



GREENHOUSE

Polo

An accessible luxury lifestyle brand
inspired by the heritage and spirit of polo.
Craftsmanship, quality, and timeless elegance.

EST. 2026 · ITALIAN LIFESTYLE

POSITIONING

Accessible Luxury

Between contemporary premium & heritage brands

BRAND PROPOSITION

Classic Heritage. Modern Lifestyle.

Inspired by the Spirit of Polo

TARGET AUDIENCE

25–55 Professionals

Entrepreneurs · Travellers · Golf & Polo Enthusiasts

VISION

International Reference

From Italian roots to global resort lifestyle

The Art of Timeless Elegance

GreenHouse Polo is born with the ambition to bring the timeless elegance of polo into everyday life. Inspired by this iconic sport, we unite craftsmanship, quality, and a contemporary spirit into garments designed to endure.

PURPOSE

Make Polo Style Accessible

Delivering premium clothing and accessories that embody the values of polo — quality, elegance, and authenticity — to a discerning global audience.

VISION

International Lifestyle Reference

Becoming a global brand synonymous with elegance, quality, and authenticity — from the Mediterranean to the world's finest resort destinations.

MISSION

Design That Endures

Creating garments and accessories of the highest quality combining timeless design, premium materials, and meticulous attention to detail.

tone of voice

Sober. Competent. Inspirational.

Luxury communicated through quality and substance — never ostentation. The brand speaks with confidence, never shouts.

HERITAGE

QUALITY

CRAFTSMANSHIP

ELEGANCE

AUTHENTICITY

COMMUNITY



2026 POLO COLLECTION

MEN / WOMEN



COLOR PALETTE 2026



FOREST GREEN



WHITE



SAND BEIGE



NAVY BLUE



DEEP RED



SKY BLUE



MELANGE GREY



CREAM



OLIVE



BLACK



EMBROIDERED LOGO



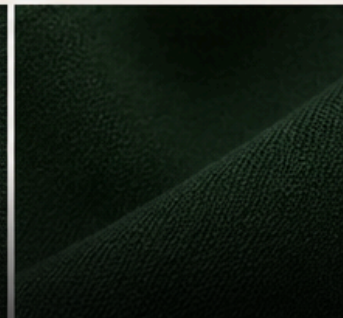
PREMIUM FINISHING



CUSTOM BUTTONS



SIGNATURE DETAILS



HIGH QUALITY FABRICS

PREMIUM DETAILS



HIGH QUALITY FABRICS



FINEST CRAFTSMANSHIP



EMBROIDERED LOGO



PERFECT FIT

2026 Polo Collection — Men & Women



COLOR PALETTE & BRAND TEXTURE

COLOR PALETTE 2026



FOREST GREEN
#0E2B1E

Our signature color. Heritage, nature, and timeless elegance.



WHITE
#FFFFFF

Clean, crisp and essential.



SAND BEIGE
#CAB79A

Warm, natural and versatile.



NAVY BLUE
#102133

Classic, confident and sophisticated.



DEEP RED
#8B1E16

Bold accent. Energy and passion.



SKY BLUE
#7FA8C9

Fresh and refined. Inspired by the sky.



MELANGE GREY
#B2B282

Modern, neutral and adaptable.



CREAM
#E7DEC6

Soft and elegant. Understated luxury.



OLIVE
#5E5F2E

Earthy and authentic. Naturally distinctive.



BLACK
#0D0D0D

Timeless and powerful.

BRAND TEXTURE & MATERIAL IDENTITY



PIQUÉ COTTON

Breathable, durable and perfect for polos. Our everyday essential.



EMBROIDERY

Refined stitching. A mark of quality and authenticity.



WOVEN LABELS

Finishing touches that elevate every detail.



CUSTOM BUTTONS

Engraved details that reflect our identity.



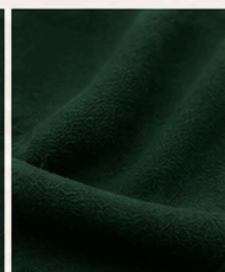
SIGNATURE TRIM

Subtle stripes. Inspired by Italian heritage.



PREMIUM TAGS

Minimal, elegant and sustainable by design.



SOFT TOUCH

Premium fabrics with a luxurious hand feel.



PACKAGING

Sustainable, premium and made to deliver an experience.



HERITAGE
Inspired by tradition, designed for today.



QUALITY
Premium materials and craftsmanship.



TIMELESS
Classic style that never goes out of time.



STYLE
Effortless elegance for every moment.

