

ELISABETTA ROGLIANI®

COUTURE FITNESS



Look Your Best!
ROGLIANI.COM

*Made in
Hollywood*

ELISABETTA ROGIANI®

COUTURE FITNESS

ROGIANI HISTORY

"When Jane Fonda, during our first meeting for her first video, grabbed my left shoulder, gave it a shake and said "You're a genius!" then I knew that my vision was appreciated." – Elisabetta Rogiani

As a former athlete, model and martial artist, Elisabetta focuses her designs on quality, durability and femininity--believing that "Simplicity is the Essence of Elegance". Born in Terni, Italy, Elisabetta has attended several prestigious academies including KOEFIA Academy in Rome, the University of Perugia and Academy of the Arts in Perugia.

Upon arriving in Los Angeles, Elisabetta worked as a designer/stylist with entertainment industry heavyweights including photographers and directors such as Hiro, George Hurrell, Greg Gorman, Herb Ritts, Matthew Rolston, Melvin Sokolsky, Michael Bay and Phillip Dixon.

Elisabetta's interest and skill in all areas of beauty and styling brought her positions such as a designer/image maker/stylist for prominent celebrities from Isabella Rossellini for Lancome, Gloria Estafan's World Wide Tour and Olympic stage appearance in 1996, Christy Turlington for Maybelline, Zalman King's "Red Shoes Diaries" television series, to Pamela Anderson in her "VIP" television series. She went on to be a fashion editor/writer at LA Style and View Magazine. BCBG's first fashion designer, Elisabetta also designed for Z. Cavaricci, Emilio Cavallini, Fiurucci and Claude Montana prior to launching her first clothing company and starting her Couture Fitness line.

Rogiani's products have been featured on over 400 magazine covers, including Muscle and Fitness Hers, Oxygen, Pilates Style, Self, Shape, Yoga Journal and more because the strength of Elisabetta's message that she shares through her clothing is unparalleled.

FIT

Impeccable fit and structure creates a couture fitness look. By collecting measurements and style preferences for each of the clients, the Rogiani team creates a very unique and personal service. Elisabetta and her team aim to provide clothing that will maintain its fit for years and will keep up with the active lifestyle of the women that wear them.

FABRICS

Always looking for ways to update, Elisabetta keeps up with the latest fabric technology because the quality of Rogiani fabric is what keeps customers coming back. The signature Rogiani fabric is the ER-Lux Supplex made with black lycra to create a finish that is not shiny, but polished and chic.

The ER-Lux is offered in 34 colors – many of which were designed by Elisabetta herself, creating hues unique to the Rogiani collection. Supplementing the ER-Lux are stretch lace, mesh, metallic materials, brushed and unbrushed prints, compact supplex and heathered butter fabric.

The client-favorite Butter fabric brings a soft and luxurious feel to athletic clothing that is beyond compare. Currently offered in 12 unique colors, the Butter fabric collection continues to grow in color options and popularity because of its velvety soft feel.

The variety of original colors, prints and fabrics allows Rogiani to be attainable for any woman at any age. Rogiani has always stayed ahead of the trend curve, and the clothing is more than just functional; products are designed to be couture, fitted, sexy and feminine. By keeping the production of Rogiani clothing in Los Angeles, Elisabetta is able to ensure the highest quality possible for her products. All Rogiani clothing is made in Los Angeles.

Made in Hollywood

2020 best covers



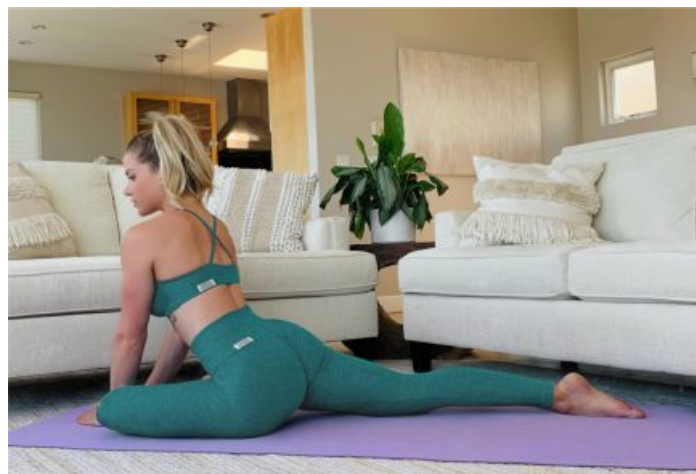
As featured in **THRIVE**  **GLOBAL**

COMMUNITY // July 3, 2020

Embracing Wellness

A Conversation with Elisabetta Rogiani

By [Kendra Niziak](#)



“Wellness is about finding your best you at every stage of life and embracing your ever-evolving needs,” explains Elisabetta Rogiani, founder of the eponymous activewear brand.

