

ETHICALLY MADE (IN ITALY)



Quid

WE'RE A FASHION COMPANY PASSIONATE ABOUT BEAUTY
AND SOCIAL INNOVATION, CREATIVE AND CIRCULAR BY NATURE.

OUR COLLECTIONS COME TO LIFE FROM END-OF-LINE FABRICS MADE
AVAILABLE BY THE MOST PRESTIGIOUS COMPANIES IN THE TEXTILE AND FASHION SECTOR.



team

shop

story

awards

brand

partner

our
values

collections

144
EMPLOYEES

21
NATIONALITIES

Together
with exceptional partners
we imagine sustainable
projects that repurpose
overstock fabric,
that safeguard the environment,
that value people.

82%
WOMEN

61%
AT RISK OF
SOCIAL EXCLUSION

1.750
KM OF RECOVERED
FABRIC

Our capital is human

Beauty is diversity. Age, home country, religion, differences are
the vital force that drives the whole.



Our story

Anna founded Quid at the age of 25 in 2013.

Today Quid is a not for profit social enterprise supporting 144 employees.

Our history



2013

Quid is born in Verona from the intuition of Anna Fiscale and Ludovico Mantoan.

Quid produces in collaboration with small social tailoring workshops and community centers working with vulnerable women.

2014

In-house production starts in Quid's own workshop and in a smaller unit in Montorio prison's female section.

The first collections are distributed in pop-up stores in Verona and multi-brand stores.

2015

Quid opens its first production site in Avesa where 17 female workers are employed.

The first Quid Store opens.

The first collaborations of ethical and sustainable supply chains kick off, in compliance with the Art.14 mechanism.

2016

The first Quid Outlet opens in Vallese.



2017

Further Quid Stores open in Mestre and in Bassano del Grappa and the first one outside Veneto: the Quid Outle in Cadriano dell'Emilia.

Quid receives the Momentum for Change award from the UN as a Lighthouse Activity for its efforts to engage women in climate change activities.

2018

Quid exceeds 100 workers and acquires a second location in Via della Consortia where warehouse and production are moved..

Birth of LIBERAMENTE, the welfare program that supports employees.

2019

Quid Stores open in Milan and Genoa.

Start of SHEWILL, the first inclusive leadership program co-designed by employees.



2020

The pandemic forces Quid to rethink its business model. In less than 3 weeks Quid converts successfully its production to reusable and washable individual protection masks.

In October Quid is awarded the GREEN CARPET.

2021

After the experience of ethical district production launched during the pandemic, Quid increases the collaborations of sustainable supply chains with inclusive tailoring and manufacturing organizations.

2022

Quid almost reaches 150 employees. The district of sustainable supply chains is consolidated under the name of Innessi. Another one is being added to the primary warehouse to maximize the recovery of textile surpluses made available by luxury brands.



Quid Awards



**PREMIO ANGELO FERRO
PER L'INNOVAZIONE SOCIALE**



2014

1st Prize European
Social Innovation
Competition 2014

2016

Angelo Ferro Award is awarded to organisations that contribute to the development of the social economy, with innovative services or processes.

2016

The only Italian project to be presented at the Social Enterprise World Forum in Hong Kong in 2016

2017

Momentum Award for Change from the United Nations in the category "Women for Results"

2017

Civil Society Prize sponsored by the European Commission "Employment and Social Affairs"



2020

"Responsible Disruption" award winner at the event promoted by Camera Nazionale Della Moda Italia and the Ministry of Foreign Affairs. The Green Carpet gives value to sustainable fashion within the design and luxury supply chain, supporting ecological alternatives.



2020

President of the Republic Sergio Mattarella bestows on Anna Fiscale the title of **Knight of the Order of Merit of the Italian Republic** "for the spirit of initiative with which she has worked on vulnerabilities and differences to transform them into social and economic added value"



2021

Anna Fiscale is presented the **Marisa Bellisario Golden Apple Award** at the 33rd edition, dedicated to "Women who make a difference" and the Women Value Company award, organized by the Foundation in collaboration with Intesa San Paolo.



