

Maria Bellentani

BRAND BOOK

Ann Max

Crafting Italian style since 1967.

Founded in Modena, Ann Max blends craftsmanship, creativity and industrial expertise to deliver high-quality womenswear with a truly Italian spirit.

Our Values

Quality & Creativity

A constant pursuit of stylistic excellence, with innovative fabrics and refined Italian tailoring at the heart of every collection.

Innovation

Through continuous investments in technology, digitalization and vertical integration, we ensure operations that are efficient, flexible, and ready for the future.

International Outlook

Ann Max has always been attuned to global markets, combining Italian heritage with a natural ability to adapt internationally.





Maria Bellentani

Italian knitwear with a modern soul.

We believe in the strength of authentic femininity.

We believe in a woman who is dynamic and confident — free to express herself every day through her style.

We follow her on her journeys, at work, in her everyday life.

We design clothes that speak for her: elegant, comfortable, versatile.

Made to last. Created to grow with her.

Our garments are made in Italy, shaped by skilled hands, using carefully selected yarns and artisanal techniques that honor our tradition.

Because quality is not a detail — it's a promise.

Our style is contemporary: elegance that is never excessive, always considered.

A beauty that lives in the details — in the cut, the materials, the feel.

We are Maria Bellentani.

We are the wardrobe of the modern woman.

Designed for those who know who they are — and where they are going.



Identity.

Maria Bellentani is an Italian brand dedicated to modern, dynamic, self-assured women who express their personality through an elegant, comfortable and refined style. The brand speaks to active, contemporary women who balance work, travel and everyday life, embracing trends without giving up practicality.



Collection.

The collection is designed for those who seek a polished, versatile look, adaptable to different occasions — from professional settings to leisure time — with high-quality garments made to last.

A cornerstone of the brand is the celebration of **Made in Italy**: each piece is crafted with artisanal care, selected yarns and fine manufacturing. This makes it the ideal choice for those seeking the balance between quality, comfort and accessible elegance.



Target.

Maria Bellentani offers collections that combine stylistic research, premium materials and Italian manufacturing.

It is the ideal choice for women who want to feel authentic and true to themselves, with style, at every moment of the day.

TARGET- CUSTOMERS 40+ HIGH PREMIUM POSITIONING