Rogiani originally began her career in fashion with couture, studying at Academia Internazionale D’Alta Moda e D’Arte Del Costume Koefia in Rome, and working with leading Italian fashion designers such as Raniero Gattinoni. However, when she moved to the United States, she found her true niche: designing fitness clothing for daily life.

Through her work, she’s helped countless women embrace wellness. She’s realized that wellness exists within each of us, and the journey to well-being is never-ending. She’s also learned that wellness is individual. “There is no perfect formula for everyone, and that is why I love the idea of couture fitness clothing. Standard sizing doesn’t always work or you need something extra special that you can’t find anywhere else,” says Rogiani.

All her clothing is custom-cut in Los Angeles, and Rogiani believes that this personalization is key to helping improve women’s body-image and self-confidence: “We all feel best in clothes that feel like they were made just for us, and at Rogiani, we make that feeling come to life every day.”

Rogiani is grateful that her work has enabled others to balance physical and mental well-being. “Our bodies are designed to move. With the stresses of daily life, it can often be challenging to stay present, grateful, and grounded,” she reveals, “Physical activity is a way for us to reconnect with our bodies, calm the mind, and stay in the moment. This connection between body and mind brings us internal peace.” Knowing the importance of both inner and outer well-being, Rogiani is proud to find or create outfits that make women feel like their inner wellness is showing and shining.

— Published on July 3, 2020

As featured in APPAREL NEWS

CALIFORNIA ApparelNews

FASHION

Rogiani Designs Activewear Through Couture POV

By Andrew Asch | Thursday, May 28, 2020



After working as an image maker for **Lancôme**, where she collaborated with Isabella Rossellini, and serving as the inaugural designer for **BCBGMAXAZRIA**, Los Angeles-headquartered Elisabetta Rogiani focused on designing her self-named **Elisabetta Rogiani** collection of women's clothing, which could range from leather pants to beaded skirts.

But the majority of requests she received for her design services were for activewear. She made yoga pants and leggings, but she designed them with a couture inspiration that she learned when going to the fashion college **Accademia Internazionale D'Alta Moda E D'Arte Del Costume Koefia** in Rome, she said.

"That is what couture is about," said the Italian-born Rogiani. "It is sculpting clothing."

While she continues to design all styles of clothing, the Elisabetta Rogiani label focuses on women's activewear and she probably is among a handful of independent activewear designers working in a field dominated by major brands. Rogiani makes activewear for private clients and for sale on her direct-to-consumer channel www.rogiani.com.

A spirit of bespoke style runs through her collections. Clients can request made-to-measure active looks on her site. She frequently releases new limited-edition collections. On May 28, she released a collection called Liquid Flower. The name was inspired by the shiny look of the fabric that she used for the collection, as well as the Hawaiian-inspired floral print on the material.

Pieces in the collection include leggings, bandeau tops, shorts and face coverings. Retail price points range from \$28 for masks to \$105 for pants.

Next up, an activewear limited collection inspired by denim. Rogiani said the performance material used in the upcoming collection looks like denim. The collection also will feature a denim-style jacket.

As featured in APPAREL NEWS

CALIFORNIA ApparelNews

MANUFACTURING

California Apparel Manufacturers Make Face Masks for COVID-19 Pandemic

By Andrew Asch | Monday, March 23, 2020

There has been a shortage of face masks and surgical gear as the COVID-19 pandemic progresses. Some California apparel manufacturers have stepped up to meet the challenge of serving the medical community and the public during this time.

■ ■ ■ ■ ■

Los-Angeles headquartered activewear-and-fashion brand **Rogiani** designed mask covers to help the public get through the pandemic. Brand founder Elisabetta Rogiani said that these light-weight mask covers can be tied over surgical masks.

“When you wear [a surgical mask] and talk with another human being, it starts a panic situation,” she explained. “If you cover the mask with a fun color, it will lift spirits and help during this horrible situation. It will give you spirit to fight.”

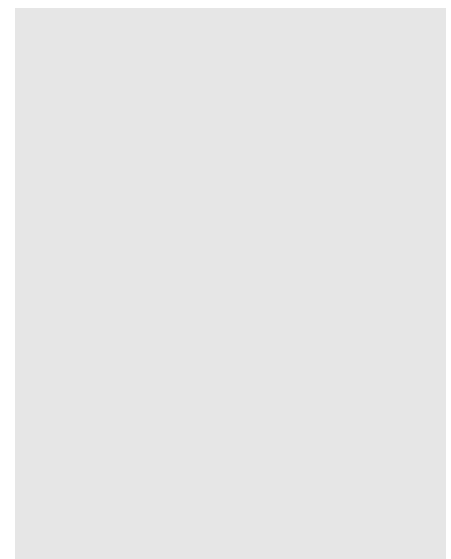
Some mask covers feature sequins, camouflage and flower designs. An individual face-mask cover retails for \$22 and can be found at rogiani.com. Portions of sales will be donated to animal shelters. She hopes to collaborate with medical professionals to develop a surgical face mask.

spcaLA
Friends for life.®

\$1

will be donated to **spcaLA**
for each face cover
purchased and shipped.

