



Miss Rosy

l i n g e r i e

Brief history

Mr. Ioannis Chatziantoniou the founder of Miss Rosy worked as a seller in a company with nightwear and knowing the customers taste and preferences 40 years ago decided to make his own brand.

From the start he produced just slips but today they are one of the market leaders specialized in lingerie, basic underwear and nightwear.

Later the two sons joined the company and also helped the brand to get known abroad. Exporting to several markets today Miss Rosy is also known as an international brand.



Who are they?

Miss Rosy is one of the leading lingerie and nightwear manufacturers offering a variety of cups from B-F size. For 40 years their commitment to innovation and inspired thinking has gained an excellent reputation for quality and value for money. Today they are the only company in Greece that surpassed the crisis and kept their production inland. This due to high quality products and demand from abroad.

They offer a variety of cups for all women, smaller cups with double push up system or bigger cups that assure the best fit and support the bigger size need.

Known for designing exceptional lingerie that combines great fit and function with beautiful design.

Their quality materials, meticulous attention to fit, superior technology and beautiful design provides an experience of great comfort, support, and longevity.




Network

The company is headquartered in Thessaloniki and is entirely dedicated to its activity as it ensures the production and distribution of its products in Greece and abroad.

They also have their own shops in Greece and is also presented in important department stores.

Today the company is exporting to markets as Belgium, Slovakia, Czech Republic, Netherland, Gulf Countries, South Africa and Canada.





Infrastructure

Every step of the production process, from design to manufacturing is done inhouse so they can guarantee its customers products of highest quality standards.

Respect, trust and consequence to the entire production process are values that make the collaborators of the company satisfied and willing to have a long term cooperation.

The main facilities are located in Thessaloniki-Greece, in one building with a total surface of 2.200 sq. m. Here all the departments are housed under one roof operating as one in this dynamic driven company.



Development

The development always starts by the search of fabric and defining colors that will look well throughout the season. Having their own retail shops, they understand what the customer prefers and also get an immediate feedback on each collection.

After finding the material they proceed the search of accessories used in the development of the first prototypes.

Several washing tests are performed to measure the level of color withdrawal of the fabric and the colors' fastness to ensure that they offer products that will give them satisfaction in the long run.

Once the drawings are made and the products are technically perfect they order the materials to start the production.

Production

Thus having a good experience from the retail their know-how is surely one of their advantages. Preserving and enriching the artistry of traditional lingerie fitting method in their factory throughout 40 years of making lingerie.

They understand the importance of creating unique finishes which gives Miss Rosy its own identity and character.

Most important is that they control the complete production cycle - from design to price tag.






Quality Control

All collections are created with quality materials of genuine compositions from Italian, French and Spanish producers. Materials used are all certified with ÖkoTex Standard100.

Extensive quality control is in place according to the standard of ISO 9001:2000 and all health and safety measures are being met during the procedure.

Miss Rosy design and produce the collections having high standards. Quality control is significant in each stage of the production in order to obtain an end product that meets their client's taste. In order to ensure flawless quality they inspect and fit each model size by size.

A woman with long blonde hair is sitting on a bed, wearing a pink lace bra and matching underwear. She is looking down and to the right. The bed has white linens and a patterned pillow. The background is a wall with a floral pattern.

Mission

Helping women to look and feel their best has always been their mission. Their clients are passionately loyal and once they discover the advantages of choosing Miss Rosy they rarely wear anything else.



Philosophy

To produce sensual, beautiful and comfortable lingerie. Products that has the power to influence our customers- affecting the mood, emotions and self-esteem. Making women feel special, seductive and luxurious.

The right kind of lingerie makes a woman feel victorious.



The Brand

Lingerie is not just about designing beautiful garments, but also about crafting products that support and enhance different body shapes. They continually improve and develop their range to ensure they lead the way in fit and quality.

Miss Rosy has taken out a patent that allows women using B and C cup double the size of the bust still using a light bra. Using a special produced cup, with baby oil and air, that keeps the bra light in weight while offering double push up size is a huge success.

The Collection

A perfect mix of feminine models and restrained colors. The collection have all models and variations a woman may need in her wardrobe from a strapless bra for tight dresses or a maximize bra for the special push up effect.

They have three different lines which are:

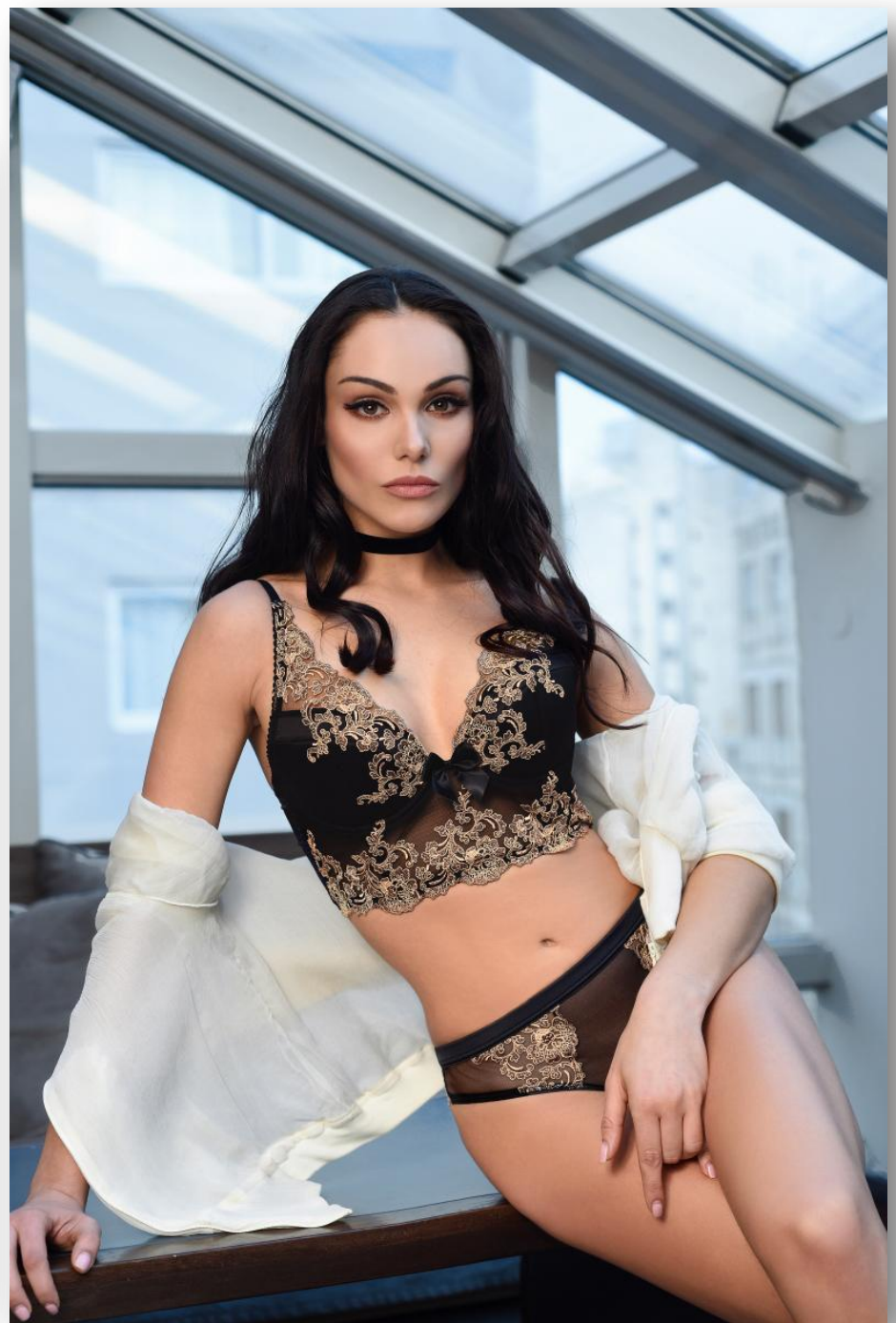
-**Fashion lingerie** in cups from B-F. A big variety of colors, stretch lace and delicate embroideries.

-**Basic line** so comfortable and soft that you'll forget you're wearing it.

-Luxurious and seductive **nightwear** in satin and lace.



Lingerie





Basic Line





Nightwear







Product mix units/average prices

Lingerie collection (twice a year) with 65 articles

Bra	25 articles	18€
Slip / Brasil / String / Boxer	30 articles	6€
Brallete / Bust	4 articles	15€
Body	4 articles	17€
Suspender Belt	3 articles	7€

Nightwear collection (twice a year) with 15 articles

Babydoll	3 articles	17€
Camisole	4 articles	17€
Robe	4 articles	22€
Pyjama	4 articles	30€

Basic collection (continuous) with 20 articles

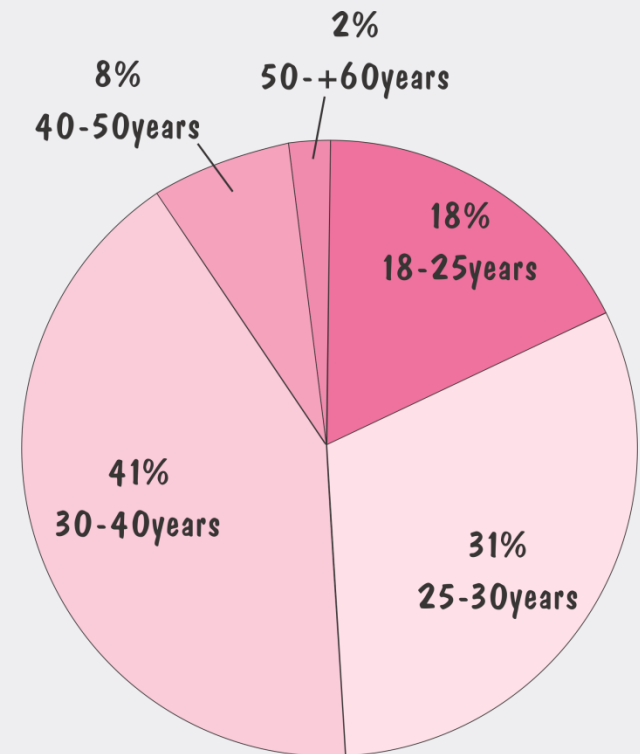
Bra	15 articles	16€
Panties	5 articles	4.5 €



Customer

Just like a woman's favorite beauty product, Miss Rosy is part of her daily beauty. Their products provide an instant lift, a smooth foundation, and a silhouette that she can count on. They offer styles and sizes to meet the needs of nearly every woman.

Customer age group



Marketing

Each season, Miss Rosy publishes catalogues which is a printed guide for the season's trends.

Social Media & On Line Marketing. Promotion on e-media, Facebook, You Tube, on line magazines and press releases



[Click the link to see AW 1920 video](#)



Form part of Miss Rosy

At this point Miss Rosy invests time and presence in international growth and brand presence.

The mixtures of beautiful collections, a strong production knowhow, good understanding of customer's demands make us a close partner, a secure investment and key for success.

Are you interested to form part of our international network? Please contact us and we will inform you our terms of cooperation and how we could support you.

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