



# COMPANY PROFILE

Level 18, 40 Bank Street,  
Canary Wharf, E14 5NR

2024 EDITION





## DELIVERING THE UNEXPECTED

"We strive to innovate, pushing boundaries to create the 'first of', SCM X MAN CITY was the first-ever women's formal partner for City Football Group." - Jai C.

VP OF MARKETING & OPERATIONS AT  
CITY FOOTBALL GROUP



# ABOUT US

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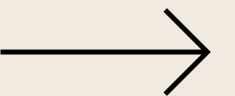
We offer business development, sports sponsorship, partnership and manufacturing consulting services.

You will find a wealth of experience amongst our team and partners. We represent luxury apparel and accessories manufacturers, who produce for the worlds elite fashion houses.

In addition, via fashion, we have continued to gain a wide range of contacts within elite sports and hold relationships with elite clubs and federations across the world.

COMPANY PROFILE

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WHAT  
WE  
DO

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Partnership/  
Sponsorships

We will assist you in identifying and then managing the entire partnership process.

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Business  
Development

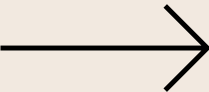
We can assist in developing your business model in order to diversify revenue streams.

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Quality  
Resourcing

Thanks to experience in creating and developing a variety of commercial projects we are able to ensure you get the best!

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BRAND ACTIVATION

# Case Study: Manchester City Women announce partnership with Salento Creazioni Moda

Manchester City Women have announced a partnership with Italian production house Salento Creazioni Moda (S.C.M.), becoming the team's first ever global formalwear partner. Our case study explores the objectives of the partnership, details on what was involved and reports the outcomes.

**Objectives**  
The heartbeat of S.C.M. is providing manufacturing for some of the world's leading brands. As a business however, they wanted to develop and evolve their commercial business and the strategy they created was to break into the world of sport with the belief that using the power of football was integral to expanding the S.C.M. business.

Raising awareness was key to achieving the next evolution of the business in showcasing their manufacturing, but most importantly their design and production capabilities in fashion. The products S.C.M. produce are already distributed around the world, though consumers do not know it is actually S.C.M. who have sewn, cut and ironed these products.

To showcase their design and production capabilities, S.C.M. wanted to create a co-branded clothing range which would be available exclusively on a bespoke website that would showcase not only S.C.M., but also the brand they would look to work with to help the Italian production house achieve their goals.

In addition, S.C.M. wanted to partner with a brand who were innovative, pushing boundaries and one that shares the same values of providing equality for all - hence the decision was made to explore the world of women's football.

The goal is to tell - through a customer-oriented communicative approach - the brands innovative change of course, which is directed towards the continuous dialogue between the world of fashion

and that of sport, in order to fully satisfy the needs and requirements. of customers and fans.

**Activation**  
To ensure S.C.M. delivered on their objectives through the UK representative, they engaged in discussions with Manchester City to see if they could explore a partnership which would be mutually beneficial.

"During the initial conversations, it was clear we shared the same values and also wanted to create something groundbreaking and innovative in women's football," said Jai Chopra, Head of Partnerships for S.C.M.

"The opportunity to create a unique partnership is one that was exciting and seeing the importance Manchester City place on their women's team and their desire to continue to develop women's football, we felt this particular category and Club could be a great partner for us to elevate the women's game to the next level.

"We also believe that this supports us, S.C.M. - a family business - in our vision to expand ourselves into the market internationally, in terms of luxury production and elite sport."

S.C.M. first collaborated with Manchester City Women's team at the Vitality Women's FA Cup Final against Everton in November 2020. For this historical match - which would see Manchester City win back-to-back trophies in the competition - they dressed the manager and players with hand-sewn 100% Italian cashmere coats. Designed in line with the players' feedback, each piece was tailored and personalised for each player.

