

Ross & Brown

BRAND STORY

Ross & Brown is an Italian brand born in Shanghai in 2015, with head office in Milan.

The idea was to create an eyewear brand inspired by the Citizens of the World and the places that makes them so unique.

The frames, in acetate and beta titanium, carry a classic look where dusty and lost shapes are reborn with a modern energy.

Ross & Brown, crafted for the Citizens of the World.

BRAND CONCEPT

Citizens of the World, through the times, have been pursuing the most vibrant and iconic cities of world. Free spirited, travel enthusiast and open minded, they are the reason why some places flourished and became a nest for likeminded people meet, engage and relish inclusiveness.

Being a Citizen of the World means to be a traveller, not a tourist, that enjoys the cities around the world as their playground to encounter new people, develop new ideas and get inspired.

“Citizens of the World” have deeper roots, they are not “citizens of nowhere”. On the contrary they are far more diverse in oneself based on where they have lived or travelled and whom they have encountered.

It can be a physical journey to get down the essence of a place becoming a local, as well as a mental journey where hopes and dreams are filled in anticipation of what the next experience will bring.

TWO COLLECTIONS

**City
Collection**

**District
Collection**

CITY COLLECTION

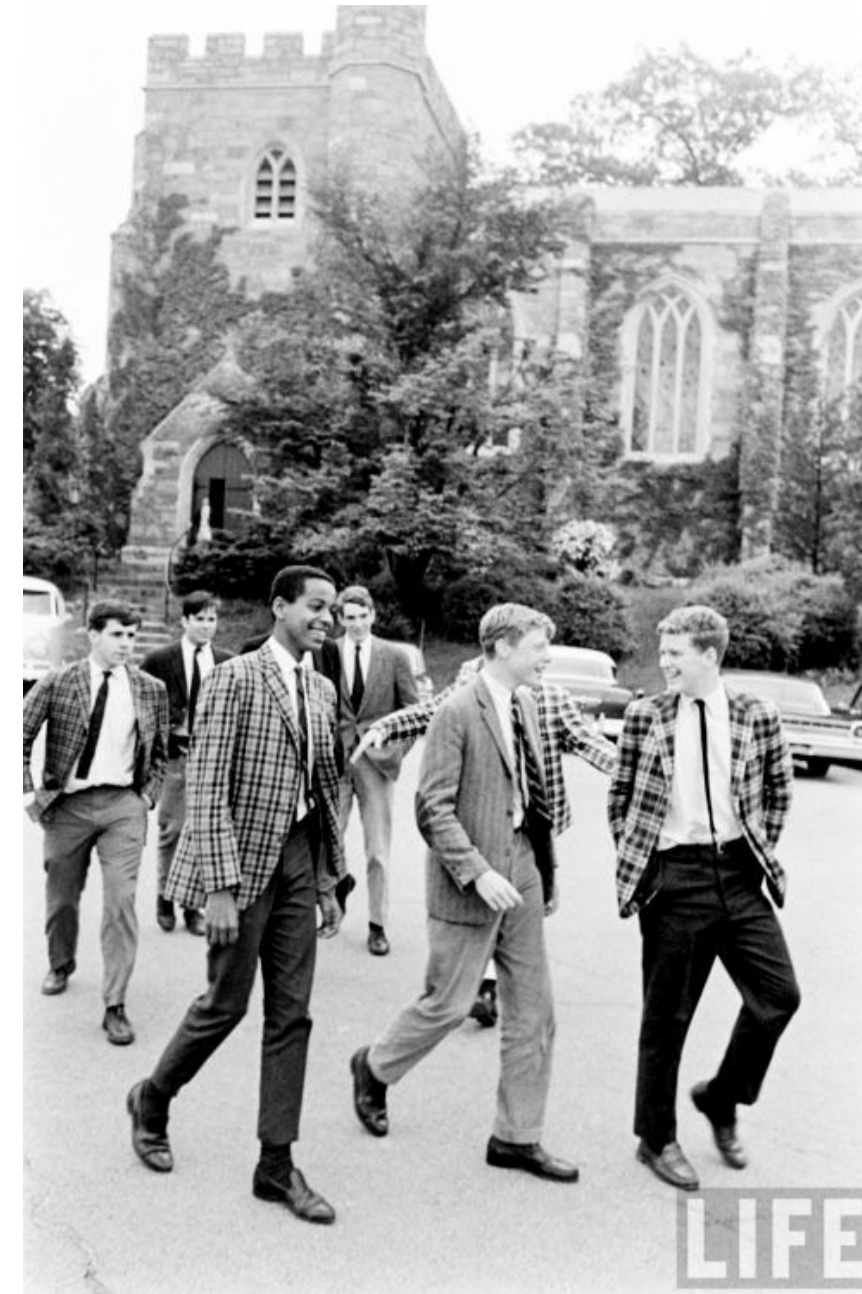
The City Collection is a story of inspiration, a black and white picture, a glimpse into yesterday's past, of the cities where our Citizens of the world moved their first steps.

