



#VDR
VIADEROSE

BRAND PROFILE

THE VIA DELLE ROSE

Via Delle Rose, meaning “The Path of Roses,” is not just a name; it is a symbol of passion, strength, and a chosen journey. A rose commands attention with its aesthetic power, making its presence felt while standing firmly in its own space. The #VDR woman is the same—strong, bold, and unapologetically authentic. At the same time, the path represents independence and the courage to define one’s own direction.



BRAND OVERVIEW

#VDR is a fashion brand embodying a limitless path to freedom and individuality. It represents boldness, strength, and a dynamic spirit, delivering modern designs with an Italian flair.

#VDR is both confident and futuristic, carving a niche for women who value assertive, unique styles.

WHAT WE STAND FOR

To provide a new experience in fashion with unique, dynamic & modern designs that inspire confidence.

THE #VDR JOURNEY

#VDR, founded in 2004 by visionary designer Luigi Midulla, is the representation of a movement that breaks traditional rules & brings a new perspective to fashion.

Midulla aimed to create collections that reject the ordinary, celebrate individuality & redefine fashion. With his vast experience & collaborations in the fashion world, he set out on his own path with the desire to create a brand that is timeless yet always forward-looking.

At the core of #VDR lies the idea of exploration, courage, & pushing boundaries. By stepping away from the well-known patterns of fashion, the brand ventures into unexplored territories & was born as a manifesto for a bold & unique style.





THE CORE OF #VDR

Unique – A singular & distinctive presence.

Bold – Confident & unapologetic.

Different – Breaking norms, out of the circle.

Cool – Stylish, self-assured, & effortlessly modern.

Strong – Powerful, direct, & impactful.

#VDR embodies a free-spirited, dynamic essence with a strong Italian identity.

#Essence: Edgy & timeless Italian luxury, designed for the modern woman/man who is confident, dynamic.
#Brand Archetype: confident, free-spirited, adventurous, liberated, & distinctive sense of self.

BRAND IDENTITY





TARGET AUDIENCE

- # 35-45 years old
- # Individuals who value unique design.
- # Confident people who know themselves & their style.
- # Fashion-conscious but not trend-dependent consumers.
- # Those who express their character through their clothing.

- # Clear and direct – efficient without embellishment.
- # Unpretentious & Inclusive
- # Strong yet effortless – #VDR is powerful without needing to state it.
- # The brand embodies coolness rather than commercial tone.
- # Being different is a fact.
- # Authenticity and character are part of its DNA.
- # Strength in simplicity – Messages should be short, impactful, & direct.

#VDR does not need to claim originality—its presence speaks for itself.

BRAND TONE & COMMUNICATION STYLE

Amsterdam Store
Kalverstraat No:8

#VDR
VIADELLEROSE

December 7
From 16h to 20h

INVITES

ONLY SPECIAL ONES!

CIAO CIAO TO 2024 CIAO TO 2025



LET'S PARTY IN #VDR STYLE !
Dj and surprise music performance
#VDR signature cocktail 'Ciao Spritz'
We are excited to present your New Year's gift!

Style Options

#Option 1: High-contrast editorial photography with bold lighting, reflecting #VDR's confidence & strength.

#Option 2: Soft yet powerful imagery, blending urban settings & raw textures.

#Option 3: Minimalist product-focused shots, emphasizing craftsmanship & fabric details.

BRAND PHOTOGRAPHY



PHOTOGRAPHY

OPT_1

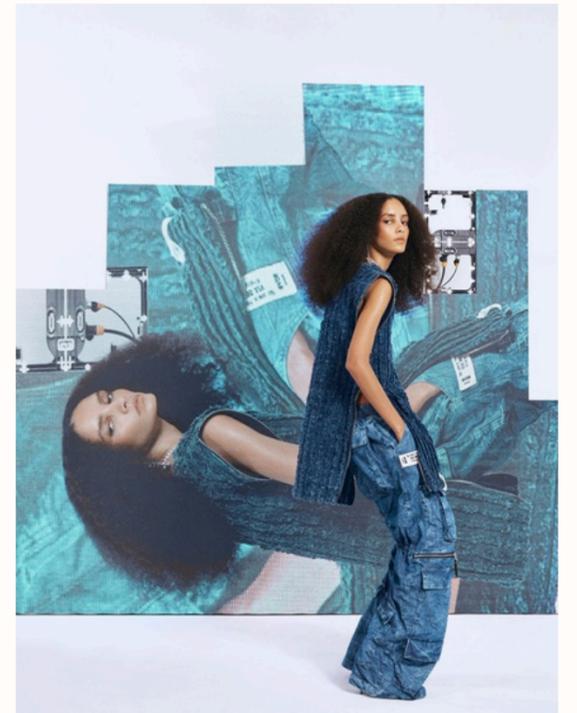


PHOTOGRAPHY OPT_2





PHOTOGRAPHY OPT_3



VISUAL IDENTITY

Primary:

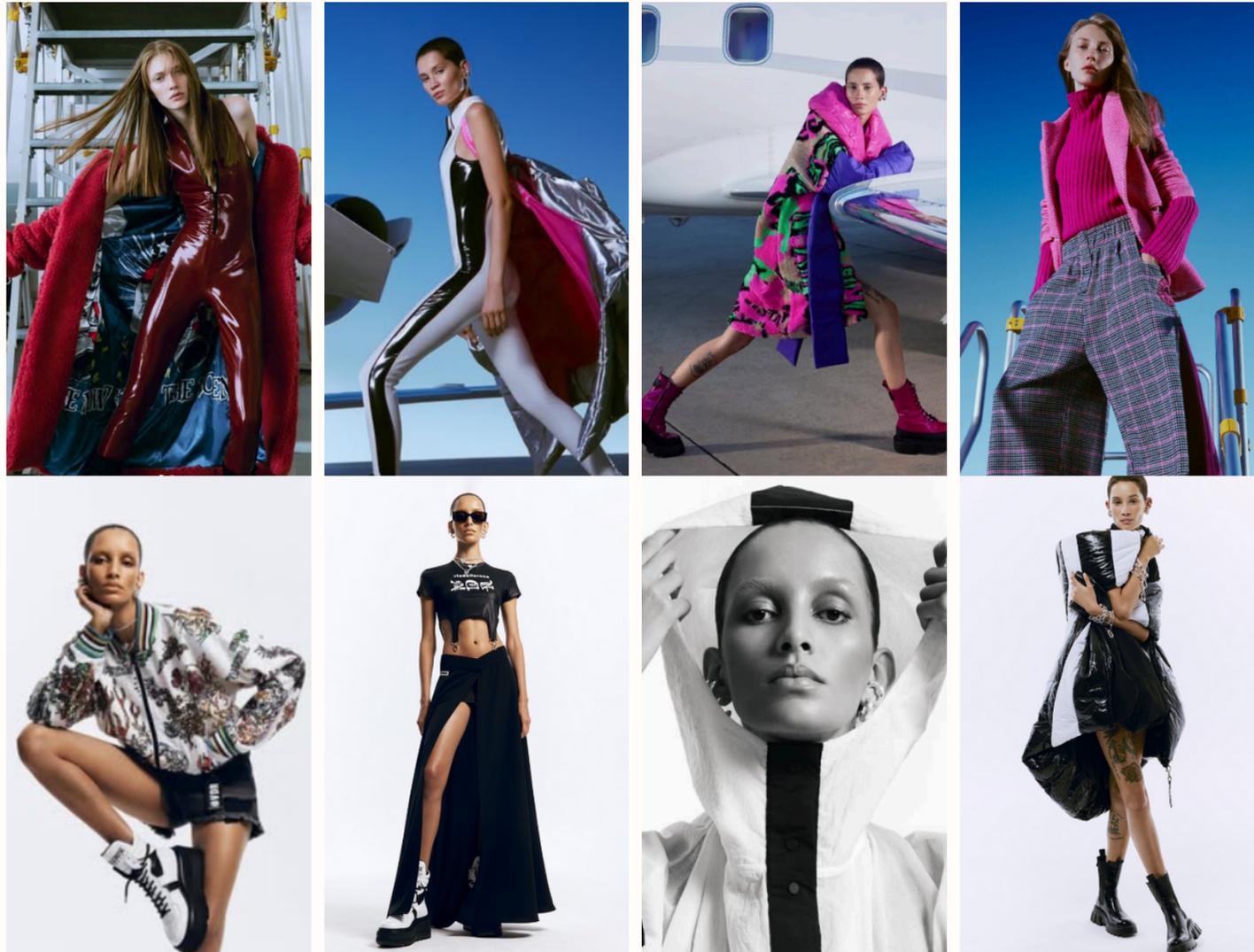
Each collection leads with bold, expressive, and neon colors that define the brand's vibrant and multi-colored identity.

Core Colors:

Black, white, ecru, and gray are always included within every collection.

Seasonal Use:

Colors follow seasonal movements while reinterpreting them through the brand's own character and expression.



VISUAL IDENTITY

Typography:

Clean, modern, and bold fonts.

No excessive decorations or embellishments.

Photography Style:

Authentic, powerful, and full of character.

Poses should be natural yet controlled, cool, and confident.

Images should emphasize attitude and strength, not warmth or friendliness.

STORE EXPERIENCE AND GUIDELINES



From the moment you step inside, we invite you into a fully immersive, unforgettable journey—designed to awaken every sense and deepen your connection with the brand.

SMELL: A signature blend of vanilla, cedarwood, and vetiver scents fills the air, creating a warm and welcoming atmosphere from the start.

TASTE: Sip and shop with a curated selection of complimentary drinks—espresso, Aperol Spritz, chilled water.

HEARING: Be greeted with a friendly “CIAO” or “WELCOME” from our team, and feel the energy of live DJ sets that set the perfect vibe.