"The FA Cup was the perfect opportunity to showcase these bespoke coats of which a very limited number of these co-branded coats will be made available for purchase in March," Jai asserts. "We are also preparing a special capsule collection, which will be worn by the team, for Manchester City fans which will be available exclusively on the co-brand e-commerce website, [www.scmxmancity.com](http://www.scmxmancity.com)."

A bespoke piece of imagery was created for the partnership, bringing together the world of football and fashion, showing a visual walkthrough of the production for the garments the players wore at the Women's FA Cup Final alongside strong imagery of the players.

"Achieving brand awareness is key and we have designed and created a bespoke website and range of social media

channels dedicated to the partnership," explains Jai.

"Within these platforms, we will showcase the importance of equality which is at the centre of this long-term partnership and the collections we will be developing for the players to wear."

"As the recently announced First Official Formalwear Partner of the Women's Team, we want to provide the players with the best and this will be channelled through a variety of production, media content and marketing campaigns."

The co-branding between S.C.M. and Manchester City has certainly been a stimulus to merge together these two worlds who are although somewhat distant on the surface, share a lot in common. To mark the Limited-Edition collection, a photo shoot and a commercial were created to celebrate this collaboration in which the basic creative concept was "less is more".

The creative direction of the marketing campaign is driven by head of graphic design Cristiano Rossetto. His approach aims to eliminate everything superfluous and focus on the essentiality of the project by enhancing the forms and its materials, throughout the SCMxMANCITY campaign. S.C.M. wants to focus solely on the essentiality of the players as women; extreme luxury is pure essentiality.

In order to maximize the impact of the creative campaigns, the visuals are infused with a written composition, by creative project co-ordinator Kajal Chopra. The team wanted their captions to attract the fans - to speak directly to them and to get them excited about the journey ahead which SCM will be taking them on, right from the beginning.

S.C.M. together with Manchester City, wants to make its consumers feel that they are part of a passionate and large family. This connection is visible on

their social pages where the remarkable attention to their players is clear to see.

The overall vision is to tell the story of a change of direction and innovation towards new market needs in which the world of fashion and sport dialogue combine to cover the needs of the customer in everyday life.

During this partnership, together with Manchester City, S.C.M. aim to create a perfect synergy between the world of sport and fashion luxury.

**Outcome**  
The co-branding between S.C.M. and Manchester City allows the Italian production house to blend sporting excellence with Italian haute couture, two apparently very distant worlds that however have a great deal in common: discipline, dedication, passion, class.

S.C.M. will be taking the Manchester City fans on a creative journey where beautiful football meets pure Italian luxury.

"We are exploring ways to connect with the Manchester community, and we are adapting our marketing and media strategy due to COVID-19 travel restrictions," Jai concludes. "Throughout the season, there will be a number of special events where unique content will be created with the women's team."

Initial social statistics showed that within 48 hours of the announcement of the partnership post from Manchester City achieved 49k likes on Instagram, 2.9k likes on Facebook and 223 likes on LinkedIn.

34 | OTFF ISSUE 14 ★ FEBRUARY 2021

OTFF ISSUE 14 ★ FEBRUARY 2021 | 35

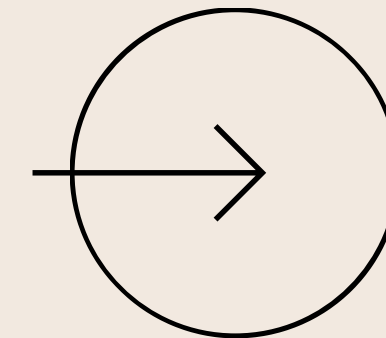
JAI CHOPRA FEATURED IN PREMIUM SPORTS MAGAZINE 'PREMIER SPORTS NETWORK' ON HYBRID SPORTS SPONSORSHIP COLLABORATION.