It tells the story of those cities that acted as vessels for the shenanigans of the libertine, life loving Citizens of the World. From the smoky jazz bars of Shanghai in the '30s, the colourful dishes of the restaurants in Casablanca in the '50s, through the artsy cafes of Paris in the '50s, to the laidback beaches of LA in the '70s, to the rumbling night clubs of Milan in the '80s.

The City Collection intends to capture the 20th century's flair of those cities that nurtured the offspring of the modern Citizens of the World.

**A journey through the most iconic cities of the 1900s and their flamboyant lifestyle,
crafted for a community of Citizens of the World.**

CITY COLLECTION - INSPIRATION



CITY COLLECTION - PRODUCTS



CITY COLLECTION - PACKAGING



DISTRITCT COLLECTION

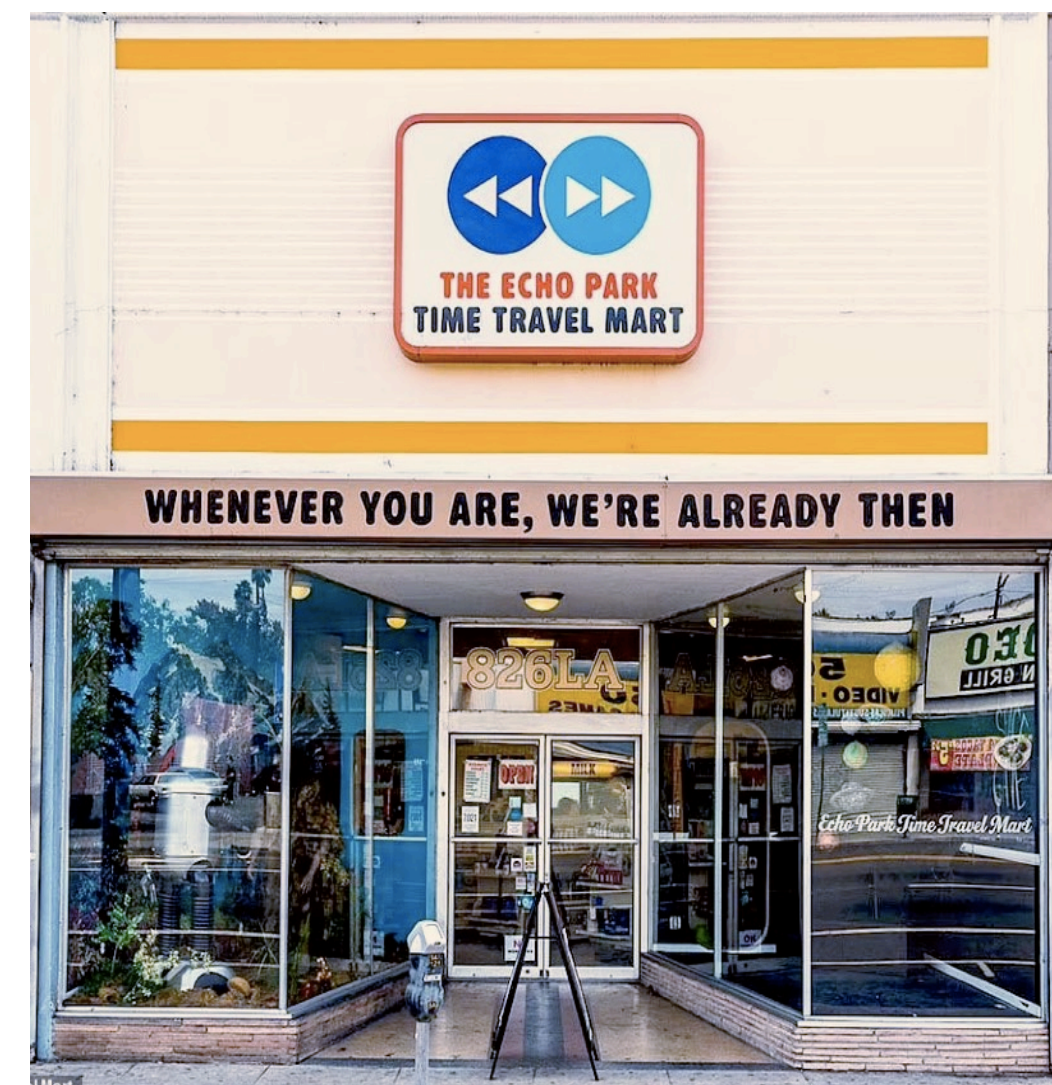
The District Collection is a jump forward from the City Collection into today's daily life of our Citizens of the World. With this collection we dig deep into how our CW have morphed into who we are today and the energetic neighbourhoods that gave them a new home within the cities of the City Collection.

