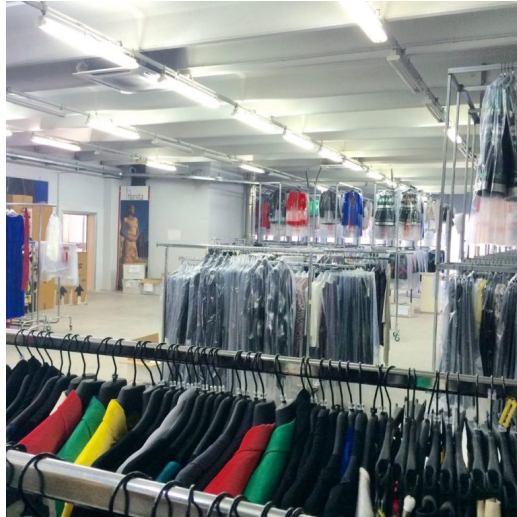




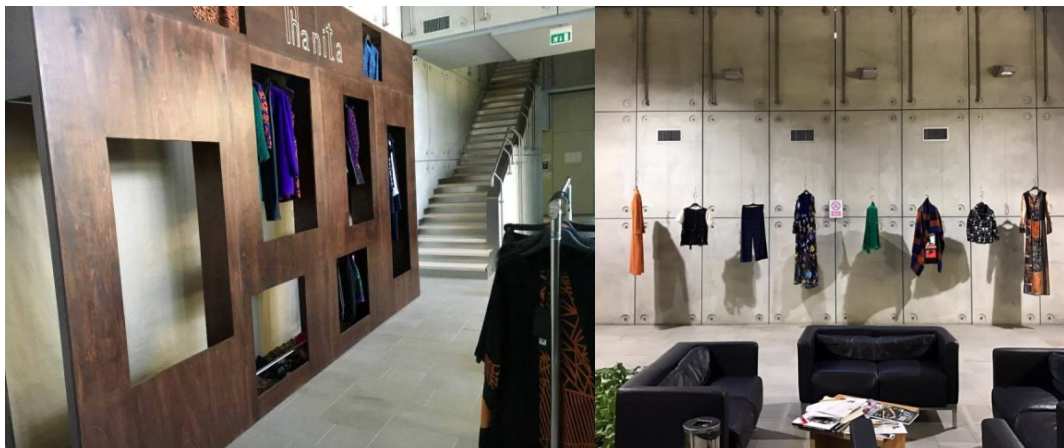
In 1993 Carlo Casillo and Antonio Auricchio founded Push, a company that in the space of a few years established itself in the Italian fashion industry.



Even during the tough years of recession that plagued Italy, the company followed a bold expansion plan which led to the transition to a new, 5,000-square meters headquarters. Situated in Nola, in the Naples metropolitan area, the factory is strategically located, with easy access to major transportation links and in the heart of a region with strong traditional ties to fashion.



On April 11, 2008 the Hanita brand was unveiled to the public. It is a collection based on Italian style and quality, combined with precious national fabrics. A true ambassador of the peculiarities for which our fashion is admired all over the world.

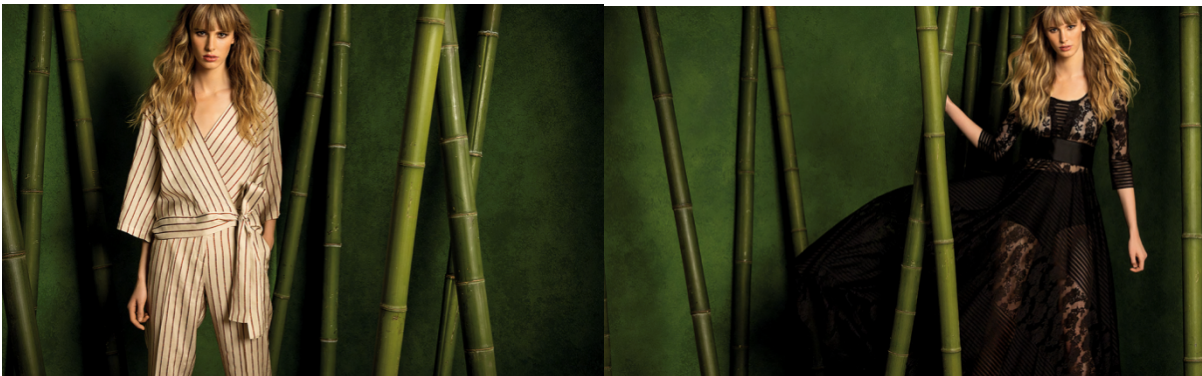


Hanita is not only a conceptual exercise, but offers also great price for the quality, ensuring great sell out rates for its customers. Its wide range of styles means that it can easily fit into the image of any boutique.



The style office group of Push srl frequently travels to explore new directions in the fashion world, while the production team is continually looking for new, excellent materials and innovative manufacturing techniques to improve the quality of the products.

Hanita is made to dress a woman full of style and 'à la page', showing her innate elegance, her sensitivity, her desire to live.





The brand is much appreciated by the Italian divas and has been repeatedly mentioned in famous publications such as the newspaper Il Sole 24 Ore and the magazines Diva & Donna, Darlingyou, Switch.