# YOUR PROJECT NEXT?



Manchester City adopted a 'one team' philosophy and are focusing on women's empowerment and equality. SCM was a manufacturer, they produce clothing for some of the worlds leading luxury brands and dreamt to have a brand. Thus, SCM x MAN CITY was born, a concept we believed could meet both companies objectives. Sustainability is also central to the ethos and vision for this project and so we identified, negotiated and launched a partnership with Tree-Nation for SCM X MAN CITY, where trees are planted for every sale and opportunities to women by planting trees in areas where they are most suppressed.

PROJECT

SCMXMANCITY

ROLE

PARTNERSHIP & BUSINESS DEVELOPMENT

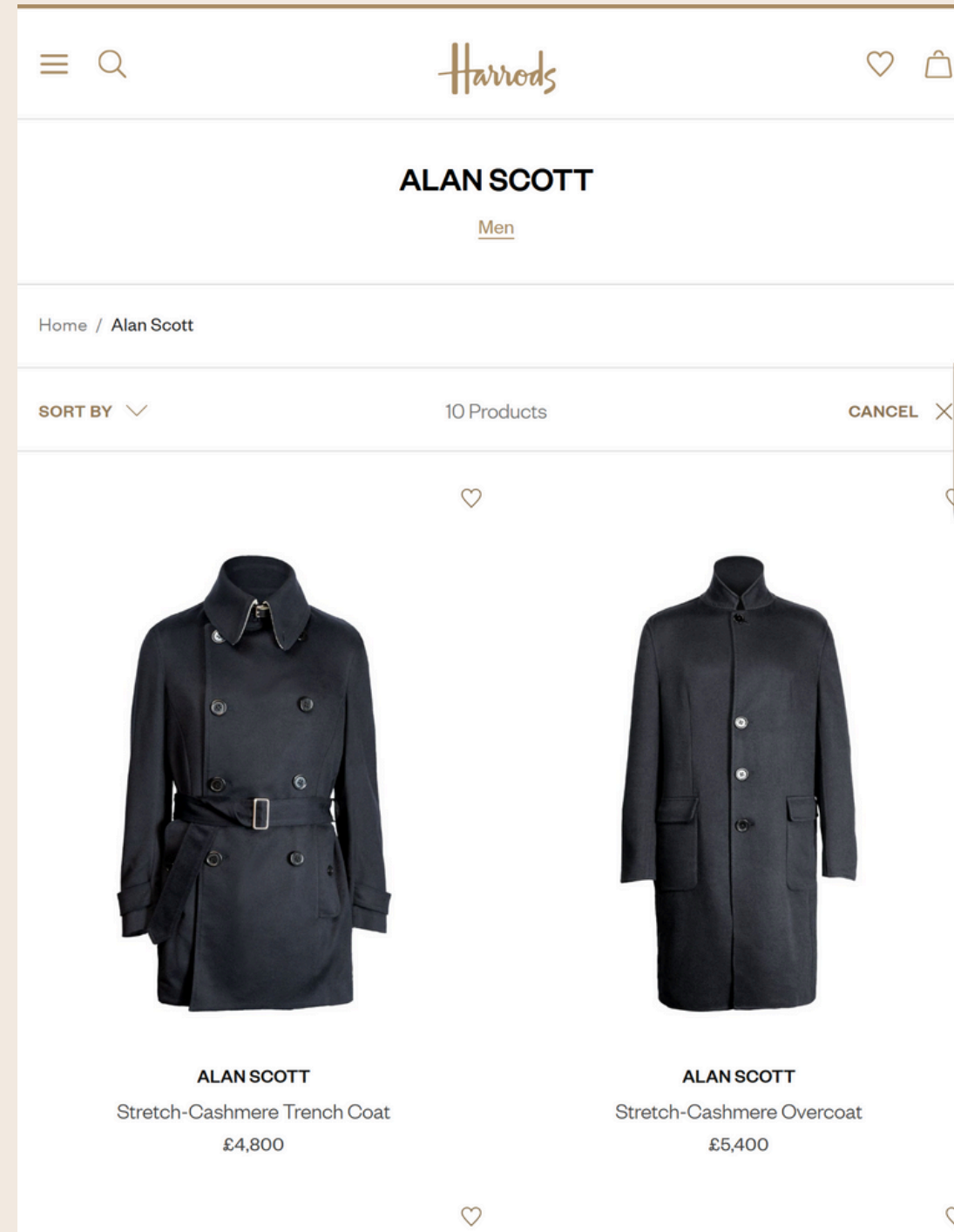


# ALAN SCOTT

Co-sultancy INC provided comprehensive business development services to new British Luxury brand Alan Scott, which launched in Harrods, September 2023 on the men's international designer floor.

Jai C.  
Founder

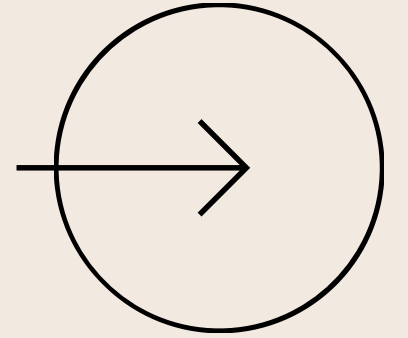
[www.alanscott.co.uk](http://www.alanscott.co.uk)





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NEW BUSINESS FOR OUR CLIENTS  
THROUGH US WITH;



*Dean della Renta*

Ermenegildo Zegna



SINCE 1797  
Johnstons  
of Elgin



# OUR VALUES

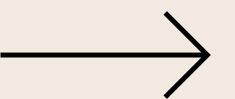
We place an emphasis on openness and cooperation, personal and professional integrity and continuous improvement.

## Vision

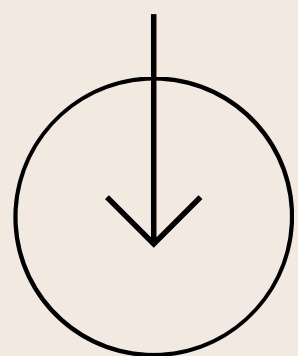
