

TRUSSARDI

Brand Presentation
Spring / Summer 2024



TRUSSARDI

Trussardi is defined by a philosophy as the first Italian lifestyle brand, infusing modernity and irreverence into timeless elegance. Fueled by joie de vivre, the Trussardi lifestyle is progressive yet accessible – always anchored in a strong sense of community and inclusivity, as well as environmental and social responsibility.

Founded by Dante Trussardi in 1911, Trussardi began as a leather glove manufacturer in Bergamo. In the 1970s, Dante's grandson Nicola Trussardi took over the house, and implemented a lifestyle vision that made Trussardi's luxury and elegance accessible to all.

Today, the house continues to build on its Italian lifestyle heritage and its inherent spirit of iconoclasm and innovation.

OPTICAL COLLECTION



Fashion
Special
Edition



Commercials
Seasonal
must have



Essentials
Core
basics

SUN COLLECTION



Fashion
Special
Edition



Commercials
Seasonal
must have



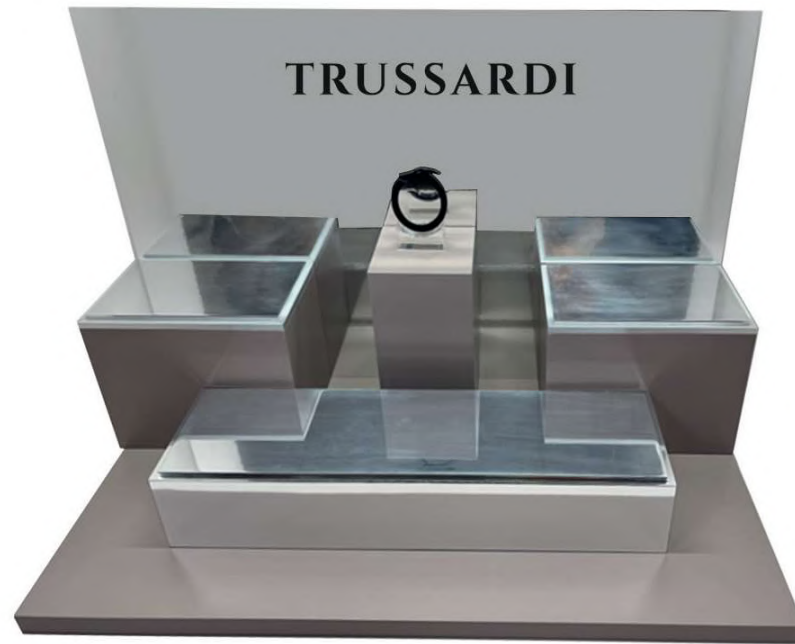
Essentials
Core
basics

POP

POP MATERIAL



Tray



Display 5 pieces



Logo

TRUSSARDI

[TRUSSARDI.COM](https://www.trussardi.com)