2021

GEEIS Trophy – L'OREAL
Thanks to its collaboration with Quid in 2021 L'Oreal is awarded the GEEIS Trophy - Gender Equality European & International Standard (GEEIS) stemming from the synergy between association Arbors, corporate partners, the European Commission, and the European Council for Social and Economic Affairs.

Quid Press

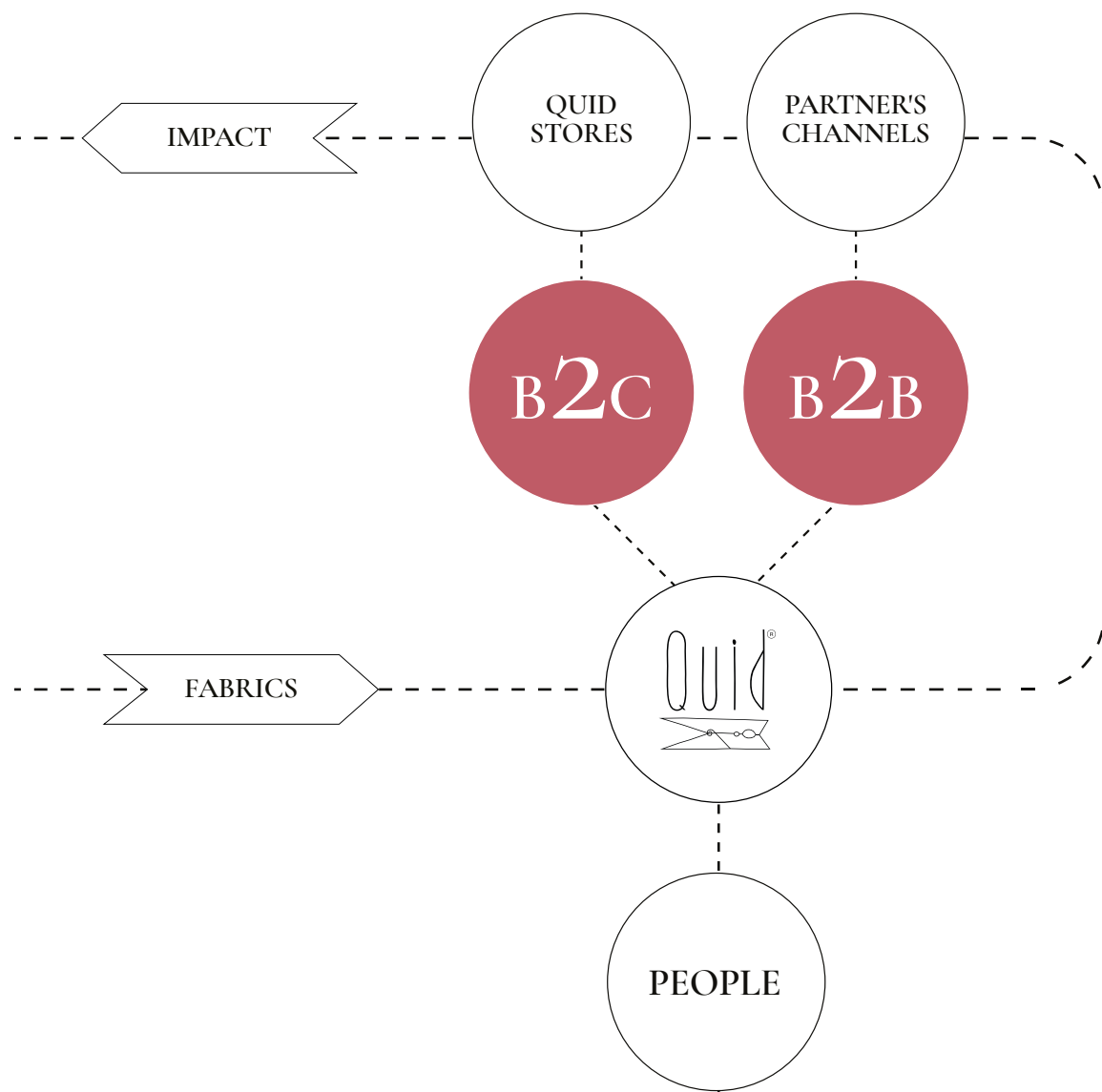


The three verbs of Quid

1 WE REPURPOSE
OVERSTOCK FABRIC
SOURCED FROM BOTH
TEXTILE MILLS AND
FASHION BRANDS.

2 WE CREATE
FASHION AND ACCES-
SORIES COLLECTIONS,
DEVELOPED BOTH
INDEPENDENTLY AND
IN COLLABORATION
WITH OTHER BRANDS.

3 WE BUILD
PROJECTS WITH
HIGH SOCIAL IMPACT



A very local supply chain

Every activity,
from planning to prototyping,
from production to distribution,
takes place in our workshop
in Verona.

A woman with long dark hair, wearing a light-colored blazer with a small dark pattern over a dark top, is seated at a table covered with a dark red cloth. She is smiling and looking down at a document she is writing on with a blue pen. The background is slightly blurred, showing a window and some indoor plants.

We are creative and circular by nature

Circular economy is the spirit of our times

and reminds us that everything can gain value again.



All different,
all equal



Our impact model rests on the belief that by turning the world's and society's limits into starting points, new and innovative business models take shape. This is the **principle of circular economy** but also the **nectar of social entrepreneurship.**

Our mission starts where others quit.

Where the fashion supply chain would stop, our design and manufacturing process begins. Where the job market discriminates, **we cultivate talents.**



Quid makes the job market accessible to those who are most at risk of exclusion and discrimination in Italy's labour market, with a special focus on women.

