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Billionaire

15 years of success

Billionaire - the Italian fashion brand was founded in 2005 by the talented and creative businessman Flavio Briatore and supported by Percassi since 2007.

The entrepreneurs teamed up with famous designer Angelo Galasso.



Philipp Plein announced that he had bought the luxury Italian menswear label in 2016. While Billionaire has always been about excess, Plein has refined it.



History & Phylosophy



Dominant, virile and unapologetic, the Billionaire man doesn't want a boring suit – he doesn't want to look like his Swiss accountant. He's proud of what he's achieved and he wants to show it.

From a crocodile trench coat to a metallic jacquard jacket, his clothes are a celebration of success and demand attention.

Just like the men who wear them, Billionaire pieces are the ultimate expression of cocksure style.



Hello I'm Mr Plutus

Meet Plutus, the designer at luxury men's brand Billionaire. Part man, part machine, he represents a new breed of creative force in the fashion industry.

Today, it might be described as extreme tailoring - and it's not for the faint-hearted. These are clothes for a high-octane, up-all-night lifestyle. Sure, there is denim in the collection, but these are jeans to twin with an embellished tuxedo and a pair of silk moccasins.



Quality & Price

Italian artisans preserve their reliable heritage of knowledge, keeping the faith with tradition and meticulous attention to detail while interpreting new ideas and products. For Billionaire this heritage is an essential resource, the basis of an unconventional and highly contemporary luxury.

Brand has full line to create an image: suits, shirts, blazers, shoes, accessories. Only expensive fabrics, natural exotic leather and furs are used; diamond platinum and gold buttons; belts are made of stingray leather. For shirts - the finest silk. For costumes - Neapolitan cut and unique buttons. Shoes using wooden nails. Each pair of shoes has its own unique serial number.

Billionaire has recently started to produce small collections of women's and children's clothing.



Retail price for different items varies from 200 to 10 000 \$.



Growing

Now there are 24 boutiques around the world, which represent brand in: USA (2 stores), Ukraine, France, Italy, Monaco, Netherlands, Spain, Switzerland, UAE, UK, Romania, Saudi Arabia, South Africa, Kazakhstan.

Brand fans are: David Beckham, Paul McCartney, Mickey Rourke, Jason Statham, Ronaldo, Antonio Banderas, Jay Z.



In 2019 Vasily Lomachenko became the brand ambassador. This has become a symbol of the fact that Billionaire is also a manifestation of strength and real courage.