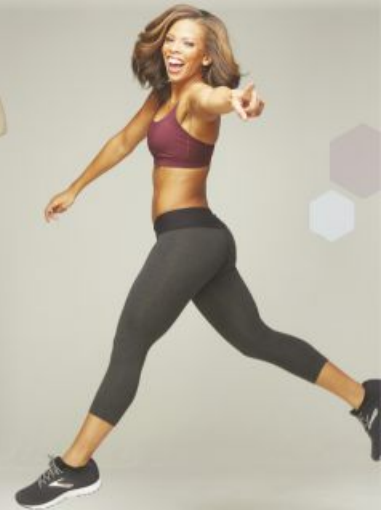
2019 best covers



Rogiani as seen in



"I AM NOT GOING TO SAY I AM BACK TO WHERE I ONCE WAS BECAUSE I AM BETTER THAN I ONCE WAS!"



BOLSTERING THE MATWORK

An everyday prop gives the floor exercises a boost, making them simultaneously more supported, challenging and well...cushy.

By Patricia Friberg • Edited by Amanda Altman



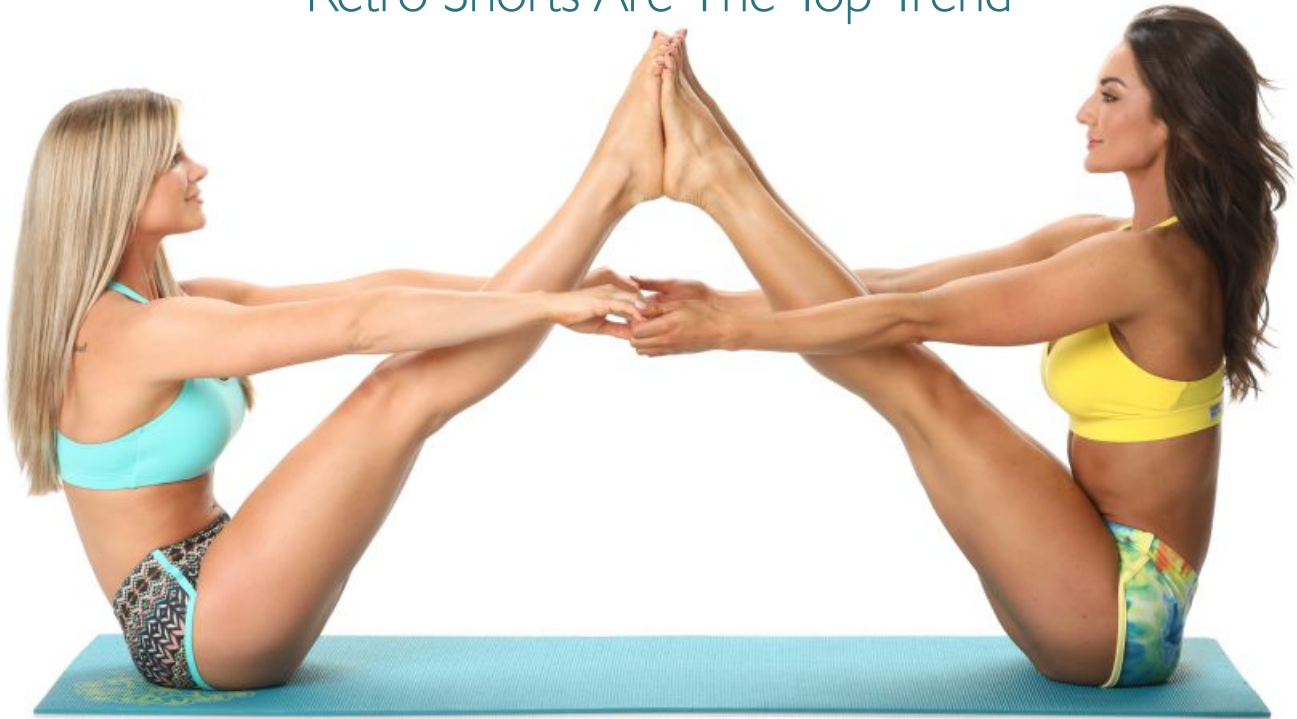
REPRODUCED WITH PERMISSION FROM THE JANUARY/FEBRUARY ISSUE OF PILATES STYLE MAGAZINE, UNDER MCABY MEDIA, LLC. TO SUBSCRIBE, VISIT PILATESSTYLE.COM.

2018 best covers





The Review Are In and Everyone Agrees Retro Shorts Are The Top Trend



The Everywhere Pants

Bootleg styles
to wear during
workouts,
lounging or
traveling.