61% of our workforce is or was at risk of labour exclusion before joining us. 24,4% belongs to protected classes and 20% belongs to vulnerable categories for whom incentives and subsidies are not in place and that would be hence discriminated twice. 17% were in vulnerable socio-occupational condition at the time of employment but now they enjoy a better quality of life and work due to the ability to maintain stable employment and a growth trajectory in Quid.

144

EMPLOYEES

21

VOLUNTEERS

61%

AT RISK OF SOCIAL EXCLUSION



Today we employ 144 employees of 21 different nationalities, aged from 20 and 68 years old.

Today women represent 82% of the workforce, 58% of the management team, and 60% of the BOARD.

Focus on:
social impact initiatives



Worldplaces

Workplaces are the most effective and extraordinary hubs for integration, socialization, and growth, for everyone.

A job is more than just an occupation or employment.
A job is a means to get to know oneself, to grow, and to turn one's limits into starting points.

From our 10 years of experience, tailor-made labor inclusion pathways are created for highly vulnerable segments of the population through pioneering inclusive leadership and workplace support initiatives.



SOCIAL
EXCLUSION



GENDER

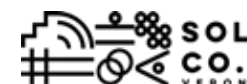
Worldplaces - Lab

Lab Our workplace-based 3-in-1 life-long training, welfare, and counseling program designed for people at risk of marginalization and employment discrimination, with a focus on women's employment.

KEY ACTIONS

- ON-THE-JOB TRAINING
- TRAINING GRANTS
- PEDAGOGICAL SUPERVISION
- WELFARE SUPPORTE
- EMOTIONAL ACCOMPANIMENT
- IMPACT MEASUREMENT
- INCLUSIVE LEADERSHIP PATHWAYS

PARTNER



FUNDER





OUTREACH
ADVOCACY

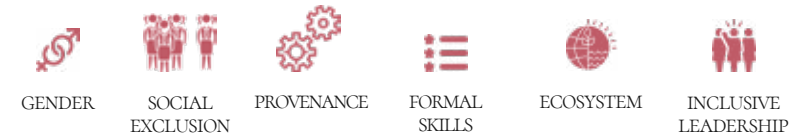
Quid beyond Quid

In 2022 we start designing training programs, coaching workshops, team building, and events Quid-sized.

Today we take Quid out of Quid, launching a program of events, workshops, and teambuilding aimed at corporations and networks of professionals on the theme of sustainable work and enterprise, at our premises, at partners' premises, or in our shops.

