



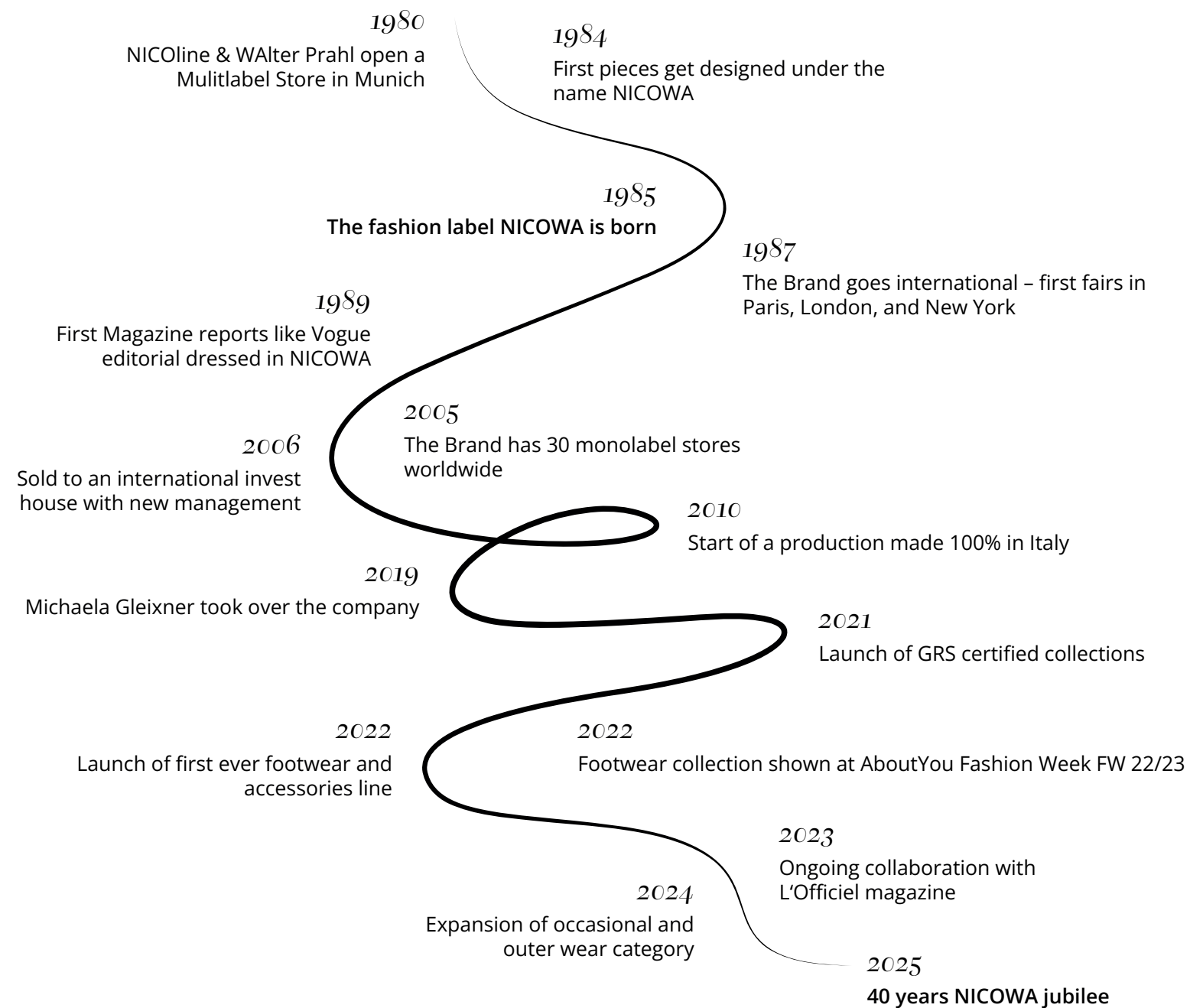
NICOWA

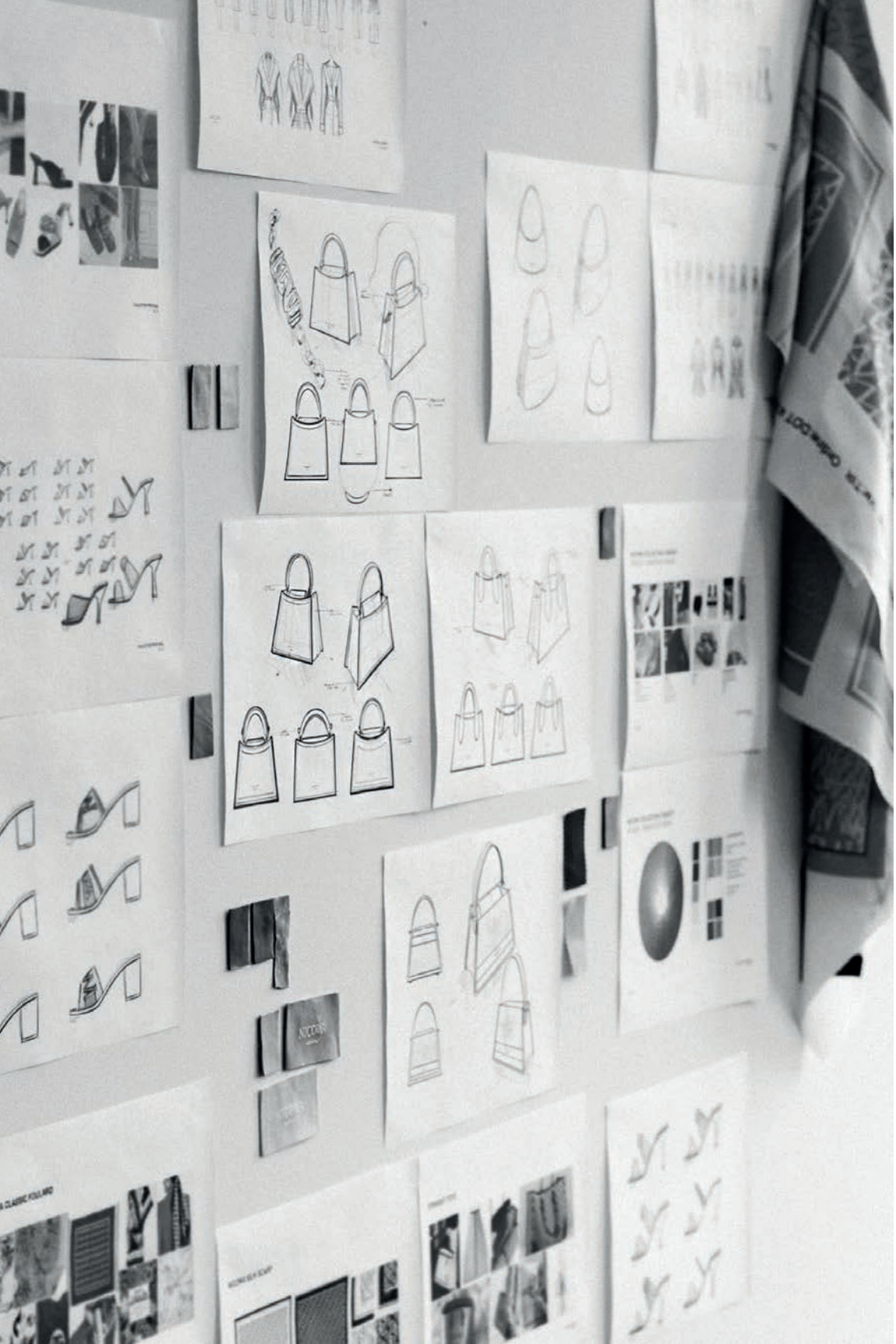
MADE IN ITALY

BRAND BOOK 2026/27



The Story





What We Do

We are an international premium Woman's Fashion Brand that is focused on an exclusive portfolio that ranges from highlight pieces, dresses, luxury knitwear to extravagant cocktail dresses and business looks with strong themes featuring throughout.

It all begins with selecting the very best materials and fabrics, all handpicked and crafted in Italy. Our productions are all family-owned and located in Italy.



Made in Italy

NICOWA stands for the Italian mindset towards life and the lightness, which is defined by the desire to express oneself through fashion. The fascination and joy in the individual representation, have shaped NICOWA throughout the time.

We believe in clean shapes that are timeless, combined with eye-catching silhouettes, materials and colors that allow the NICOWA customer to define herself in a multi-faceted way. It's about quality over quantity and an appreciation for Italian craftsmanship.