VEGAN SUEDE



BUTTER



SUPPLEX

ELEVATE *your* wardrobe



BAMBOLA LEGGINGS

THE BEST BOTTOMS
FOR YOUR BOTTOM

RUCHED BACK LEGGINGS NOW AVAILABLE





**there's no
hiding in
style like this**

ELISABETTA ROGIANI®

COUTURE FITNESS



VALUE PROPOSITION

Elisabetta Rogiani is considered part of the leading group of international designers. By being a trailblazer in co-creation/mass customization through collecting measurements and style preferences for each client, the Rogiani team creates a very unique and personal service, which in turn creates strong brand loyalty. Knowing the difference between fads, trends, and styles that last, Elisabetta Rogiani has been able to create products that make it easy for people to transition into the health-centric lifestyle of the 21st century.

Rogiani designs are fashionable, sexy and functional. Products are designed with a European influence, creating styles that are consistently on trend but remain classic and timeless. The quality of Rogiani clothing is incomparable because each style is made in Los Angeles where her team is able to maintain quality control. Rogiani products are built to perform and to last. By creating consistently high quality couture collections, Rogiani has established itself as a leading force in the fitness fashion industry.

MISSION STATEMENT

Using Italian style and taste, exceptional fit and advanced fabric technology, Elisabetta is able to interpret in the right way the needs of women who carry out the modern, active lifestyle. The result is the creation of a distinguished sophisticated, high-fashion look that is sought out by magazines, celebrities, trainers, athletes, and women who are working to "look their best".

VISION STATEMENT

The Rogiani vision has always been simple: fitness is for the future, fitness is for life and Rogiani fits life. The purpose of Rogiani is to create active wear for people who mean it. Elisabetta strives to create a message of strength and liveliness through her collections because she believes life should be exciting and never stagnant. This message is clear and powerful; this message is why Rogiani has been and continues to be a fitness fashion staple.

BRAND IDENTITY

Core Identity: Elisabetta Rogiani is the designer for the new race of the fit. Rogiani has been a leading force in women's sportswear for decades due to its consistency in quality and style.

Performance: Using the most advanced fabric technology, the comfort and durability of products make Rogiani a favorite among professional trainers and instructors, celebrities, and active women from all over the world.

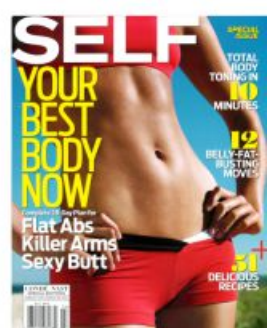
Brand Personality: Always maintaining a level of European class and sophistication, Rogiani products evoke a sense of strength, fun and modern edge.

Slogan: "Look Your Best!"

Heritage: Born in Terni, Italy, Elisabetta has attended several prestigious academies including KOEFIA Academy (International Academy of High Fashion and Costume Design) in Rome for a degree in Egyptology, the University of Perugia where she received a Graduate Degree in Pedagogia, and Academy of the Arts in Perugia, as well as receiving diplomas from Akane Kai Textile School and Kawai Art School in Los Angeles.

Endorsers: The elite of the fitness world, including Buti Yoga creator Bizzie Gold, Autumn Calabrese, Jane Fonda, Jennifer Nicole Lee, Jackie Warner, Kathy Smith, Kim Lyons, Jillian Michaels and Tracy Anderson, continue to seek Elisabetta's couture clothing for their videos and covers. Rogiani can be consistently found on the covers of 450 magazines like Women's Health, Oxygen, Muscle & Fitness, Hers, Pilates Style, Muscle & Performance, Self, Shape and Yoga Journal.

Product Offerings: The Elisabetta Rogiani Couture Fitness collection includes a wide variety of styles to choose from including leggings, bootleg pants, office pants, shorts, skirts, sports bras, fashion bras and tops, sports tanks and fashion tanks, jackets, catsuits/bodysuits and accessories like headbands, totes, and socks. Elisabetta has previous experience in designing and creating an even wider variety of styles like evening gowns, bathing suits, shoes, couture outfits and other one-of-a-kind creations for celebrities on the red carpet, couture outfits and other one-of-a-kind creations for celebrities on the red carpet.





HEAVY WEIGHT CHAMP

The newest knockout
in the butter collection is the
double weight Rose Gold

Sexy and slick
wet fabric
looks to wear
anywhere.





rolldown retro
cobra shorts
and 3/4 leggings



ELI JACKET

Soft
&
Versatile



mix your fabrics
for innovative looks





OFFICE
fit



CHIC *sport*

ELISABETTA ROGIANI®

COUTURE FITNESS



STYLE
YOUR SUCCESS

Get ready to knock out your resolutions while wearing the latest butter fabric color **Double Weight Butter Topaz** extra heavy for warmth with comfort.