KEY ACTIONS

- SOCIAL ENTREPRENEURSHIP
- CREATIVE SELF-EXPRESSION
- DIVERSITY AND INCLUSION
- EMPOWERMENT



Worldplaces - Workplaces working with migrant

From Worldplaces Lab + Net stems Worldplaces - workplaces working with migrant women the first cross-European network to bridge the gap between profit and non-profit companies, bringing together the two halves of the world of female employment: migrant women first entering the local labour market and women professionals who have that labour market in their hands. Alongside 8 other European partners, Quid will design and pilot new processes and services that can make workplaces the starting point for a process of dynamic integration for migrant women workers, in particular for those who have low formal skills..

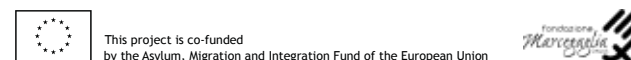
KEY ACTIONS

- ON THE JOB TRAINING
- ON THE JOB PEDAGOGICAL SUPERVISION
- INCLUSIVE LEADERSHIP PATHWAYS
- TALENT DEVELOPMENT PATHWAYS
- NATIONAL AND INTERNATIONAL AWARENESS CAMPAIGNS
- NATIONAL AND INTERNATIONAL EXCHANGE OPPORTUNITIES BETWEEN PROFIT AND NONPROFIT ORGANISATIONS

PARTNER



FUNDER



This project is co-funded
by the Asylum, Migration and Integration Fund of the European Union



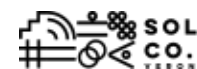
Worldplaces - without borders

A project developed in partnership with Fondazione Esodo and thanks to the contribution of the Veneto Region to give continuity to training and labor inclusion pathways in Montorio Veronese's Prison, with special attention to pedagogical supervision and coordination.

KEY ACTIONS

- ON THE JOB TRAINING
- TRAINING GRANTS
- INCLUSIVE LEADERSHIP PATHWAYS

PARTNER



FUNDER





Innesti

A project for the development of sustainable production clusters and networks in the national territory, with a focus on capacity building, training and co-design, and involvement of small and medium-sized social tailors in large-scale work orders of inclusive tailoring excellence.

KEY ACTIONS

- EXPERIENTIAL EVENTS - IN THE COMPANY AND THE SHOPS
- TRAINING EVENTS AND WORKSHOPS
- INCLUSIVE COMMUNICATION
- IMPACT SALES CAMPAIGNS

PARTNER



MADE LOPPIANO
MARKETPLACE



FUNDER



Environmental impact

With Portugal, Italy is the country producing most fabric waste in Europe.

In collaboration with our network of suppliers we test alternative supply-chain models to reduce fashion's impact on the environment. We receive fabric donations or are able to purchase fabric at reduced prices from historic mills, from both luxury and fast fashion brands and from wholesalers with stocking facilities in Italy. The fabric we recover is in limited edition fashion collections, prolonging then its life cycle.

