



SWEET YEARS[®]

2003-2025



ABOUT US

Sweet Years was born in 2003: Bobo Vieri after scoring a spectacular goal, as a sign of jubilation takes off his team shirt and displays an 'unprecedented red heart'.

The brand with the heart immediately becomes a global lifestyle icon.

The brand is the brainchild of two soccer legends Bobo Vieri and Paolo Maldini - founding partners who still follow the brand with passion.





PHILOSOPHY

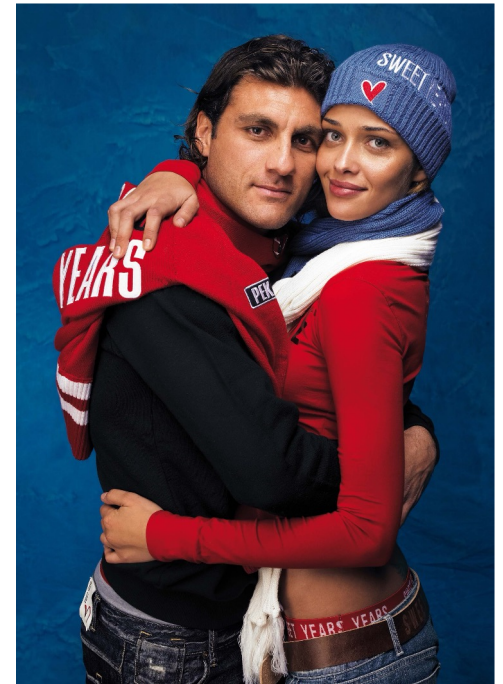
Sweet Years is distinguished by a positive and irreverent style. Confirming itself as a brand of friendship.

The motto is #nonsivivesenzacuore..

Energy, positivity, inclusion have always been the values that accompany Sweet Years in Italy and the World.

Indeed, the brand invites you to follow your heart, #followyourheart, to put it into play, in every dream, in every challenge, in every adversity.

 **SWEET YEARS®**



COMMUNICATION & MARKETING

SOCIAL MEDIA: FB & IG

In recent years Sweet Years has communicated its soulful joyful and irreverent with a social image that reflects its identity.

Posts, stories, and reels focus on promoting Sweet Years lines and products.

All this is always supported by a careful sponsorship strategy and influencer marketing operations.

GENERAL OVERVIEW

INSTAGRAM

FOLLOWERS 26.6 K

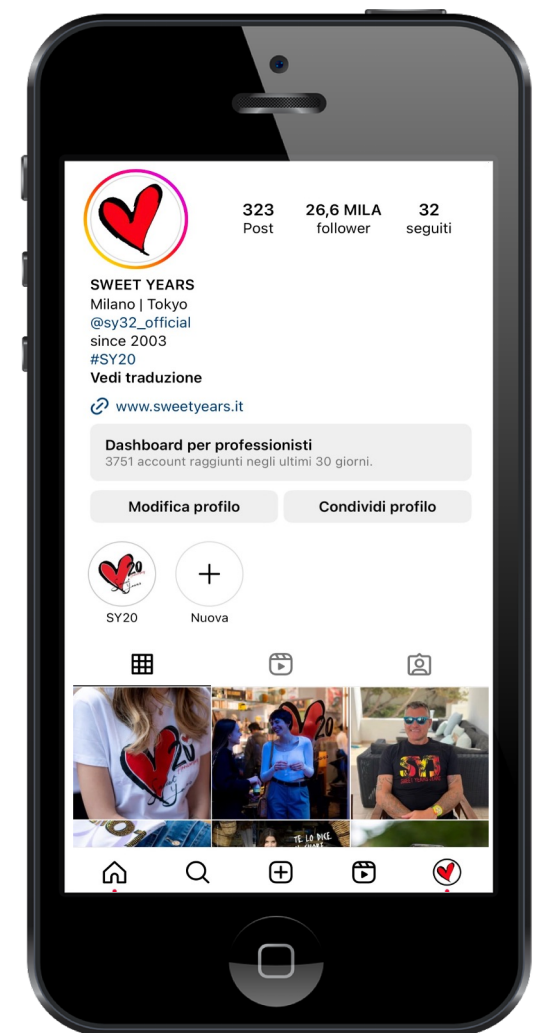
COVERAGE 16.3 K

PROFILE VISITS 9.5 K

FACEBOOK

COVERAGE 49.7 K

PROFILE VISITS 3.4 K



INFLUENCER MARKETING

Over the past two years, more than 100 influencers have been involved.