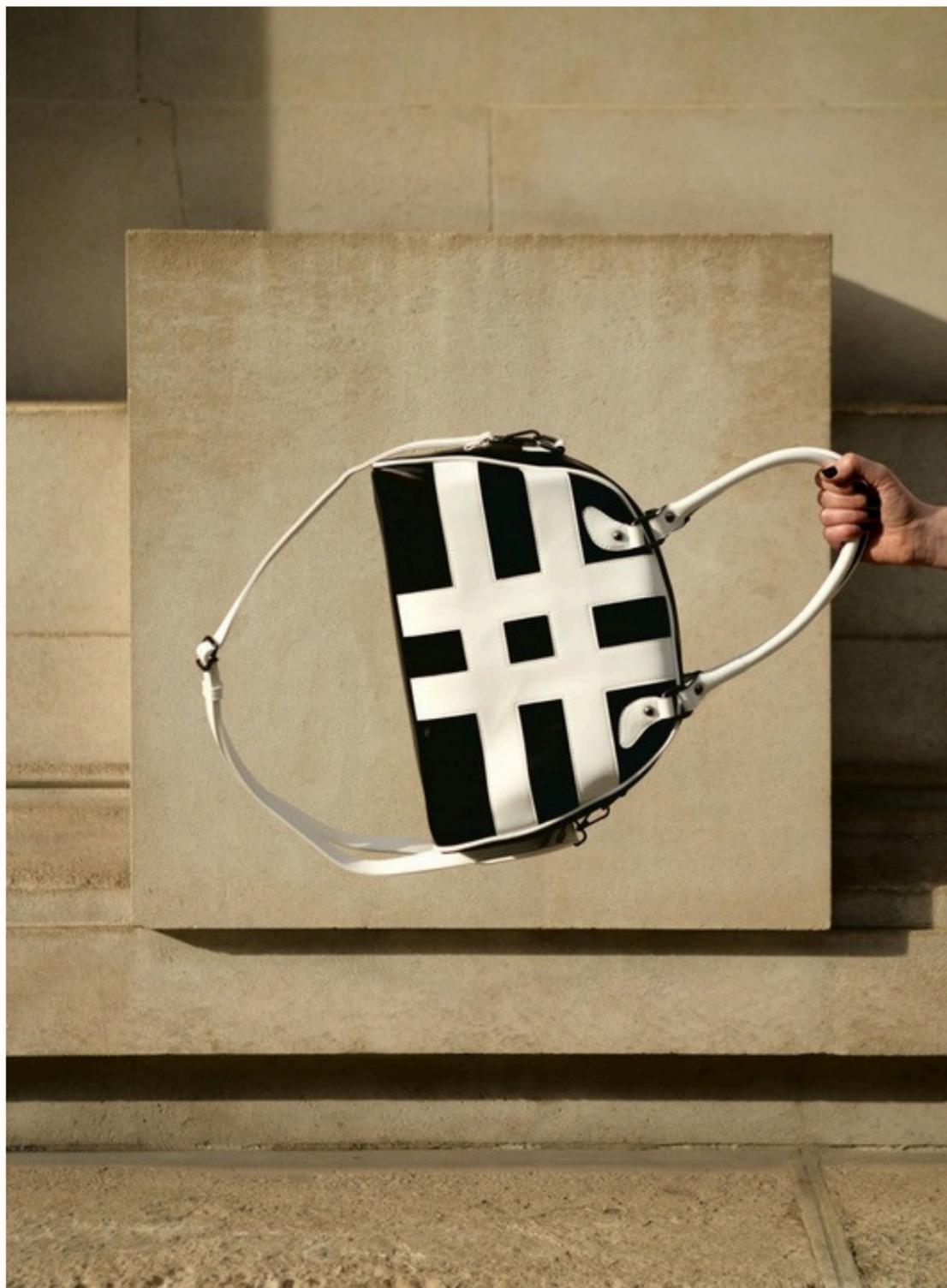
STORE EXPERIENCE AND GUIDELINES

SIGHT: Our colorful collections are thoughtfully arranged to create a visual harmony that feels both fresh and inspiring.

TOUCH: From soft fabrics to bold textures, personalized labels, and unique details—you'll feel the craftsmanship in every piece.

At every step, our trained team is here to guide you, helping you discover exactly what you're looking for (and maybe even something unexpected).

Every visit is more than shopping—it's a lifestyle experience.



PRODUCT CATEGORIES

- # Tops & T-shirts
- # Sweatshirts
- # Leggings
- # Jackets & Cardigans
- # Skirts
- # Dresses
- # Jumpsuits
- # Wind coat
- # Pants & Shorts
- # Shoes
- # Hats, Bags & Belts
- # Capsule Collections



THE CREATIVE DIRECTOR

LUIGI MIDULLA

Journey of Passion, Vision, and Strength

Fashion is more than just clothing; it is a vision, a stance, and a powerful message to the world. For Luigi Midulla, this message has been the foundation of an identity he has passionately built over the years. His journey in the fashion world has been shaped by independence, courage, and a relentless drive to push beyond boundaries. This very spirit transformed #VDR into more than just a brand—it became a statement, a manifesto that balances aesthetics with strength, always forging its own path.

