

Italian Fashion Meets American Technology: How Deo Veritas is Looking to Transform the Men's Dress Shirt Industry

Chicago based Deo Veritas (est. 2007), an e-commerce menswear brand recently joined Fashion Technology Accelerator's (FTA - Milan) portfolio of fashion tech companies - betting on FTA's strong expertise in digital growth and brand development.

Milano, March 29, 2016 - "Stop settling for dress shirts that look great on hangers and not on you." This has been the mantra and advice Owner / Founder Vinnie Sikka has been giving customers since Deo Veritas was first established.

"Tour the closets of most men and you'll find a number of name brand dress shirts that have sat idle on hangers for years. Why? Most men can pinpoint at least one body attribute that has proven problematic when they shop for shirts. Whether it's sloping shoulders or a long torso – off the rack brands have never been able to solve common sizing dilemmas on a mass scale. Deo Veritas was created largely to solve this problem.

"Our solution is an intuitive site that allows users to visually build a shirt in real time using high end fabrics that we hand pick with our designers. We solve fit through the use of an incredibly accurate, non-invasive system that does not require a measuring tape. This homegrown solution has proven so accurate, we can now actually guarantee a perfect fit."

Deo Veritas' innovative website has over 230 fabrics to select from -- from known Italian shirting mills such as Tessitura Monti as well as a growing number of performance blends that use sustainable materials such as Bamboo and Wool. Each shirt attribute is customizable, from the collar to the thread color. The number of options for a user to select from is nearly infinite. Each purchased shirt is hand sewn and stitched at their overseas facility and shipped / delivered worldwide.

Fashion Technology Accelerator (FTA) entered into to a partnership with Deo Veritas to facilitate its development and expand its international growth. FTA will focus specifically on refining the product, optimizing its distribution channels, and improving its lead times.

"The ability to build and purchase a totally personalized / custom item was traditionally accessible only through very high-end retailers. Today, digital technology has brought customization to a much broader spectrum of customers and cuts across different product categories..." added Giusy Cannone,

Managing Director of FTA. "This has become a universal trend to which FTA has focused its efforts. Deo Veritas is in fact the third company within our portfolio that focuses on this trend."

FTA currently has 7 companies within its portfolio, which is anticipated to grow in the coming months. A broader development plan has seen the opening (at the end of last year) of its new, larger headquarters in the Tortona area. In addendum to its traditional acceleration program, two new training programs have been added -- geared toward younger entrepreneurs and startups looking to kick-start their projects.

In Detail

Fashion Technology Accelerator was originally founded in Silicon Valley (CA) in 2012 and is present in Milan and Seoul (S. Korea).

FTA's has a deep understanding of the market factors that drive the luxury / fashion industry as well as an international network of experts, which accelerate business growth by removing the obstacles and bottlenecks that typically hinder startups.

For further information: <http://www.ftaccelerator.it>

Who We Are

FTA was founded by Enrico Beltramini, who was a member of the Board Gucci, Executive Gucci, Fiat, Rinascente Group and PA Consulting Group in New York, Turin, Milan and London. He is an active investor and strategic advisor to technology startups in Silicon Valley. In 2013 he also started an investment fund, Naxuri Capital, focused on Fashion Technology.

Co-founder and Managing Partner of FTA Milan's Paolo Ivancevich, with a long career in finance: he was member of the Board of Investment Companies, Banks and Companies Asset Management, Executive Manager in major Italian banks, including Banco di Napoli and Banco di Sicilia and CEO of Diners Club Europe. He's founder and CEO of Captha, training companies in banking and finance and Novenero, corporate finance advisory firm.

Managing Director of FTA is Giusy Cannone. Previously, she was Investment Manager at Italian Angels for Growth, the largest business angel group in Italy. Among previous experiences, she worked at the Innovation department of Intesa Sanpaolo, managing Startup Initiatives.

For Further Information:

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