95%

OF THE FABRIC USED COMES FROM SURPLUS

100.000

GARMENTS PRODUCED

700.000

ACCESSORIES PRODUCED

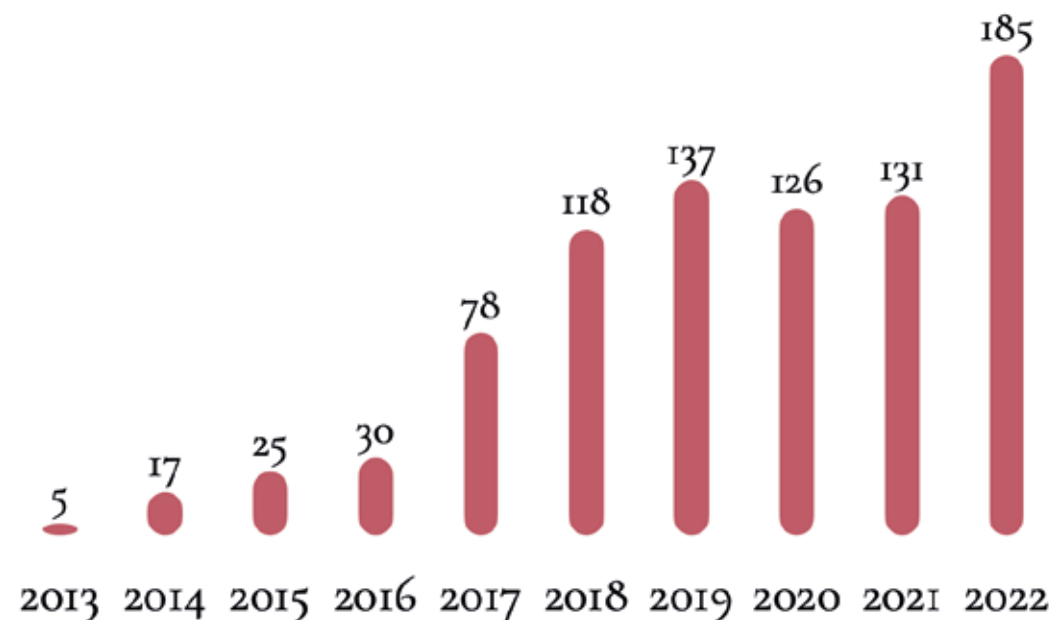


1750_{km}

OF RECOVERED FABRIC

90% of the textile we employ for our production is sourced in Italy within a 250km rd (20% Verona, 40% Como), 10% Eu-wide in Spain, England and Croatia.

In turn, we donate our deadstock to charitable projects that share our values.



Focus on:
environmental
impact initiatives



MENTORING



TECHNOLOGY



SUSTAINABILITY

QuidLAB

Quid Lab - Innovation and Digitization is our first program with a focus on digital and technical skills. Hardware and software renewal, digitization and training are the drivers that will enable growth, improvement, and efficiency not only in productivity and sustainability but also in technical and soft skills.

KEY ACTIONS

- ON THE JOB TRAINING AND UPSKILLING
- CIRCULAR PROCESS OPTIMIZATION
- INVESTMENT IN HARDWARE AND SOFTWARE

FUNDER



BNP PARIBAS



Collections

FW21-22



SS22

FW22-23



SS23

We create collections
branded Progetto Quid
distributed online and
in our direct stores.

Iconic accessory 2022 Worldplaces

To the **Wordplaces foulard** we handed stories, dreams, and challenges. Those of 140 people, 20 nationalities, and 10 languages in Quid share a space and time of transformation and rebirth: that of the workplace, where diversity unites us. The pattern of this foulard, available in several variants, is inspired by the **wax pagne**: talking fabrics with intense and vivid colors that narrate a dialogue between distant cultures and countries.

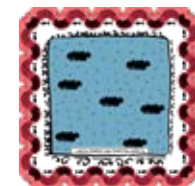
The weave of the Worldplaces foulard is populated by symbols, images, and words that are born in Quid: a revolutionary message of kindness, an invitation to leave a window open so that the magic of new beginnings can always surprise us.



