

TIMELINE

Learn more about the K-Way® history



# 1965

(France) - K-Way® was born, a revolutionary windstop and waterproof Nylon® jacket packable in its own pocket.

# 70's

(France) - The brand becomes sponsor of many alpine skiing teams.

# 1979

(France - Italy) - The K-Way® brand gets into the french and italian dictionary.

# 1990

(Italy) - Pirelli group purchases K-Way®.

# 1992

(France) - The K-Way® factory burnt In Harnes. During that fire, all the products, the archives and the history brand have been lost.

# 1993

(Italy) - Pirelli makes over K-Way® to the So.PA.F. investment bank.



# 1999

(Italy) - The brand was acquired by the Milanese Multimoda Network. Shortly after K-Way® completely stopped the production.

# 2004

(Italy) - BasicNet group from Turin acquires K-Way® and relaunches the brand. K-Way® 2.0 was born.

# 2006

(Spain) - K-Way® takes part for the first time at the Bread and Butter exhibition in Barcelona.

# 2009

(Italy) - K-Way® takes part for the first time at Pitti Immagine Uomo in Florence.

# 2010

(Italy) - The first flagship store K-Way® in Italy opens in Turin.

# 2011

(Italy) - Co-Branding with Marc Jacobs. The cultural exposition "Dictiona®y T®radema®ks" was presented for the first time at the K-Way® store in Turin.

# 2012

**(USA - France - Italy - Russia)** - The first K-Way® store in the USA opens in New York in Soho area. Co-Branding with the fashion Parisian store Colette and with Lapo Elkann's brand Italia Indipendent. K-Way® unloads on the Russian market with a corner located into the Vesna Shopping Center in Moscow. K-Way® launches a new product, the K-Way® made with mink fur, that was in limited edition and sold in the most well-known European concept stores.

# 2013

**(France - Taiwan - Italy)** - The first K-Way® store in France opens in Paris. K-Way® Milan opens in Galleria Vittorio Emanuele, close to the central piazza Duomo. First K-Way® store in Taipei. Co-branding with Versus Versace. The Parisian fashion store Merci dedicates a pop-up store to K-Way®.

# 2014

**(Italy - Great Britain - Germany - France)** - K-Way® Rome opens in piazza di Spagna, the international shopping center. The first English K-Way® store inaugurates in London. K-Way® signs a limited edition for the "Shit and Die" show arranged by Maurizio Cattelan. The Le Vrai 3.0 was born K-Way® third generation, which was launched worldwide at the Bread and Butter fair in Berlin. Co-branding K-Way® with Lacroix, Maje and l'Eclaireur : Project Dar(K)- Way®. K-Way® announces the new FURBE™ project, which transforms the old fur coat in a new and exclusive jacket.

# 2015

**(South Korea - Italy)** - The first Korean K-Way® store opens in Seoul. The new Fiat Panda K-Way® was launched at the auto show in Geneva. The K-Way® brand is present in Europe, in Japan, South Korea, Taiwan, Philippines and in the ex Soviet Union states.



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