Fulfilling our clients dreams which they alone, could not bring to reality.

## Mission

To deliver the unexpected, we work to elevate our clients through collaborations.







# OUR PROCESS

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## O1 RESEARCH

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Based on your vision and resources we will identify potential opportunities which we strongly believe will allow you to meet and exceed your expectations.

## O2 PRESENT

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We will share with you our suggestions, along with the appropriate partners from our trusted network who will enable you to achieve your goals.

## O3 FEEDBACK

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We will take onboard any suggestions you may have and either proceed or, make amendments based on your feedback.

## O4 DELIVERY

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Once the overall project has been finalised, we will start the journey to guide you to your dream!

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COMPANY PROFILE







# CONTACT US

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40 Bank Street, Canary Wharf, London



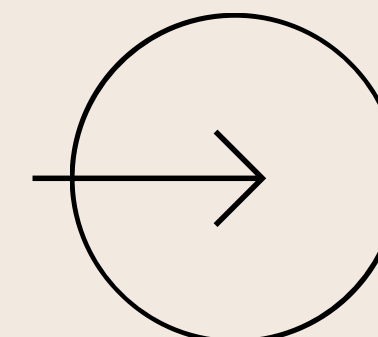
J@co-sultancyinc.com



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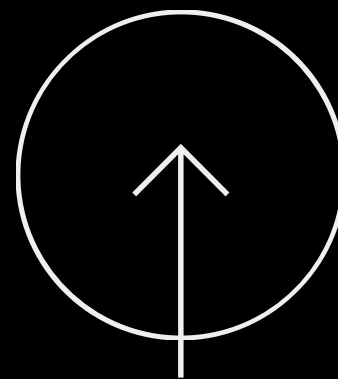
@co.sultancy







THANK YOU



CO-SULTANCY INC.

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