THERE IS MAGIC IN EVERY BEGINNING



GENTILEZZA E' RIVOLUZIONE

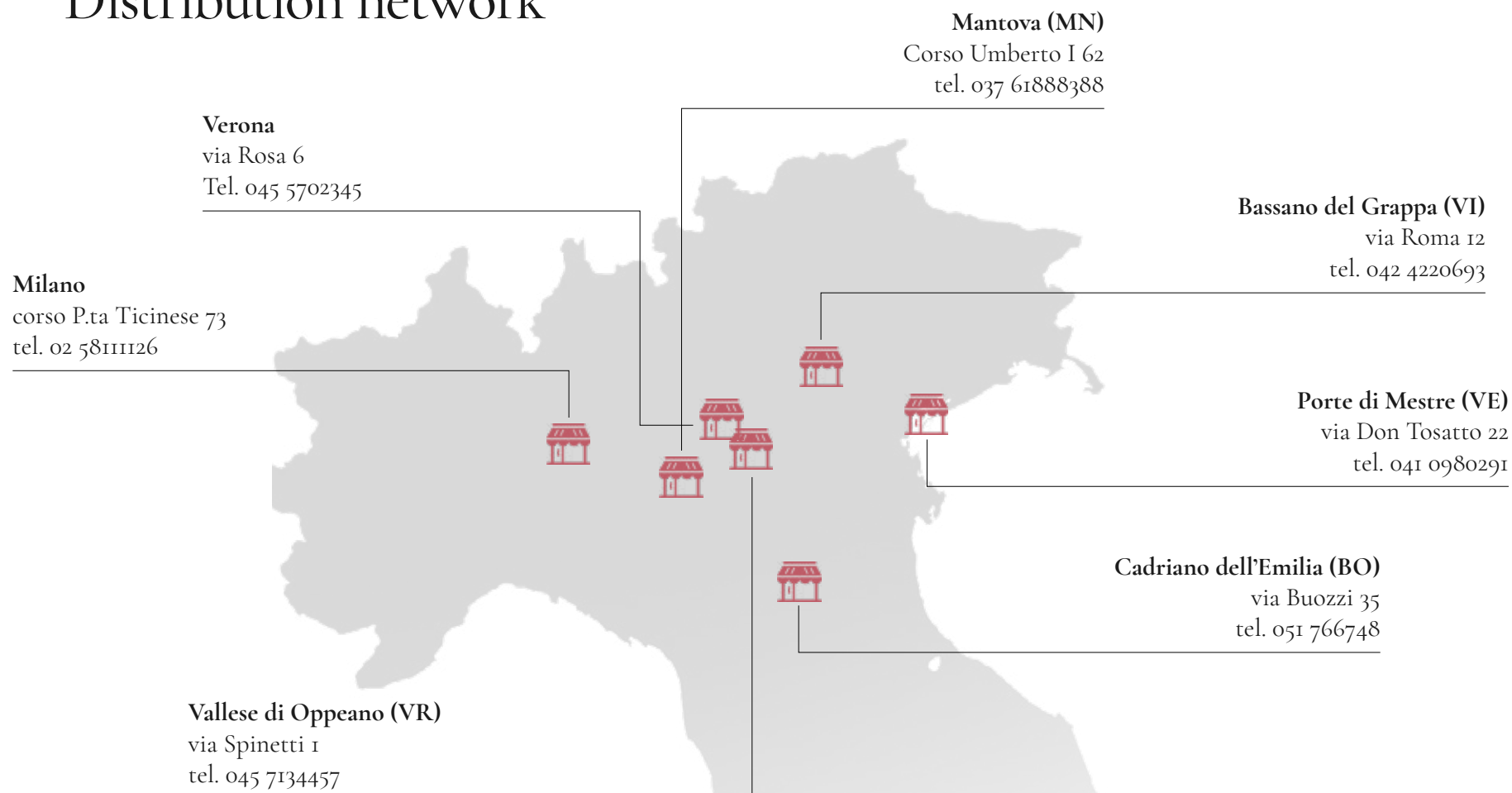


LASCIA SEMPRE UNA FINESTRA APERTA



Stores & Outlet

Distribution network



A woman with long, wavy brown hair is shown from the chest down, wearing a sleeveless, knee-length dress with a complex floral and abstract pattern in shades of orange, brown, and cream. She is standing with her left hand on her hip. To her right is a tall, slender glass vase containing several dark, thin branches with clusters of vibrant red flowers. The background is a textured, light blue wall. In the bottom left corner, there are two pillows, one light beige and one dark grey. The overall mood is artistic and elegant.

Co-branding projects

Accessories and special
fashion lines, in partnership
with other brands

Our Partners



FALCONERI

TEZENIS

ATELIER EMÉ

CALZEDONIA



IORELLA
RUBINO



GUESS



L'ORÉAL

OVS



RINASCIMENTO



next



TED



FENDI



Candiani
DENIM



BVLGARI

FRAU



OTB



Focus on:
impact partnerships
and products

Together with **IQOS** we produced 9000 pouches, made from automotive surplus leather. The product was distributed as a gift to IQOS CLUB members and within IQOS outlets and their e-commerce.





Kiehl's

has chosen Quid to produce several hundred sweatshirts made of surplus fabrics during the Christmas period with customized graphics for their employees and as a gift to their store customers..



