

COMPANY

PROFILE

dott  House





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INTRO

Welcome to the world of Dott House, born in 2008 from the entrepreneurial experience of Dr. Domenico Crescente. Dott House represents products for the care of the individual, characterized by their being eco-friendly and stress-free.

Dr. Crescente's broad views have been able to take into account multiple factors giving the end user a product that is attentive to all needs and aimed at men, women, young and old. DOTT HOUSE supports everyone, according to all its commodity declinations.

HISTORY

Dottor House entered the market with a first production of comfort shoes, soon it became a reference point for those looking for the perfect combination of style, comfort and sustainability.

The success of the project is given not only by the immediacy of its communication, from the outset clear with the logo that refers to the idea of home and complete protection, but above all by the great respect for the consumer, who is offered a high quality product at low cost, always in line with the latest trends.

WELLNESS

Each item in the premium line will be designed with the aim of offering the ultimate expression of wellness style, combining comfort, design and sustainability.



ECO-FRIENDLY E ANTISTRESS:

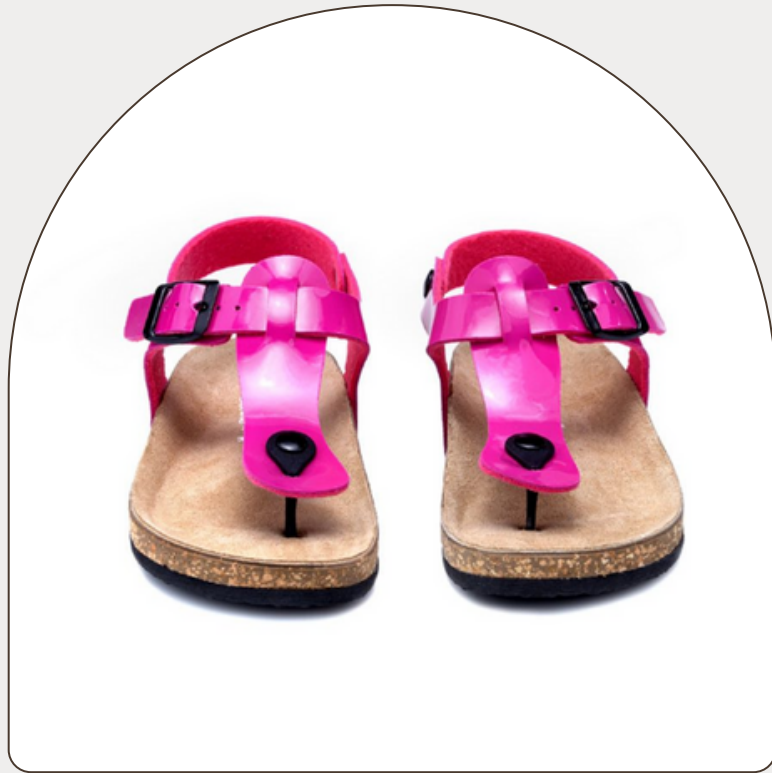
Dott House expresses quality and craftsmanship typical of Made in Italy. The premium line is made with eco-sustainable materials, able to guarantee comfort and well-being in full respect of the environment. The antistress collection is designed to accompany the consumer in every moment of the day.



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DOTT HOUSE MISSION

With brand licensees and partners, Dott House will look to the future with determination and ambition. The mission is to continue to expand the range of wellness products, offering comprehensive solutions to improve the quality of life of the wearer.



PRICE-QUALITY RATIO: DOTT HOUSE'S HEART

In a constantly evolving world, Dottor House will offer a cutting-edge product range, while maintaining the Italian tradition of quality and sustainability. Premium line will present a unique combination of contemporary style and ecological commitment, with an excellent price-quality ratio.

Dott House believes that well-being combined with design and quality, should not be inaccessible. Every customer will enjoy Dott House products without compromising the wallet, they will exceed expectations without costing superlatives.

BRAND DIFFUSION



After a first production of comfort shoes, with related sales through a dense network of qualified agents throughout Italy, since 2017 licenses are planned for underwear, hosiery and parapharmaceuticals, with the aim of achieving maximum licensing expression in all wellness product sectors.

COIN, OVIESSE and COOP have achieved high sell-out peaks through the sale of DOTT HOUSE products.



SALES AND PLACEMENTS

Over 100,000 pairs of shoes sold at retail over the years:

- More than 300 independent stores
- Over 600 Ovs stores
- Over 200 Pittarosso outlets
- Over 400 Coop outlets
- Over 60 Coin stores



- Over 600 stores in UK
- Over 120 stores in Germany

SALES



IMAGE ASSOCIATED WITH THE BRAND



Throughout the 2024, the DOTT HOUSE brand will continue to expand its marketing initiatives, involving new partnerships, sponsorships of major events, publications on social media. The diversification of marketing strategies will help reach a wider audience and increase brand awareness.



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