

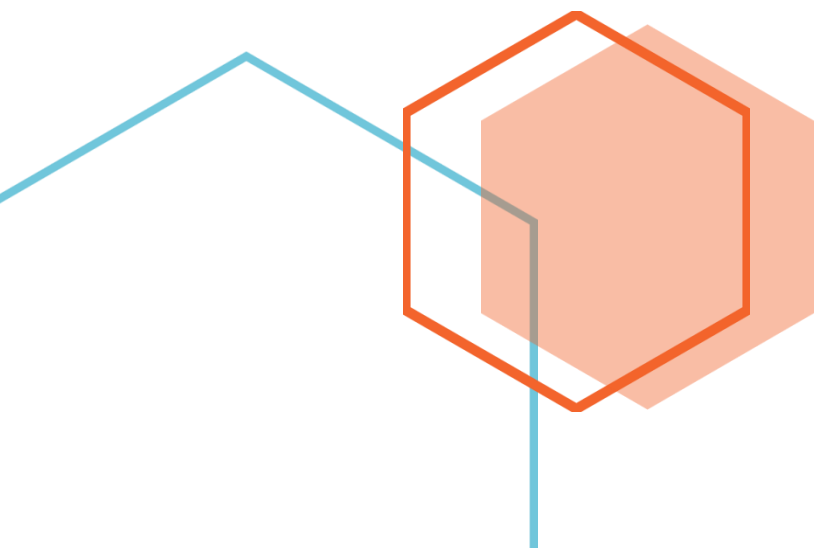


# [Luisa Spagnoli]

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[Italy]

" Real life stories, love and creativity are among the most powerful success factors in business."





## Person's background

Luisa Spagnoli was born in Perugia in 1877, as a daughter of a fishmonger and a housewife. At an age of 21 years, she married Annibale Spagnoli, and together they were managing a grocery store.

## *Brief Introduction*

Luisa Spagnoli was an Italian businesswoman, famous for creating a brand of women's fashion clothing that carried her own name and the chocolate brand "Baci Perugina".

## First steps in entrepreneurship and faced difficulties

In 1907, together with Francesco Buitoni the Spagnolicouple created a small company called Perugina. It had 15 employees and used to manufacture chocolate. During World War I, Luisa was left alone with 2 of her children to carry on the business. After the war, the chocolate factory grew, and they soon employed more than 100 people.

In 1923 Annibale withdrew from the company as his relationship with Luisa was not good. Luisa fell in love with the son of her business partner, Giovanni, and started to send him short letters, wrapping them around a bar of chocolate. Today, this is the signature of the "Baci" chocolates, where one finds short love messages between the chocolate and the silver wrapping.

## How and why the person has succeeded, lessons learnt

Baci was born from the idea to mix hazelnut fragments that were leftover, with chocolate. A strange fist-like shape was born from the idea, that Seneca, the artistic director of Peruginavisaged as a kiss. He also created an iconic picture ('logo') for it.

Apart from this, in 1928 Luisa Spagnoli was the first person to introduce angora in the fashion industry. She started to breed angora rabbits, and through combing them she collected their amazingly soft fur. The industry immediately labelled it as an excellent product.

## Present situation and tips for success

Luisa was not able to see the real take-off of her fashion company, as unfortunately she was diagnosed with cancer and died in 1935. Her son and grandson continued to develop her fashion company 'Luisa Spagnoli' which today has 100's of shops worldwide. "BaciPerugina" was purchased by the Nestlé corporation in 1988.

## Conclusion

Real life stories, love and creativity are among the most





powerful success factors in business.