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# ABOUT BRAND

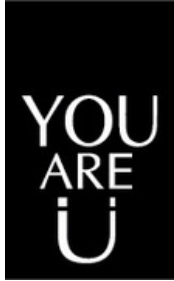
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YOUAREU

is a brand of shirts  
for men and women  
founded in 2013  
in Naples, Italy,  
by Salvatore and Lilia.



They patented exclusively  
in Italy and in more than 27  
countries of the world  
the most practical system of  
removable magnetic closure,  
the heart of M-shirt  
(Magnetic shirt)  
which leaves behind  
traditional buttons and  
buttonholes



**M-shirt,**  
leader of the collection,  
is a casual shirt with  
smart closure  
made of sophisticated  
fabrics.

Exclusive, easy-to-wear  
and innovative.

M-shirt  
is the choice of those  
who prefer dressing  
with the surplus of  
originality  
choosing urban chic  
Made in Italy.





# HOW IT WORKS



## All-In ONE

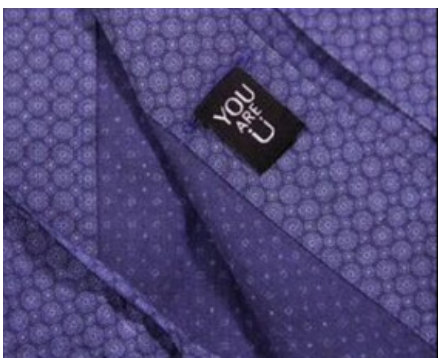
Remove and Insert  
Magnetic Bands  
everytime you want!

Use them for another  
M-shirt or wash your  
shirt at high temperature

The packaging  
of M-shirt  
includes M-shirt  
and M-kit,  
which consists of  
two Magnetic bands  
and Magnetic slider

Put on your Magnetic  
Bands everytime you  
want!

The removable  
closures become  
trendy bracelets



YOU  
ARE  
U



The uniqueness of the product is guaranteed by its multifunctionality. Magnetic closures included in the packaging thanks to the special design and colorful fabric become stylish accessories.





**M-shirt by YouareU** received suddenly attention and won different competitions:

(May, 2012) Participation at Business School

“Officine Formative” of Intesa San Paolo, Milan, Italy.

(January 2013) resulted the first of the 50 Ideas in

“Creative Factory” competition of innovative ideas, Naples, Italy, thus, obtaining a seat on the Science City of Naples and the ability to work with industry experts.

(June 2013) winner of the competition

“From Vesuvius to Silicon Valley” with scholarship of three-week course at the famous Start up Business School of Mind the Bridge in San Francisco, CA.

(November 2014) YouareU is one of the finalists of special prize “Unicredit startlab” in one of the most important competitions for innovation in Italy - “Premio Marzotto”.

(December 2014) M-shirt got nomination “Best innovation” by Gruppo Giovani Sistema Moda Italia.

(from January 2015 till present) The M-shirt by YOUAREU is the Most Funded, Fashion/Apparel, Project from Italy on [www.Kickstarter.com](http://www.Kickstarter.com)

**KICK  
STARTER**

MOST FUNDED ITALIAN  
PROJECT FASHION/APPAREL

**smi** SISTEMA  
MODA  
ITALIA  
FEDERAZIONE TESSILE E MODA

THE BEST FASHION  
INNOVATION 2014

PREMIO  
GAETANO  
MARZOTTO

FINALIST SPECIAL PRIZE  
“UNICREDIT START LAB”



FONDAZIONE IDIS  
CITTA' DELL'SCIENZA

THE BEST OF 50 IDEAS  
IN “CREATIVE FACTORY”



WINNER “FROM VESUVIO  
TO SILICON VALLEY & BACK”



THE 1st INCUBATED  
STARTUP, NAPLES, IT



YOU  
ARE  
U

From 2015 YouareU participated at different international trade shows as  
“Who’s Next” in Paris,  
“Naples meets the world”,  
“Moda Italia” in Tokyo.

In January 2017, YouareU presented new collection of M-shirt at White Show in Milan.



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