS

N2

SOCIAL MEDIA  
CONTENTS

N3

POP UP  
CONTENTS

N4

HERITAGE AND  
ARCHIVE

N5

MUSEI DI  
IMPRESA

N6

CATALOGUES  
CURATORSHIPS



# CONNECTING COMMUNITIES

CULTURE IS CONTAGIOUS A  
NEVER ENDING CYCLE.

LE PALETTE AIMS TO  
FACILITATE MEANINGFUL  
ENCOUNTERS THROUGH  
CORPORATE TRAININGS,  
OPEN LECTURES AND  
TALKS.

CORPORATE TRAININGS  
FOCUS ON SKILLS UPDATE  
AS WELL AS EMPLOYEE  
ENGAGEMENT. EVERY  
CONTENT IS CUSTOMISED  
ACCORDING THE AUDIENCE  
AND COMPANIES KPI.



# CATEGORIES

---

N1

BUSINESS  
DEVELOPMENT

N2

BRAND  
POSITIONING

N3

PARTNERSHIPS

N4

TRAININGS  
CORPORATE  
CULTURE

N5

B2B AND B2C  
WORKSHOPS

N6

ESG EXTERNAL  
ACTIVITIES

14/24

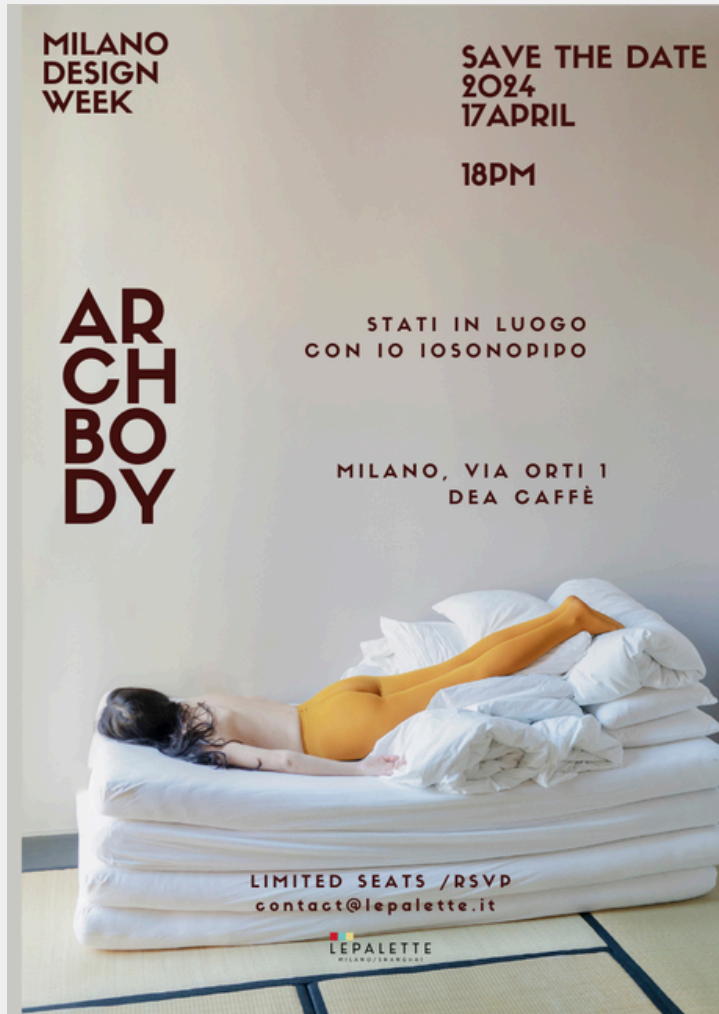
THIS IS NOT  
A COMPUTER

THERE IS NO SUCH A THING AS  
SOCIETY AND ITS PEOPLE.  
LE PALETTE IS ALL ABOUT  
HUMANS AND THEIR WILL TO  
GROW.

WE DEFINE STRATEGIES TO  
CONNECT PEOPLE THROUGH  
CULTURE AND ART.

SHARING KNOWLEDGE  
THROUGH TRAININGS WE  
CUSTOMIZE SUSTAINABLE  
PATHS FOLLOWING U.N.  
GOALS TO ACTIVATE A  
SUSTAINABLE CORPORATE  
CULTURE.