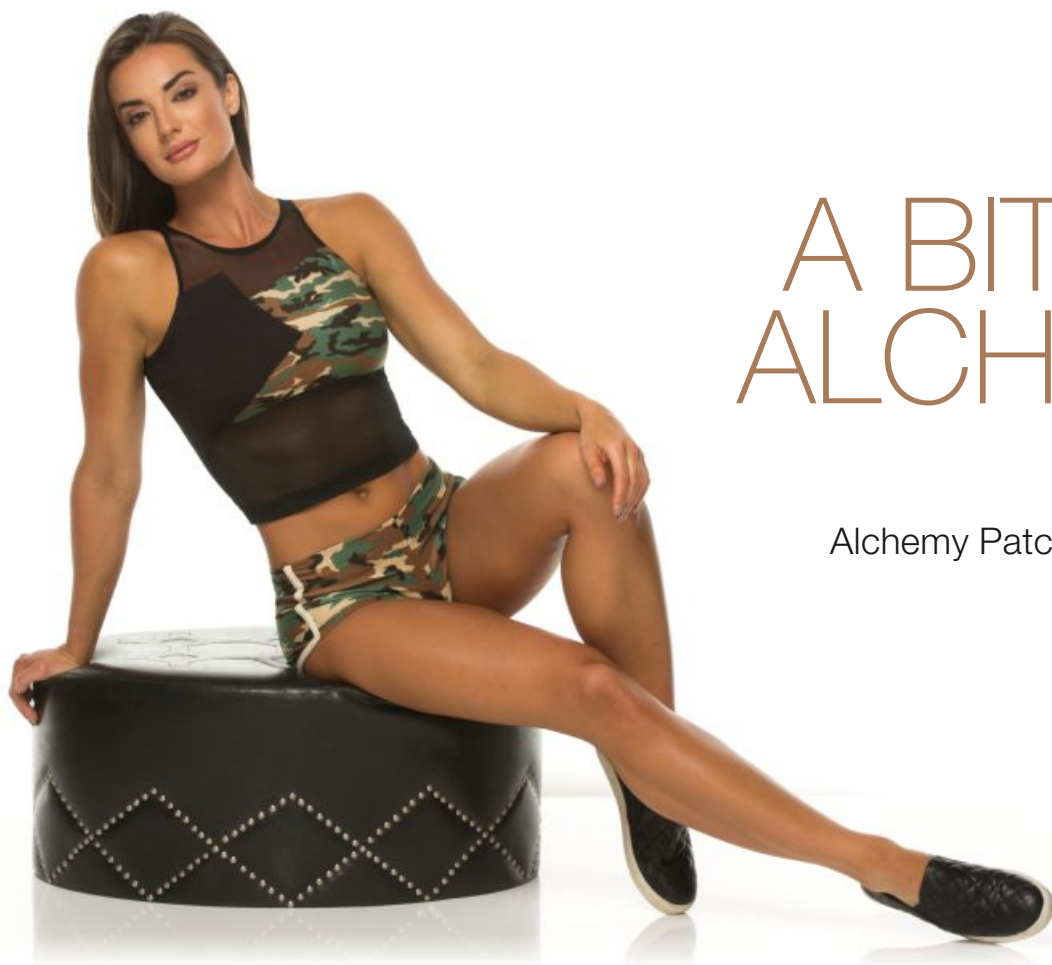
RIGHT
DOWN
the
LINE



CHROMATIC
LEGGINGS
FEATURING
Caroline Pearce



Wet Hana
Bra



A BIT OF ALCHEMY

Alchemy Patchwork Top



EVERYTHING
you need
AND WANT

BUTTER LIGHT JADE



Models: Kayla Fassio - Whitney Johns - Caroline Pearce



fresh
PERSPECTIVE





Photo **James Joel** in **Sydney, Australia** - Model **Caroline Pearce**

ELISABETTA ROGIANI®

COUTURE FITNESS



"Elisabetta Rogiani's line celebrates the beauty of being a woman in the modern age. Her pieces feel great and look gorgeous on your body. It is the line that I personally wear the most because I feel and look good in it every time I wear it. All the students at our yoga center love Rogiani's unique mix of fashion, color, fabric, design, function and beauty.

She is a lovely person to work with and has given us her fashion expertise to create a special collection for our studio – and everyone just loves that!"

-Kino MacGregor

"Thanks Elisabetta. I just love your clothes! They feel comfortable when I workout and the colors look amazing. When I wear your clothes I feel sexy, this Mom will take that any day!"

-Tracey Mallett

"You make me look like a million dollar baby!!!"