20° ANNIVERSARY

Twenty years later Sweet Years celebrated its anniversary with its founders, Bobo Vieri and Paolo Maldini, together with many footballers, personalities from the world of show business, fashion, and many friends testifying that despite the passing of the years the red heart always beats strong in their hearts!

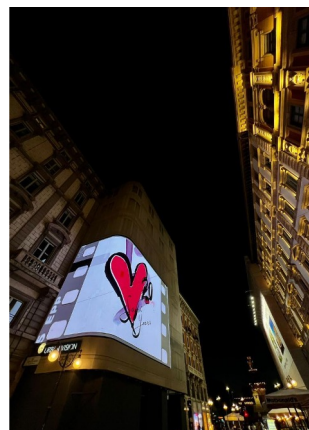
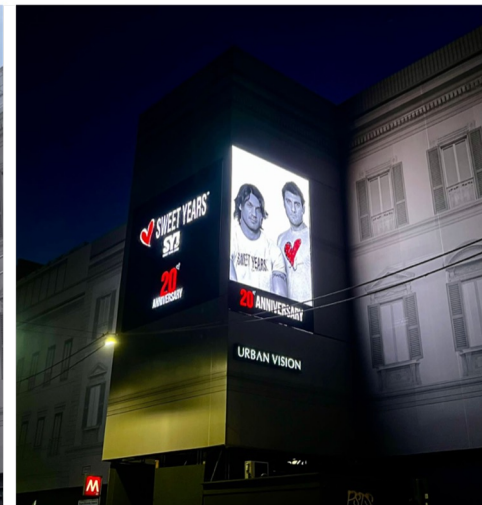
For the occasion, seven big screens in Milan promoted the brand by showing the crucial moment when Bobo lifts up his team's jersey and shows the red heart of Sweet Years.

We covered all the crucial locations in the City:

- Piazzale Cadorna
- Corso Vittorio Emanuele
- Via Dante
- Corso Venezia
- Via De Amicis
- Via Torino
- Colonne di San Lorenzo

[VIDEO URBAN VISION](#)

[VIDEO PARTY 20° ANNIVERSARY](#)





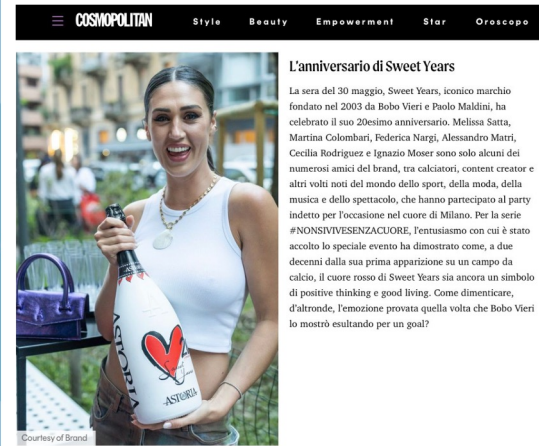
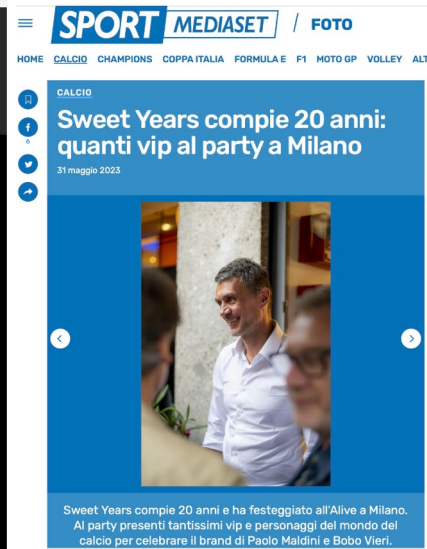
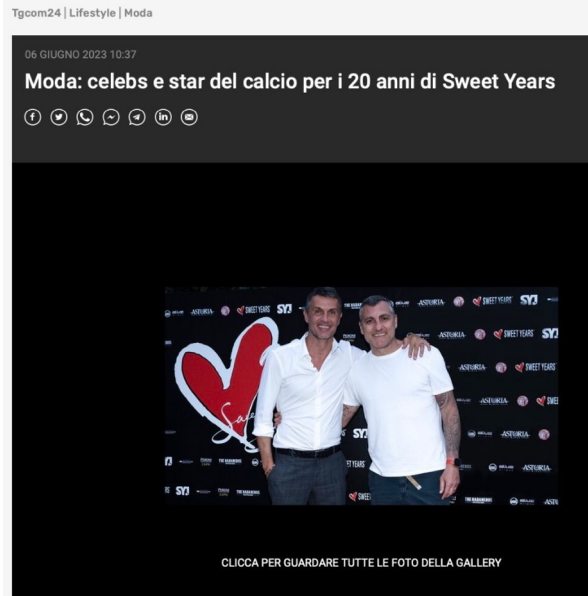
 **SWEET YEARS®**