# PROJECTS



FOR IOSONOPIPO

GROWING TALENTS

ARCHBODY TEMPORARY  
SHOW DURING MDW

POSITIONING EMERGING TALENT

B2C SALES ACTIVATIONS

B2B BRANDING STRATEGIES

CURATORSHIP AND  
WORKSHOP: STATI IN LUOGO

# PROJECTS



ANDY WARHOL, CAMPBELLS' SOUP  
FOR DEODATO GROUP

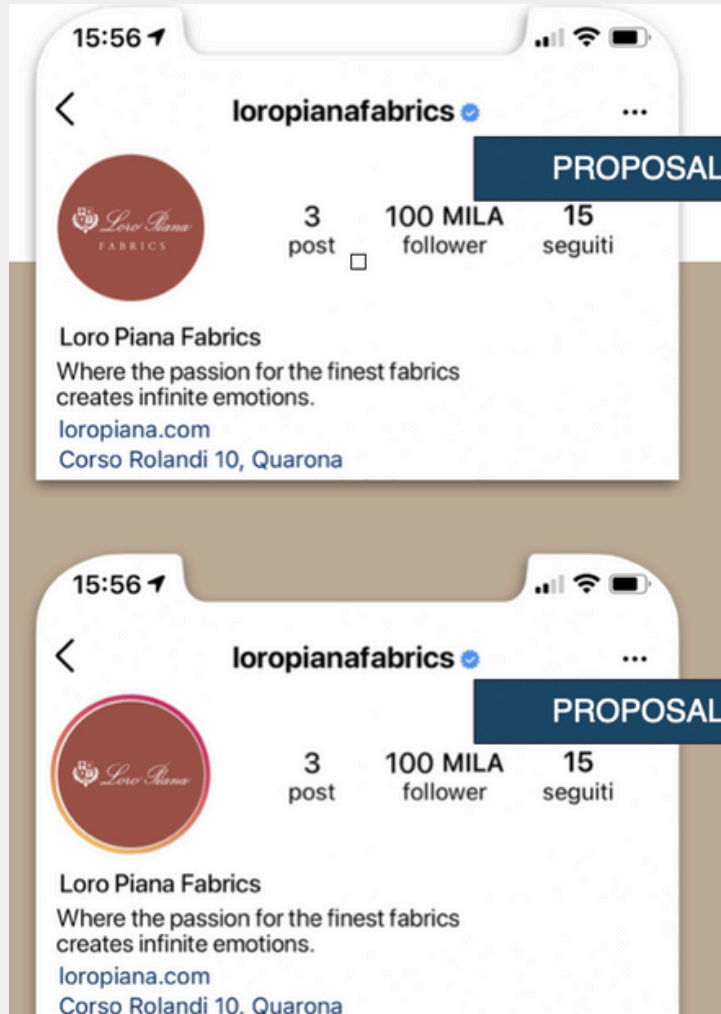
CRAFTING CONTENTS FOR  
DEODATO ARTE GROUP

SOCIAL MEDIA CONTENTS  
FOR ASIAN COLLECTORS

B2C NETWORK ACTIVATIONS



# PROJECTS



FOR LOROPIANA FABRICS

CRAFTING CONTENTS

B2B + B2C

SOCIAL MEDIA STRATEGY

IP PROTECTION AND ASIA  
BRANDS POSITIONING

DEVELOPPING TAILORS' NETWORK

SHARING CORPORATE CULTURE

# PROJECTS

**MARANGONI  
SHANGHAI  
/OPEN DAY**

如何为品牌建立良好  
数字战略的调性

MAURO MAGGIONI  
GOLDEN GOOSE 亚太地区CEO

GRAZIANA MAELLARO  
马兰戈尼导师

2020年5月16日 周六 下午2点



《 扫码预约

**istitutomarangoni**   
enhancing talent since 1935

FOR GOLDEN GOOSE AND  
ISTITUTO MARANGONI

CONNECTING COMMUNITIES

TRAININGS ON PRODUCTS AND  
CORPORATE CULTURE

B2C WORKSHOPS WITH  
FASHION ACADEMIES

ART CROSSOVER FOR SHOES  
CUSTOMIZATION

BRIDGING ITALY TO CHINA

# PROJECTS

The contents of this section show how the Ratti Group supports the achievement of Sustainable Development Goals 8, 9, 12 and 15. To do this, the Ratti Group:

- Commits, year after year, to obtain and update the main certifications at international level, on topics such as safety in the workplace and social and environmental accountability;
- Commits on the innovation front, developing projects which promote creativity and technological development, with a view to achieving continuous efficiency improvements;
- Selects suppliers who respect the protection of both the environment and human rights, and who have signed up to the Code of Ethics and the Suppliers' Code;
- Commits to decreasing and monitoring the presence of chemical products used in the production phases, also involving its own suppliers.

