



Monguzzo, 29<sup>th</sup> December 2021

### SHORT STORY OF PANZERI

“Tessitura Panzeri” was founded on 2. November 1962. In “Comasco”, (Como is a charming province in the north of Italy near the border with Switzerland, which is famous for large production of foulards and ties), as the producers of fibers for foulards in pure silk and satin, artificial silk (rayon viscosa). With such a brilliant satin, Luigi Panzeri, who was a great sport fan and used to go in for a number of sports, started the production of sportswear. He coloured two rolls of satin in the color of his athletic team (blue and white) and made the first shorts using his mother’s sewing machine.

The first order was made by a big athletic team from Milan and it was followed by ten-odd sport associations from Lombardia which ordered satin shorts in their proper colors.

Apart from textile business, Panzeri organized several small departments, (T-shirt-department, print, handwork and sewing department) and in the course of one year he was able to supply teams with sportswear in their colors and inscriptions.

That is the very time where the characteristics of Panzeri date back to: to produce in short possible time, using the high quality materials, production of sportswear for sport teams in their colors and with their inscriptions.

In the meantime, Panzeri organized a data file which made it possible to reproduce, in the most genuine way and small quantities even with a time lag of some years, the sportswear already made in the factory.

From athletics they moved on to basketball. At that time, major Italian teams used to purchase players and sportswear in America. The equipment they bought was in American style and taste. Panzeri came up with a new line of sportswear having an Italian style, less glamour and more elegant; which brought to a success and traced a new taste in sportswear, which all up to now has been known as European style. With its little orange-green trade-mark, Panzeri has become the synonym of good taste and fashion.

Owing to its quality of materials and punctuality in dealing with deliveries, other sport teams showed their interest in the factory in Monguzzo, and thus Panzeri has become a serious and competent supplier of athletics, basketball, volleyball, football and other sport teams.

Over the years, always thanks to the quality of materials and punctuality in dealing with deliveries, alongside the traditional supply to sports clubs, Panzeri has a smart collection of sportswear appreciated all over the world for the quality of the cotton and the elegance of the models.