-Kathy Smith

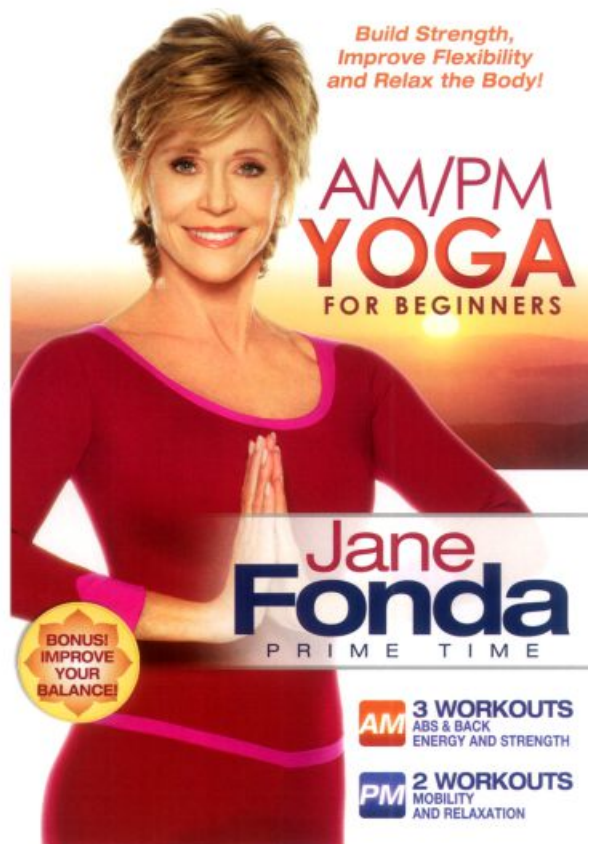
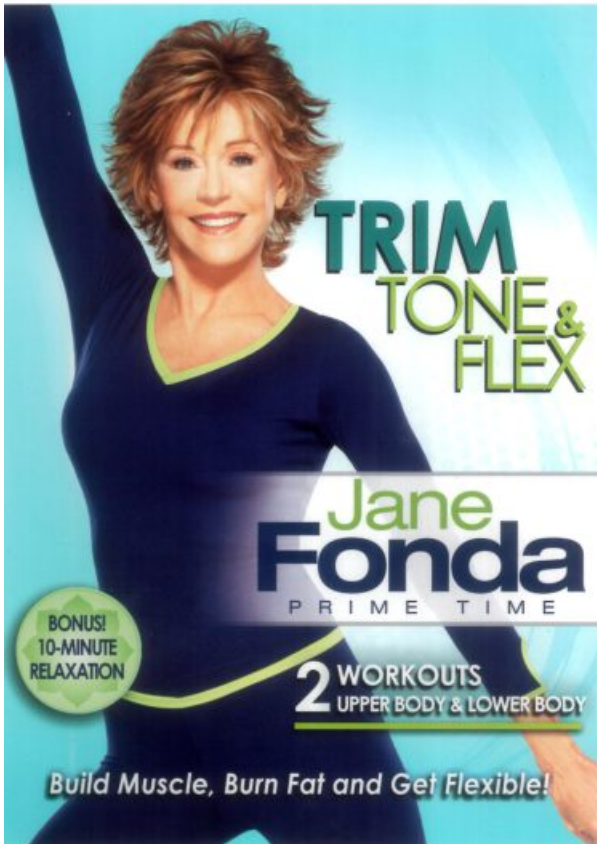
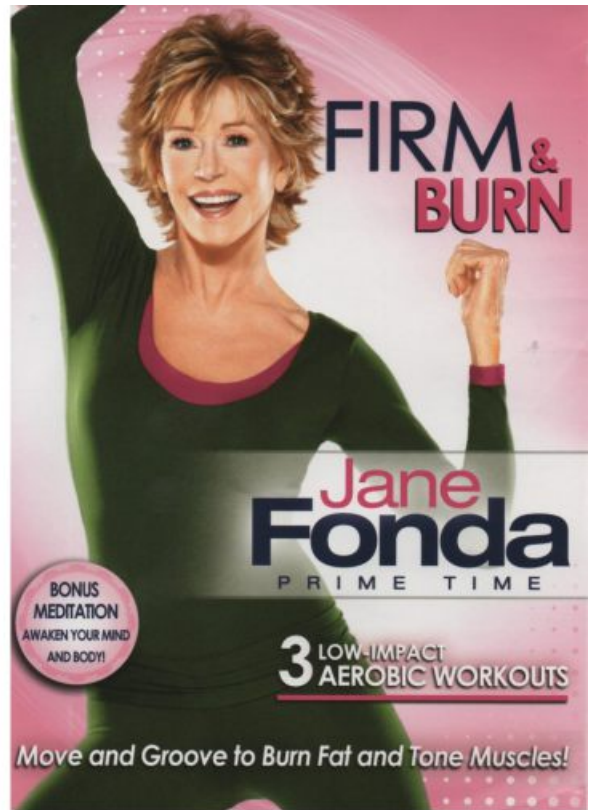
"Thank you for making my Buns looks tiny! Lots of Love and Luck forever!"

-Kim Lyons

"Working with Elisabetta Rogiani has been a sheer celebration of fashion, fitness and fun. She is one of the most talented creative and professional designers that I have ever worked with.

It is an honor to have her not only as my business partner, but also as a friend!"