PRESS OFFICE & ADV

The 20th anniversary was also promoted by ADV planning in Cairo Editore's main newspapers and press office activity Televisioni and several magazines cooperated on the 20th anniversary: Sport Mediaset, TGCom, La Gazzetta dello Sport, Cosmopolitan, Diva e Donna among others.



TGCOM 24 Lifestyle



MILAN PRIDE

Sweet Years was a technical sponsor at the big event promoting inclusion and solidarity by providing staff t-shirts, fans and thermal water bottles.



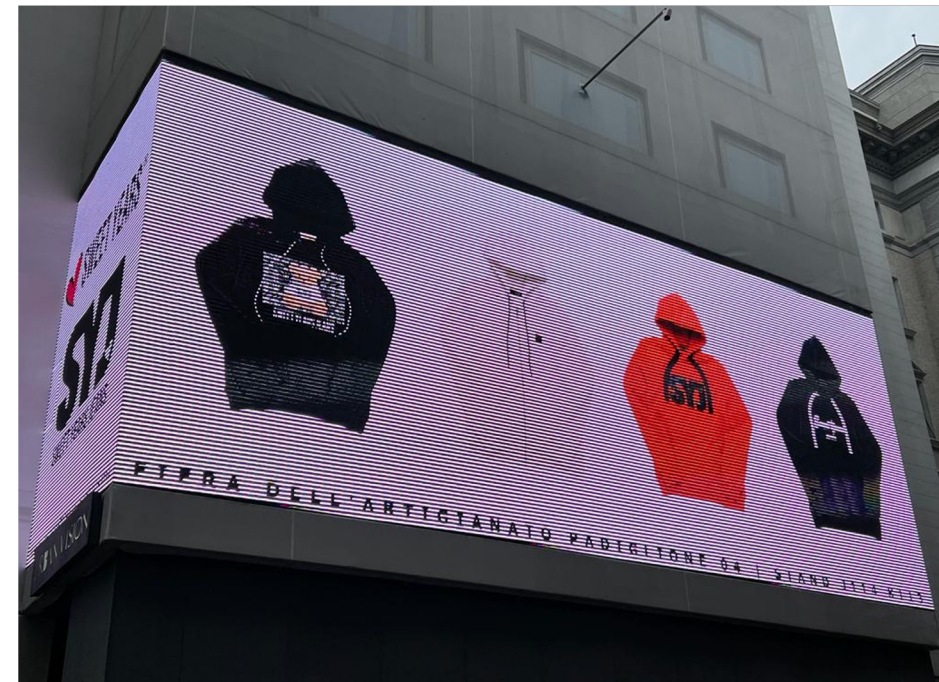
FIERA ARTIGIANATO

To sponsor SYJ's presence at the Fiera dell'Artigianato, we realized tailored videos to be shown on Urban Vision's LEDs:

- Via Conciliazione
- Via Tirso



[VIDEO URBAN VISION](#)