**29.14%**  
THE PERCENTAGE OF ITALIAN SUPPLIERS FROM COMO PROVINCE

**86.37%**  
THE PERCENTAGE OF SUPPLIERS FROM ITALY

### THE RATTI GROUP'S CERTIFICATIONS

**ISO45001**  
CERTIFICATION ALSO OBTAINED FOR THE TUNISIAN SUBSIDIARIES CREOMODA AND LA MAISON DES ACCESSOIRES IN 2021.

**GRS and OCS**  
NEW CERTIFICATIONS OBTAINED BY RATTI IN 2021.

Ratti continues with the job of digitalising the historical archive, which allows customers to view more than 650,000 designs as part of a virtual, rapid and efficient experience.

Ratti is a partner of STARTUP BOOTCAMP, electing the best innovative startups operating in Fashion Tech and accelerating their growth.

**RATTI DEVELOPS THE TWIN ONE PROJECT**

The initial goal of the project was to supply Ratti with a powerful tool for virtualising printed fabric by creating its digital twin.

This "digital twin" could be exported as a "simulation" of the Ratti product, both on a device used for internal purposes (e-commerce sites, marketing, testing).

In 2D and 3D modality, and for the purposes of partnering with customers in project development, reducing the need to produce physical samples.

The system will also provide maps of the technical aspects and data necessary in "montage", ensuring a high level of photorealism.

FOR GRUPPO MARZOTTO

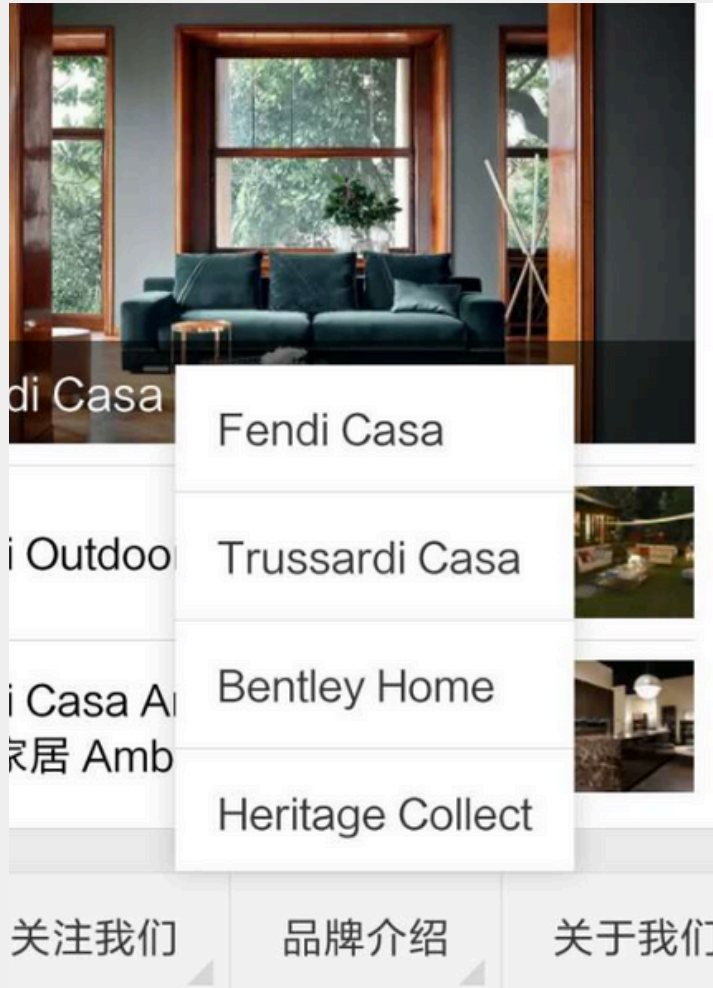
CRAFTING CONTENTS

COMMUNICATION STRATEGY  
ESG AND CORPORATE CULTURE

STORYTELLING ON TEXTILE  
SUSTAINABLE STANDARDS  
FOR EUROPE AND ASIA

ESG INTERNAL ACTIVITIES  
FOR EMPLOYEES

# PROJECTS



CRAFTING CONTENTS

HERITAGE COMMUNICATION

CONNECTING DEALERS NETWORK  
ITALY TO CHINA

TRUSSARDI POP UP EVENT

FOR LUXURY LIVING GROUP

# PROJECTS



FOR FIDENZA VILLAGE

CONNECTING COMMUNITIES

WORKSHOP FOR  
FIDENZA VILLAGE

DESIGN CULTURE  
THE MEANING OF RED

PRESS ACTIVATION

B2C SALES ACTIVATION

# PROJECTS



CRAFTING CONTENTS  
VISUAL IDENTITY

SOCIAL MEDIA CONTENTS  
AND WEBSITE

BRAND IDENTITY

FOR CASA FINAMORE  
BOUTIQUE HOTEL

# CONTACTS



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LEPALETTE  
MILANO / SHANGHAI

24/24

2024

THANK YOU