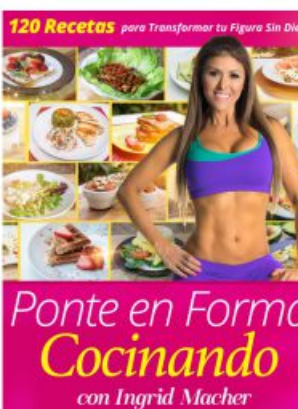
-Jennifer Nicole Lee

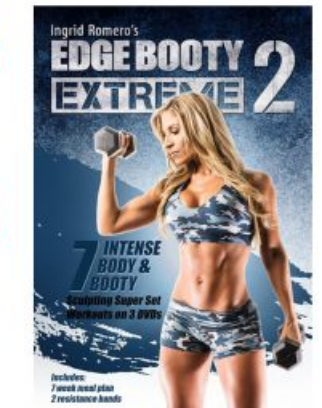
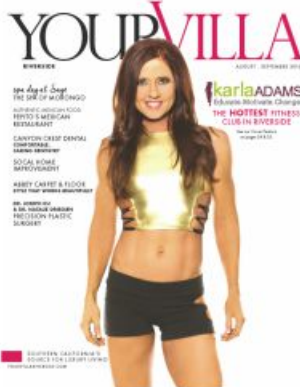


ELISABETTA ROGIANI®

COUTURE FITNESS

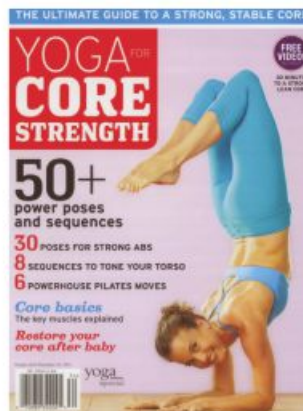
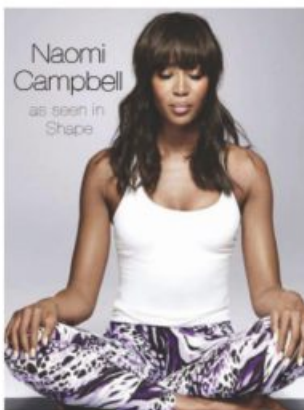
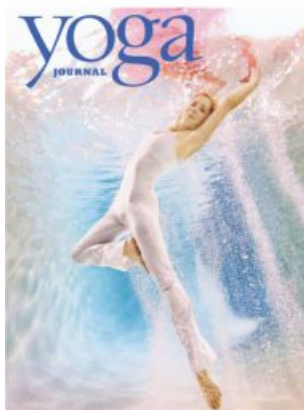
as seen in until 2017

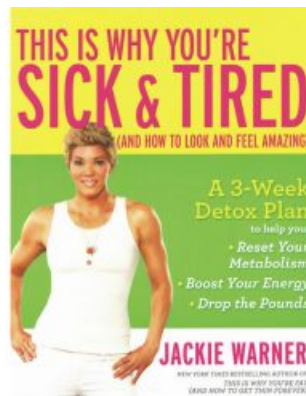




ELISABETTA ROGIANI®

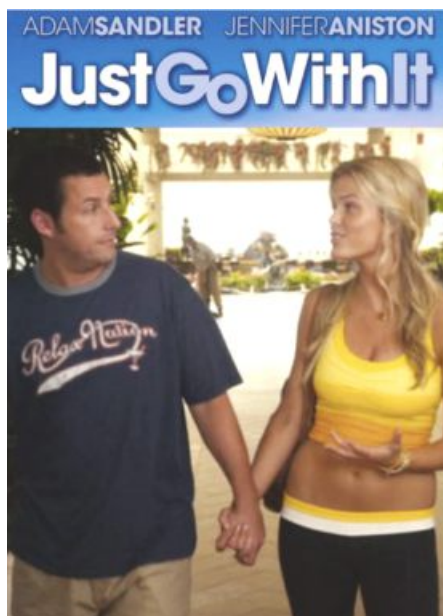
COUTURE FITNESS



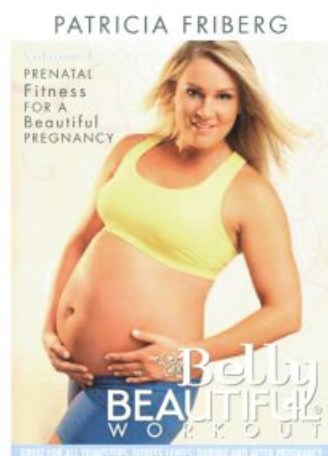
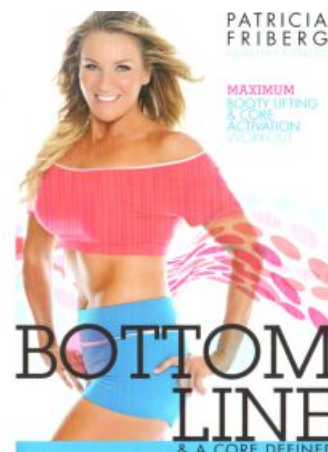
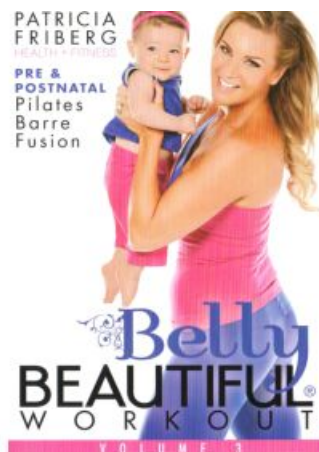