PRODUCTS

LIMITED EDITION BOBO32 X PITTARELLO



 SWEET YEARS®

LIMITED EDITION BOBO32 X PITTARELLO



W23 103 SY 8806 BLACK_V2



W23 19 SY 8807 BLACK



W23 19 SY 8813 BLACK

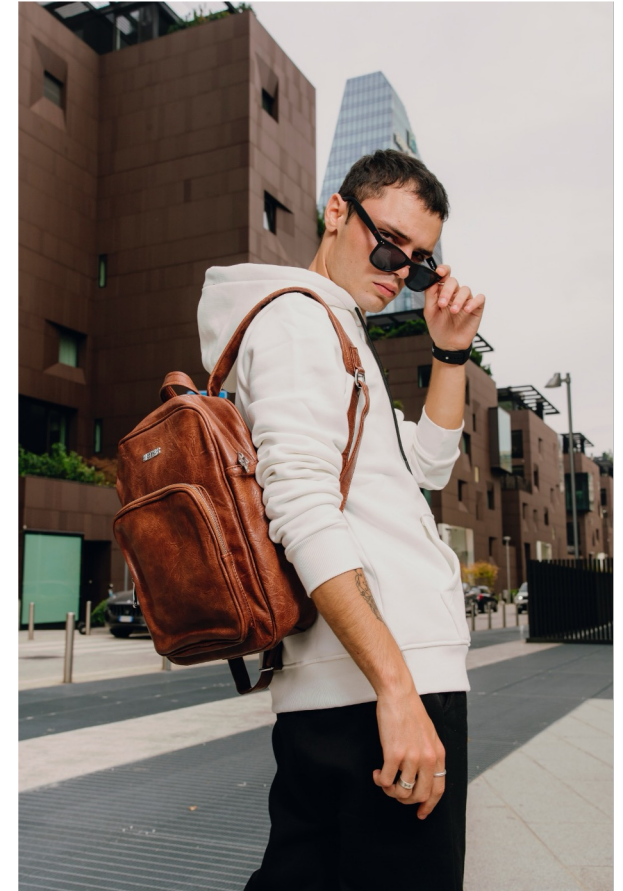


W23 19 SY 8811 BLACK



 SWEET YEARS®

BAGS AND SLIPPERS



 **SWEET YEARS®**

BAGS AND SLIPPERS



BSY168-5
L25XP8XH18
60PCS



BSY168-2
L28XP10XH17
50PCS



**ESPOSITORE
PUNTO VENDITA**

SWEET YEARS®

UNDERWEAR



 SWEET YEARS®

PARFUMES

SWEET MERCHANDISING



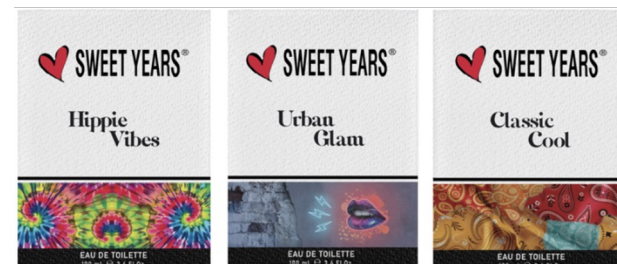
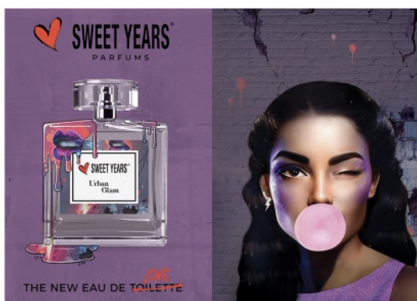
Shelf plaquettes