We work with traditional manufacturers which are specialized in their field and select Italian materials that are certified by the LWG or the Global recycled Standard, among others.

For NICOWA, Made in Italy means a transparent, short supply chain, certified Italian materials and the support of traditional craftsmanship.



Our Customer

The NICOWA woman decides who she is and how she wants to be seen! She is the owner of her own life and lives in a number of different roles, while never losing sight of her own unique style.

She expects the very best in terms of clothing – after all, the same outfit may have to look professional at the office and still be a head-turner at dinner that same evening.

These women know their brands and place great importance on quality and value. We are an expert in playfully emphasizing femininity without reducing the wearer to her gender.

- Age:** 25-40
- Location:** Central and South Europe
- Values:** Quality over quantity, self-fulfillment, individualization
- Lifestyle:** Social and active, celebration of festivities, business events and travel



Press

NICOWA is featured in every important magazine worldwide, in TV and also worn by international stars & influencers.



Social Media

Faces of NICOWA, a selection of our partner content creators.



@tessalexandrajansen
70,3K Follower



@fleurverhoek
28,7K Follower



@sin.peri
214K Follower



@girlcalledluca
243K Follower



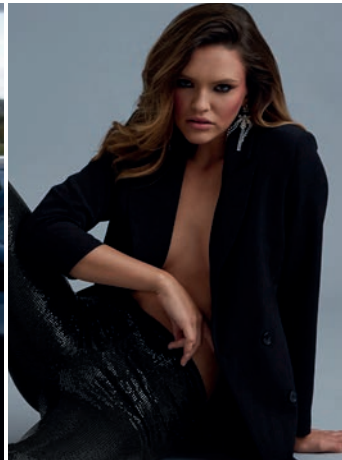
@gittabanko
1,8M Follower



@vikyrader
628K Follower



@ellabekind
927K Follower



@clara.buchner
18,7K Follower



@laurafranziskaofficial
54,4K Follower



@olga.loeffler
113K Follower



@mariaimizcoz
91K Follower



@rose.friederike
286K Follower



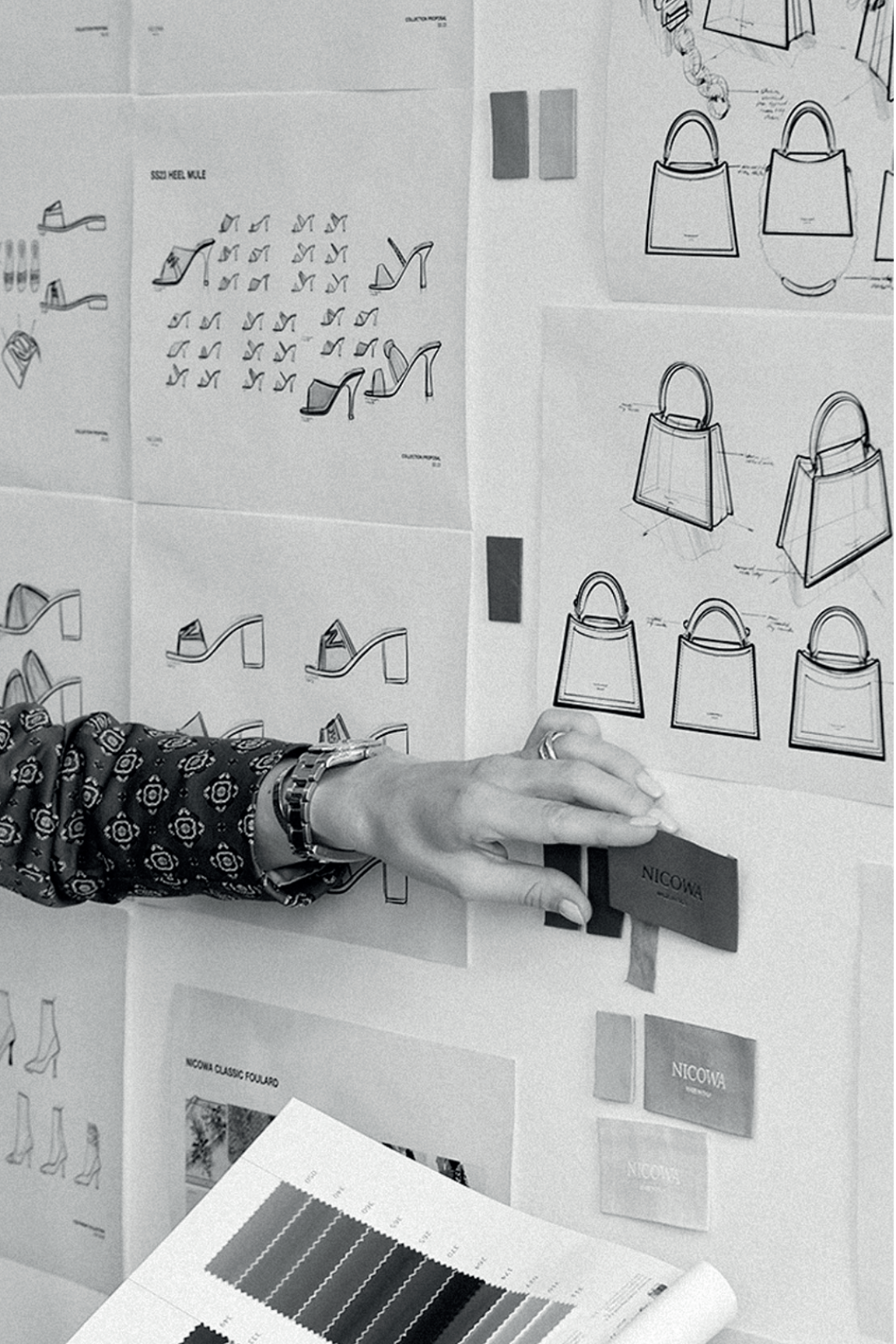
The CEO

Michaela Gleixner is the CEO of the NICOWA Europe GmbH since 2019. She always had this passion for creating and design since her childhood, when she was given her first sewing machine by her grandmother.

With a second grandmother who was also a designer, she used this creativity in her DNA to create her own pieces.

While working in the fashion industry at different brands and different positions she gained vast experience in different sections. She eventually worked at the NICOWA Company, where she supported the brand with digitalization but also kept track of all the other processes.

When she had the opportunity to take over this brand with such amazing potential, it was clear that this was THE CHANCE!