It tells the stories of those zestful districts they can now call home and where they built up a new permanent life. Some of those neighbourhoods are Hackney in east London, Harlem in northern New York, Roppongi in the south west of Tokyo and Pigalle in central west Paris.

The District Collection is dedicated to those wandering souls that have decided to make home far from home.

**A journey through today's most vibrant districts and their wonderful residents,
crafted for a community of Citizens of the World.**

DISTRICT COLLECTION - INSPIRATION



DISTRICT COLLECTION - PRODUCTS



DISTRICT COLLECTION - PACKAGING



BRAND SIGN



City

District

BRAND SIGN

The trait d'union for Ross & Brown's universe of Citizens of the World is represented by two feathered wings.

- The wings represent the vessel for the physical and metaphorical journey of our Citizens of the World;
- The feathers speak for the light hearted spirit of the company;
- Back in the days feathers have been the symbol of elegance and class;
- Feathers are the quintessential element of story telling, metaphorically used to write the stories of the cities and districts roamed by our Citizens of the World.



BRAND VISION

Ross & Brown strives to gather a community of world travellers rooted in inclusiveness and merriment.

BRAND VALUES

Travel Inspired

From the shining skyscrapers of Shanghai, through the colourful streets in the market of Jaipur, gliding across the art galleries of Paris, ending in the infinity of Salar de Uyuni in Bolivia.

We are part of the beautiful world around us.

Inclusiveness

Being a Citizen of the World means living and embracing each other, being free to express who we are and accepting others for their own uniqueness.

Come as you are, you are welcome here.

Merriment

Fun as a mantra, facing life with a smile and sometimes why not even do some razzle-dazzle and give in to excesses.

Joy for life.

BRAND USER - Aspirational

Nowadays the world is highly connected and easy to explore. This created a community of people that travel for business and leisure around the globe extensively, jumping from a city to another for a meeting, a cultural event or simply to discover what each place has to offer.

Travellers, not tourists, that enjoy the cities around the world as their playground where to meet new people, develop new ideas and where to get inspired.

Sophisticated individuals that strive to experience new fast growing and vibrant cities like Shanghai and Cape Town as much as they love to feel the history of those timeless capitals such as London and Paris.

What it matters it's the energy coming from them and enjoying every moment with style and an open mindset.

It has deeper roots, they are not "citizens of nowhere". On the contrary they are far more diverse in oneself based on where they have lived or travelled and whom they have encountered.

Sensible to the arts, they embrace the passion for vintage elements that can spring from a black and white movie together with today's most innovative trends.

Independent thinkers that are socially involved and well informed on the environment around them.

A brand for the "Citizens of the World".

THE TEAM



Founder - CEO
Mattia Cisari



Creative Director
Alice Mioni



CFO
Francesco S. Buscaini



Sales Director
Marien Dupradeau



Warehouse Specialist
Abdul Abdo



Customer Service
Giacomo Scotti



Supply Chain Manager
Jessica Shin



Production Manager
Aping Chen



Marketing Manager
Ilaria Curcio



Shareholder / Advisor
Stefano Silva



Shareholder / Advisor
Andrea Cisari