GREENHOUSE
★★★ POLO ★★★
PRODUCT CATEGORIES



POLO SHIRTS

CLASSIC STYLE, TIMELESS QUALITY



T-SHIRTS

CASUAL COMFORT, ICONIC LOOK



SHIRTS

ELEVATED ESSENTIALS



SWEATSHIRTS

PERFECT LAYERING, EVERY DAY



ACCESSORIES

THE FINISHING TOUCH



HERITAGE
INSPIRED BY TRADITION



QUALITY
MADE TO LAST



TIMELESS
STYLE THAT ENDURES



STYLE
DESIGNED FOR LIFE

Live the Polo Experience



ITALIAN LIFESTYLE



LIVE THE POLO EXPERIENCE



GreenHouse Polo is inspired by the heritage, elegance and spirit of polo. Crafted for those who live with style, on and off the field.



STORE CONCEPT – 6x6 m



- OPEN & INVITING D
- PREMIUM MATERIALS
- PRODUCT DISPLAY W
- MEETING A
- STORAGE R

2026 POLO COLLECTION MEN / WOMEN



COLOR PALETTE 2026



PRODUCT CATEGORIES



PREMIUM DETAILS

- HIGH QUALITY FABRICS
- FINEST CRAFTSMANSHIP
- EMBROIDERED LOGO
- PERFECT FIT



INSPIRED BY THE POLO LIFESTYLE




WHY PARTNER WITH GREENHOUSE POLO?

- STRONG BRAND IDENTITY
- GLOBAL MARKET APPEAL
- GROWING DEMAND
- DIVERSE COLLECTION
- RELIABLE SUPPLY CHAIN




STORE CONCEPT – 6x6 m

A premium space that reflects our heritage and passion for polo.

 OPEN & INVITING DESIGN

 PREMIUM MATERIALS

 PRODUCT DISPLAY WALLS

 MEETING AREA

 STORAGE ROOM



2026 POLO COLLECTION

MEN / WOMEN



PRODUCT CATEGORIES



POLO SHIRTS



T-SHIRTS



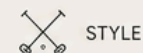
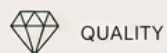
SHIRTS



SWEATSHIRTS



ACCESSORIES





2026 POLO COLLECTION
MEN / WOMEN



COLOR PALETTE 2026



PRODUCT CATEGORIES



PREMIUM DETAILS
HIGH QUALITY FABRICS
FINEST CRAFTSMANSHIP
EMBROIDERED LOGO
PERFECT FIT



INSPIRED BY THE POLO LIFESTYLE



STORE CONCEPT - 6x6 m



- OPEN & INVITING DESIGN
- PREMIUM MATERIALS
- PRODUCT DISPLAY WALLS
- EMPLOYING AREA
- STORAGE ROOM

WHY PARTNER WITH GREENHOUSE POLO?

- STRONG BRAND IDENTITY
- GLOBAL MARKET APPEAL
- GROWING DEMAND
- DIVERSE COLLECTION
- RELIABLE SUPPLY CHAIN

Crafted for Those Who Live with Style



Why Partner with Greenhouse Polo?

A brand built on strong identity, growing global demand, and a reliable supply chain — designed to scale with partners who share a passion for quality and lifestyle.



STRONG BRAND IDENTITY

Complete visual identity, brand guidelines, and consistent storytelling across all touchpoints — ready to deploy.



GLOBAL MARKET APPEAL

Accessible luxury positioning with broad appeal — from Mediterranean resort markets to international lifestyle retailers.



GROWING DEMAND

Rising appetite for premium-quality, heritage-inspired sportswear among 25–55 professional demographics worldwide.



DIVERSE COLLECTION

Polo shirts, T-shirts, shirts, knitwear, outerwear, trousers, accessories — a complete lifestyle wardrobe.



RELIABLE SUPPLY CHAIN

Premium manufacturing partners, quality-certified production, and consistent delivery standards at scale.

*"Luxury through
quality and substance
— never excess."*

GreenHouse Polo occupies the accessible luxury segment — where premium craftsmanship meets everyday elegance. A proposition built for those who live with discernment and style.

MARKET POSITIONING

MASS MARKET

ULTRA LUXURY

• GREENHOUSE POLO — ACCESSIBLE LUXURY

Our Audience

TARGET PROFILE 2026



DEMOGRAPHICS

Men & Women, 25–55 years. Professionals, entrepreneurs and international travellers seeking refined everyday style.



LIFESTYLE

Golf, polo, resort living. A passion for sport, leisure, and the culture of the club and the open field.



VALUES ALIGNMENT

They choose quality over logos, substance over display. They recognise craftsmanship and reward authenticity.



MARKET AMBITION

International reach from an Italian lifestyle foundation — Mediterranean to global resort destinations.



Timeless by Nature.

GREENHOUSE POLO · ITALIAN LIFESTYLE · EST. 2026

HERITAGE

QUALITY

TIMELESS

STYLE