

Aliseo Velluti S.r.l. was born in 2005 in Agliana thanks to an ambitious, strongly identifying and Italian project resulting from the long experience of the two founders in the furniture weaving sector. The history of velvet, its evolution and its peculiarities are a constant inspiration for the company: it is Tuscany in fact, the region where levels of excellence have been reached in the weaving of "vellus" since 1200 and where this profession has become a real art. This bright, soft, delicate and elegant fabric has thus become a sophisticated choice in great demand in the fashion and furniture sectors. Aliseo is a dynamic reality, made up of a team of highly specialized and motivated professionals who work daily to offer a proposal of great excellence, capable of combining tradition and craftsmanship, with innovative techniques and stylistic research in line with fashion trends. Over the years the company has grown and managed to provide an increasingly efficient and high quality service. The company's purpose is the import, export, production, marketing, representation, processing of fabrics, yarns and related materials. Over time, the company has organized itself into an intense network of relationships with local and even international suppliers, subcontractors and contractors. All administrative and commercial activities as well as production planning and control are carried out at the headquarters in Agliana (PT). The commercial policy of the company is also very widespread and the collections are presented at major international fairs in the textile and clothing sector. Aliseo Velluti S.r.l is particularly attentive to research in the textile field. In fact, thanks to the use of the most modern and efficient machinery and highly qualified personnel, the company boasts the ability to produce products in any type of application sector.

ALISEO VELLUTI S.R.L. following in-depth strategic analyzes, identified the target markets in the AUSTRALIA and NEW ZELAND. These are the markets to attack and on which to propose the medium / high range products made by the company. Consequently, various interventions were initiated by the company to be able to open new markets and expand commercial penetration in the Australian and New Zealander markets.

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, it intends to promote the implementation of investment projects aimed at the internationalization of SMEs in countries outside the European Union, the company ALISEO VELLUTI SRL was able to conduct the commercial penetration project "ALISEO VELLUTI OCEANIA" aimed at the American market and In particular, the "ALISEO VELLUTI OCEANIA" project is characterized by participation in the most important fairs in the textile sector and promotion on the website in English, in order to obtain greater visibility on the AUSTRALIA and NEW ZELAND markets where the company aims to open new markets and expand its sales of innovative products.