



Regione Toscana



LADY V S.R.L. is a successful company in the weaving sector, known for the quality of its products and the professionalism of the service offered to the customer. The company was founded in 1989 and has been operating in the Prato textile district for almost thirty years, dealing with the manufacturing, trade and sale of fabrics in general, ready-made garments, fashion accessories and technical products for cleaning the home.

Over the years the company has grown and managed to provide an increasingly efficient and high quality service. Over time it has developed an intense network of relationships with suppliers, subcontractors, local and even international subcontractors. In the Montemurlo (PO) headquarters, all administrative and commercial activities are carried out as well as production planning and control.

LADY V S.R.L. is particularly attentive to research in the textile field. It employs the most modern and efficient machinery and employs highly qualified personnel. It is precisely from this organizational structure that the possibility of creating products with very diversified characteristics, multiple uses and numerous fields of application arises.

LADY V S.R.L. following in-depth strategic analyzes, has identified in the AMERICAN market the target market to attack and on which to offer the medium / high range products made by the company. This market, given the considerable interest in high-tech products in the specific production sector in which the company operates, was found to be the most suitable for receiving products with a high quality standard. Consequently, various interventions were initiated by the company to be able to consolidate and expand commercial penetration in the American market.

Thanks to the subsidy obtained through participation in the tender "INCENTIVES FOR THE PURCHASE OF SERVICES IN SUPPORT OF INTERNATIONALIZATION IN FAVOR OF SMEs" - REOPENING DECEMBER 2019 (POR CREO FESR 2014-2020 - ACTION 3.4.2), with which the Tuscany Region thanks to EU funds promotes the implementation of investment projects aimed at the internationalization of SMEs in countries outside the European Union, the company LADY V S.R.L. has been able to carry out the commercial penetration project "LADY V AMERICA" aimed at the American market. In particular, the "LADY V AMERICA" project is characterized by participation in the most important trade fairs in the textile sector and the creation of a new website in English, in order to obtain greater visibility on the AMERICAN market where the company aims to open new markets and expand its sales of innovative products.