



DESOTO

THE NEW  
DIMENSION IN SHIRT

IF YOU MOVE, YOU NEED A SHIRT THAT MOVES WITH YOU.

# MADE TO KEEP YOU FREE TO MOVE

A unique and innovative arm design made for the very highest standards and requirements



# DESOTO FW18 Campaign

# DESOTO UNIQUENESS

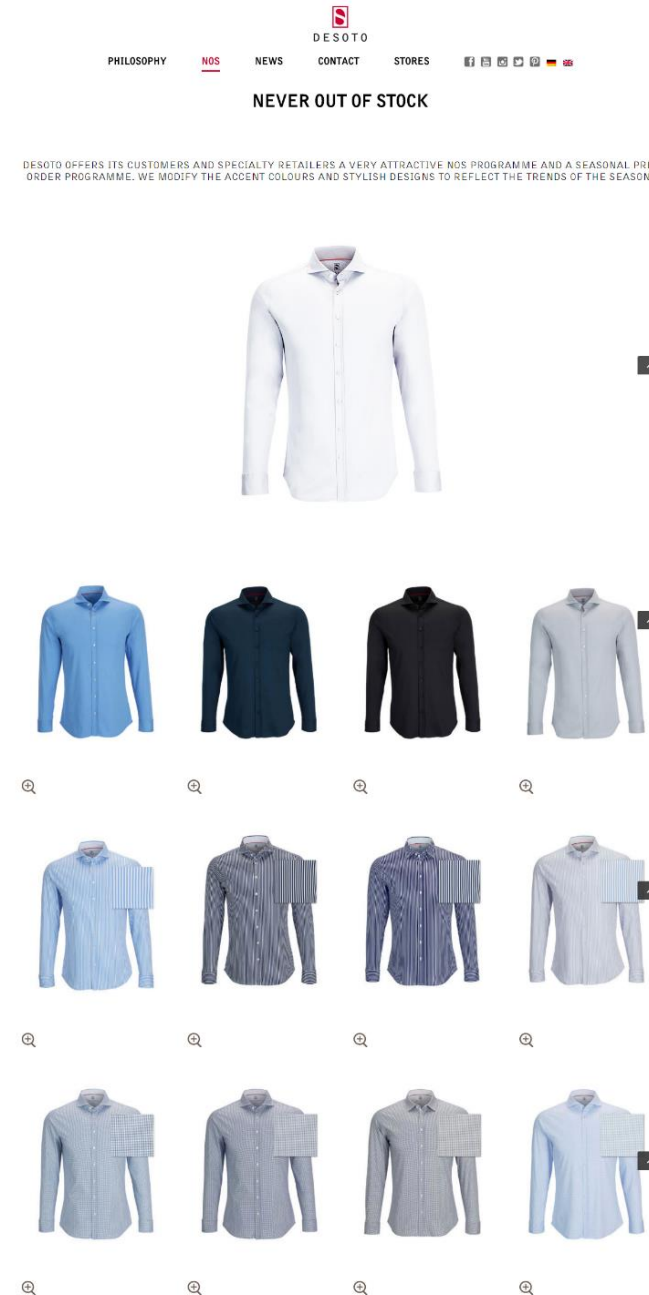
1. Ready-to-Wear
2. Wrinkle Free & Chemical Free
3. Unique Contemporary Cut
4. Slim & Comfortable Fit
5. No Disturbing Seam
6. Made in Europe



# NEVER OUT OF STOCK

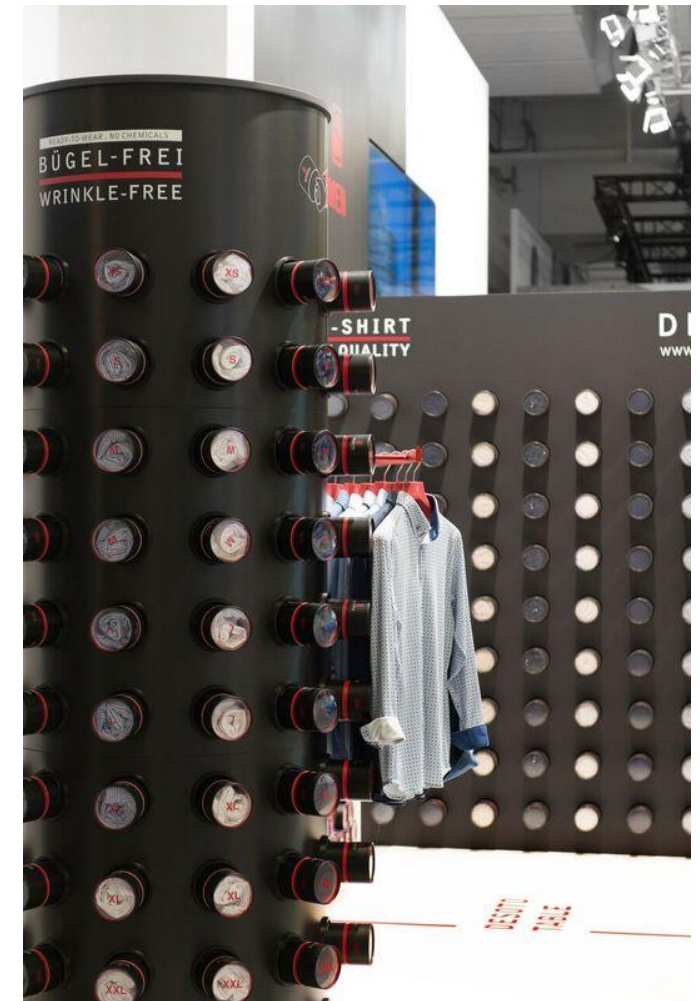
## Our Service Promise & Customer Value Proposition

- Desoto offers its customers and specialty retailers a very attractive NOS programme and a seasonal pre-order programme.
- We modify the accent colours and stylish designs to reflect the trends of the season.





# Panorama 2017



# Panorama 2017





# Pop-Up Store





# POS Concept



# New Zylinder Packaging

