

About P.C. Progeny

P.C. Progeny's origin is unique. Unlike many family businesses passed down from generation to generation – father teaching son, who then teaches his son, and so on – this family business was born from the creative mind of a 10-year old boy. In 2006, Paolo Costantino (P.C.) Cenci came to his father, David Cenci, with a business proposal. This proposal, to design and manufacture of a line of ties and cufflinks was too good to pass up. Not only would his son soon be a teenager and therefore a request to “partner” with his dad would be less likely, but Paolo's concept was really good – a bold, distinctive and chic collection of accessories that would combine his own youthful imagination, humor and modernity with his father's sophistication, integrity and elegance. This is how P.C. Progeny planted its roots for its always surprising, always fun, always stylish, new type of family business.



P.C. PROGENY

Be P.C.

What does it mean to Be P.C.?

It certainly doesn't mean Politically Correct or Personal Computer.

To Be P.C. is to be charismatic, confident, adventurous, cultured, playful and subtly rebellious.

To Be P.C. means you are not defined by age, gender, job, or location but by your **personality**.



Feed

P.C. PROGENY is proud to support The FEED Foundation and The 30 Project: for every item you purchase we will donate \$5 to The 30 Project to help build a healthier food global system in particular for the future of our children.

The FEED Foundation is a non-profit organization dedicated to raising awareness and funds to ensure nutritious school meals for all children as a first step to improving the global food system. The FEED Foundation has provided over 50 million school meals to children in the developing world.



30 Project

In the last 30 years, our food system has become truly global. But, it has also degraded for producers and eaters by almost every major marker. Changes starting in 1980 have made unhealthy food very cheap, small-holder farming very expensive, and slowed progress towards sustainable food supplies in the developing world.

It has taken 30 years of slow change to create the current global food system and it will take investment in long-term, sustainable changes in planning, policies, and practices to address these problems. This is why The FEED Foundation is launching "The 30 Project" – to be a harbinger of big-thinking systemic change to the current food system so that all people have access to the nutritious food they need to thrive. The combined practices of companies, governments and individuals has led to a food system that does not serve the needs of many, many people...the 30 project is about changing that system.

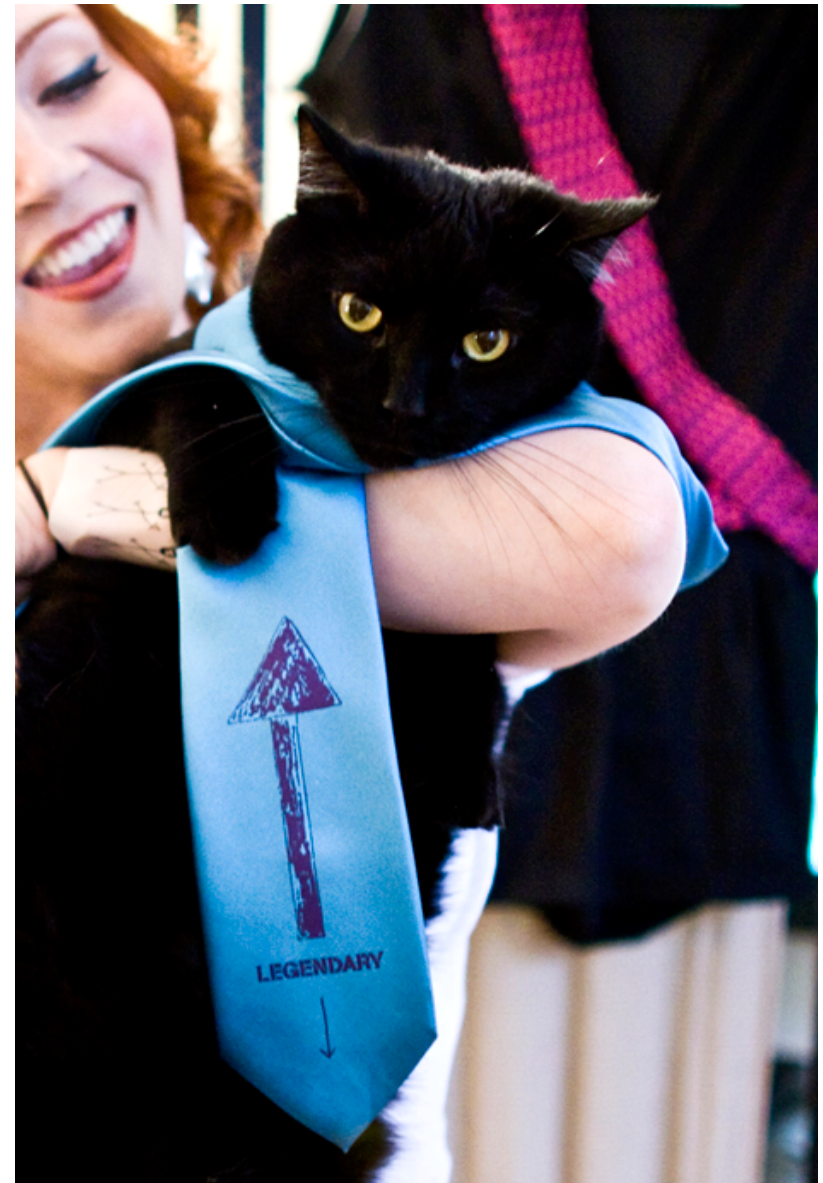
Brand DNA

Innovative - Fantastical, smart, contemporary and avant garde

Charismatic - Striking, irreverent, indulgent fun, adventurous and memorable

Versatile - Malleable, affordable, meets a wide range of styles and occasions

Refined - Luxe, elegant, and built on tradition





Press contact

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DEPARTURES

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Contact

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