

Mariella Burani Sales to Rise in First Part of 2009, Chief Says

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By Isabella Lamera and Armored Kenna

Nov. 26 (Bloomberg) -- Mariella Burani Fashion Group SpA, the Italian luxury-goods maker founded in 1960, expects sales in the first part of 2009 to rise, Chief Executive Officer Giovanni Burani said.

"We have 'visibility' for the first part of 2009," Burani told Bloomberg Television yesterday. "We're growing." Burani closes its sales campaigns for the next spring/summer season at the end of November.

Burani, based in Cavriago, Italy, is focusing on leather goods and jewelry, which are more profitable than apparel. It sells designer clothing and leather bags under brands such as Coccinelle in stores from Russia to the Middle East. The chief

executive said in the interview that about 70 percent of sales come from accessories.

Burani's sales rose 8 percent to 562 million euros (\$729 million) in the first nine months of 2008, up from 521 million euros in the same period a year earlier. The company will focus on "organic" growth and may form a global licensing accord for further growth without making an acquisition, Burani said.