Traffic Stoppers

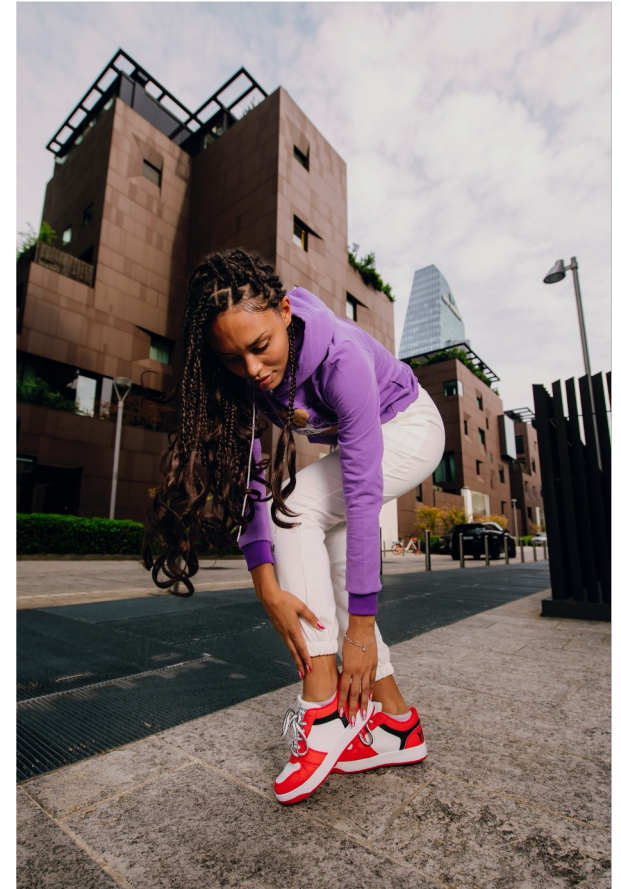


Products Highlighters



 SWEET YEARS®

SHOES



 SWEET YEARS®

SHOES



SW 8291
NAVY



SW 2213
BLACK/WHITE



SW 2244
YELLOW



SW 2244
FUXIA



SW 2243
PINK



SW 2243
BROWN



SW 2243
BLACK

SWEET YEARS SWEET YEARS SWEET YEARS SWEET YEARS

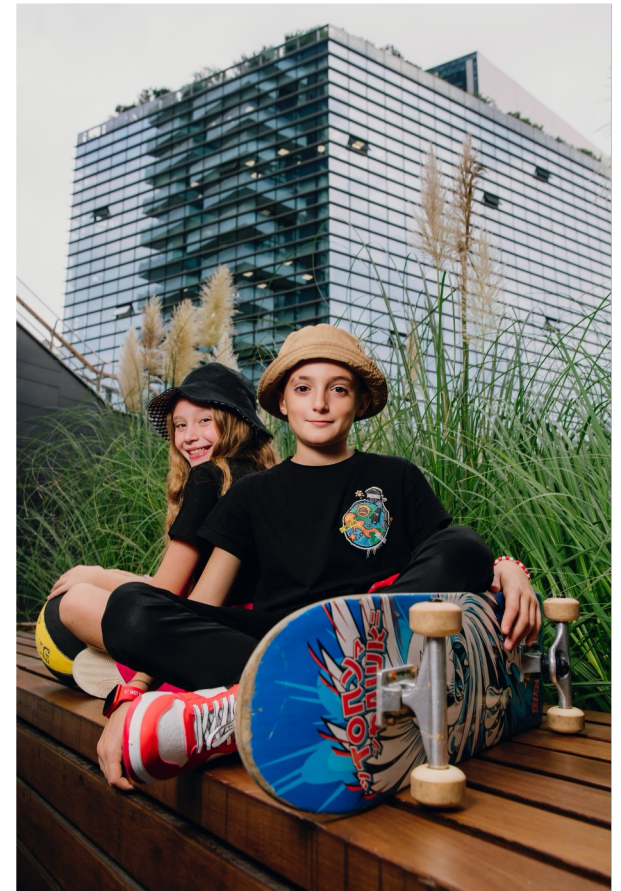


SW 2219
BLACK



SW 8287
BLACK

KID



 SWEET YEARS®

KID



SWEET YEARS®

SWEET YEARS YEARS - SYJ



 SWEET YEARS®

SWEET YEARS JEANS- SYJ



EYEWEAR AND WATCHES

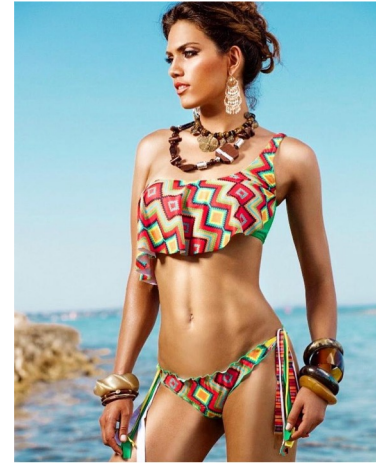


 SWEET YEARS®

EYEWEAR AND WATCHES



BEACHWEAR



HOME



Telo Mare Spugna cm 100x170
FL 387 box 10 pz

 **SWEET YEARS®**

SY32 & SY32 GOLF



 **SWEET YEARS®**



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THANK YOU!