IKEA has chosen to produce 60,000 BACK TO SCHOOL cases and pillowcases, part of the ATERSTALLA project. The products were made from the group's leftover textiles and distributed in the main IKEA stores on an ongoing basis.



Thanks to the availability of fine fabrics from **Gentili e Mosconi**, a prestigious textile manufacturer, Quid made 5000 'one of a kind' puppets, distributed in multi-brand shops in the luxury segment and also through the company's distribution.



By recovering denim from important textile companies in Italy, 8000

AIA e NEGRONI.

aprons have been produced. The products have been distributed to many partners in large and small distribution. AIA chose to create a partnership through the Art.14 agreement to support inclusive employment, which sees Quid as the supplier of the same product for the year 2023.

Inclusive employment supply chain

Art. 14

Some of our corporate partners are involved in a profit-non profit labour inclusion scheme regulated by the Art. 14, D.Lgs 276/03 framework agreement.

According to the Italian law, every company with more than 50 employees has an **obligation of the employment of workers with disabilities** equal to 7% of its employees. According to Art.14 agreement the company may, up to 30%.. (of 7%), “delegate” the recruitment of these staff with disability to a Social Cooperative, against a procurement contract of merchandising or accessories (min. 1 Y/ 30 k €).



Article 14 for inclusive workplaces

From limits to starting points for sustainable partnerships

NEED

WITH OVER
15 EMPLOYEES



I person belonging to the "Protected Category" (disabled, recovering drug addicts, ex-convicts entering the labor market)



PROBLEM

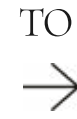
EXTREMELY VULNERABLE
WORKFORCE REQUIRE
BESPOKE SUPPORT, TIME
AND TRAINING

Companies need time and
resources to shape their
inclusive workplace culture



PARTNER COMPANY

Can delegate the employment of workers
with disabilities



TO QUID COOP

Against a procurement
contract of at least 30k €/ year.



Verallia is building synergy and vision together with Quid on the Italian territory and in particular in Verona with a focus on inclusive employment initiatives aimed at female workes.

The collaboration combines an inclusive employment agreement ex Art.14 that sees Quid as a supplier of sustainable merchandising for Verallia Italia and Verallia's support of Worldplaces Verona, Quid's permanent 3-in-1 labour inclusion programme.

How to be part of the change

CHOOSE US

HELP US CREATE NEW EMPLOYMENT OPPORTUNITIES BY CHOOSING US AS AN ETHICAL MERCHANDISING SUPPLIER WITHIN SOLIDARITY SOURCING AND INCLUSIVE EMPLOYMENT SCHEMES.

INSPIRE YOUR TEAM AND PARTNERS

BOOK A TEAM-BUILDING OR BE-SPOKE EXPERIENTIAL EVENT ON OUR PREMISES TO OFFER YOUR EMPLOYEES AND KEY PARTNERS A NEW PERSPECTIVE ON THE TRANSFORMATIVE POWER OF WORKPLACES.

DONATE

SUPPORT OUR SOCIAL IMPACT PROGRAMMES VIA A ONE-OFF CORPORATE OR PERSONAL DONATION, VIA PAYROLL-GIVING PROGRAMMES OR RECOMMENDING US TO OTHER FUNDERS WHO SHARE OUR MISSION.

CONNECT AND RECRUIT

REACH OUT TO US TO RECEIVE REFERENCED CVs, TO ATTRACT DIVERSE TALENT, OR REFER STAFF OF YOUR ACQUAINTANCE STILL SEEKING EMPLOYMENT.



SPRING!

dieci primavere

Over the past ten years, we have been honoring new beginnings, offering employment and career opportunities to those who have been excluded from the labor market in Verona with a **special focus on female talent**, so that through training and the dignity of work this can shine once again.

Thank you for believing, together with us, in the right to the best opportunities: because for every career we ignite, there is a person who believes in herself again.

In our 10th anniversary year with SPRING! our first community fundraising, we want to ignite together with our territory those women's talents who think they can no longer shine, with training courses designed for women who have a past of vulnerability behind them.

Thanks to you and our network, we can offer **13 deserving candidates an innovative training and support program** in our tailor-made workshops, to support them during their first year of employment - the most challenging.

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