

# LORO PIANA PRODUCT KNOWLEDGE

1. Number
2. Textile
3. Adjective
4. Noun
5. Noun
6. Noun
7. Animal
8. Animal
9. Noun
10. Noun
11. Animal
12. Noun
13. Noun
14. Noun
15. Noun
16. Noun

# LORO PIANA PRODUCT KNOWLEDGE

LORO PIANA IS AN ITALIAN COMPANY WITH \_\_\_\_\_Number GENERATIONS OF HISTORY. IN THE  
EARLY 19TH THE LORO PIANA FAMILY STARTS OUT AS MERCHANTS OF \_\_\_\_\_TEXTILE  
FABRICS. IN 1924 THE CURRENT COMPANY IS FOUND BY PIETRO LORO PIANA WHO CREATED  
FORWARD THINKING FOR THE COMPANY. IN 1941 HIS NEPHEW FRANCO LORO PIANA JOINS  
THE COMPANY AND SUCCESSFULLY ESTABLISHES A NAME FOR THE COMPANY AS A  
SUPPLIER FOR FINE FABRICS FOR MEN AND WOMAN. IN 1970'S FRANCOS SONS, SERGIO AND  
PIER LUIGI TAKE OVER THEIR FATHER'S ROLE IN THE COMPANY. IN THE 1980'S THE COMPANY  
BEGINS PRODUCING FINISHED GOODS AND IS DIVIDED INTO LUXURY \_\_\_\_\_Adjective DIVISION  
AND \_\_\_\_\_Noun DIVISION. IN 1998 LORO PIANA OPENS THE FIRST DIRECTLY OPERATED  
STORE. TODAY WE HAVE OVER 130 \_\_\_\_\_Noun AND 2,250 \_\_\_\_\_Noun WORLD WIDE.

AFTER SIX GENERATIONS OF FAMILY HISTORY TODAY THE FAMILY IS PROUD TO BE OWNERS  
OF THE 7 MOST PRECIOUS EXCELLENCES IN WORLD WHICH ARE, CASHMERE, BABY  
CASHMERE, \_\_\_\_\_ANIMAL \_\_\_\_\_ANIMAL, MERINO WOOL, \_\_\_\_\_Noun \_\_\_\_\_Noun, GIFT OF  
KINGS, AND \_\_\_\_\_ANIMAL. OUR TECHNICAL INNOVATIONS INCLUDE: STORM SYSTEM, RAIN  
SYSTEM, WIND, WINDMATE, AND 3L. ALONG WITH OUR ICONIC MEN'S BLUE LABELED COATS  
SUCH AS: \_\_\_\_\_Noun, ICER, ROADSTER, \_\_\_\_\_Noun, \_\_\_\_\_Noun, VOYAGE, REGATTA,  
\_\_\_\_\_Noun \_\_\_\_\_Noun, AND TRAVELLER.