The Creatives Behind



MICHAELA GLEIXNER

CEO and Managing Director of NICOWA Europe GmbH since 2019.

Michaela combines smart business looks with feminine details in her designs and always sets the customer as a priority. She follows the philosophy that a woman can dress to express herself in every situation in her life without reducing her to her gender.



JANA SCHNEIDER

Fashion Designer und Product Manager since 2025.

Jana's aim is to create unique products as well as timeless classics which elevate the wearer and emphasize the handmade quality. With a strong focus on refined fit, exceptional fabric quality and harmonious proportions, she creates pieces that inspire confidence and celebrate the feminine silhouette. Her meticulous approach brings out the unique potential of each garment, with an eye for distinctive details.



The Mood

COLORS

Colors are an essential attribute to express one's own personality. That's why we work with color stories instead of colorways and we choose tones along the color wheel, which will complement each other as a highlight color over time.

SHAPES

Surrounded by classics in recurring tones, NICOWA's highlight colors and shapes express additional facets of our attitude towards life. Bold, defined silhouettes combined with soft, flowing shapes are an important design aspect brought together in a new way, reflecting the diversity of our personalities.

VISUALS

NICOWA's heritage is founded in modern femininity and timeless design with expressive highlights. Our aesthetic is therefore clean and elegant on the base but bold and playful within special editorials.



The Future

NICOWA is continually evolving and refining its product portfolio, which is thoughtfully divided into seasonless styles and daring, on-trend pieces.

With a strong reputation for craftsmanship and quality, we want to maintain our commitment to Italian artisanal traditions. Furthermore, expanding into emerging markets while strengthening our online presence will help ensure NICOWA's global reach and longevity in the competitive premium fashion industry.

Additionally, NICOWA plans to expand its branding concept and enhance the product portfolio through considerations like fit, fabrics, and colors.

Selected Partners

zalando

VAN GRAAF

amazon

ABOUT YOU[©]

OUTLET/CITY
METZINGEN

OTTO

GUTEMARKEN

P&C





Get in touch

NICOWA Europe GmbH
Christoph-Rapparini-Bogen 25
80639 München

contact@nicowa.com

+49 89 14367152 450