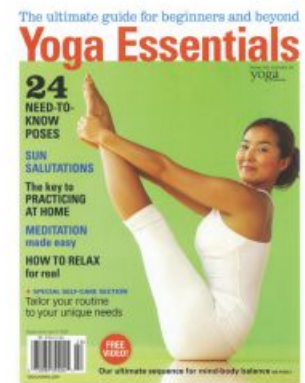
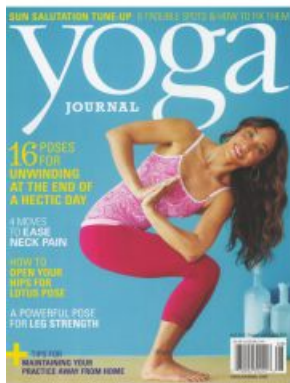
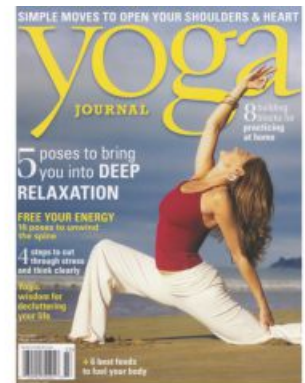
ELISABETTA ROGIANI®

COUTURE FITNESS



BROOKLYN DECKER





ELISABETTA ROGIANI®

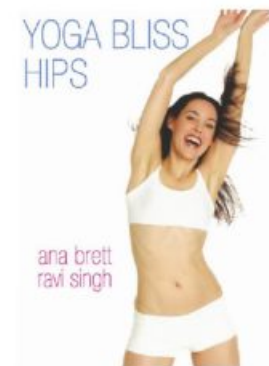
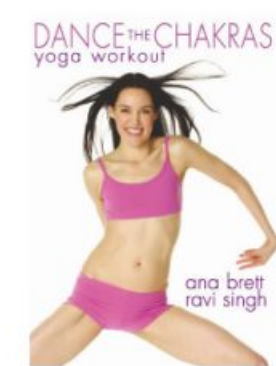
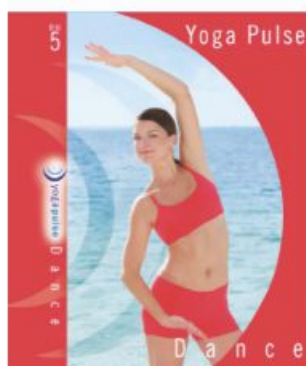
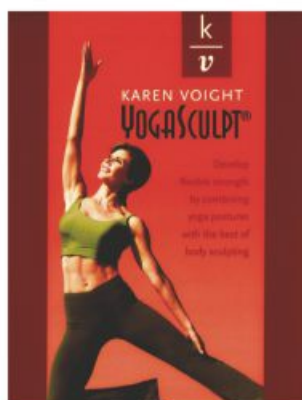
COUTURE FITNESS



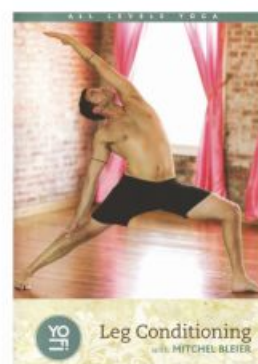
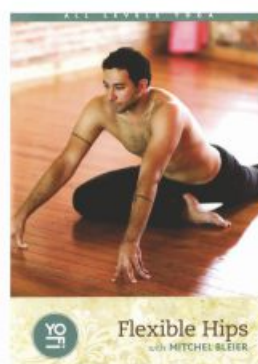
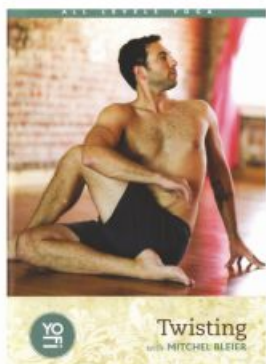
SHIVA REA

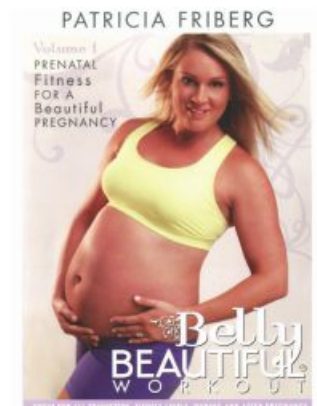
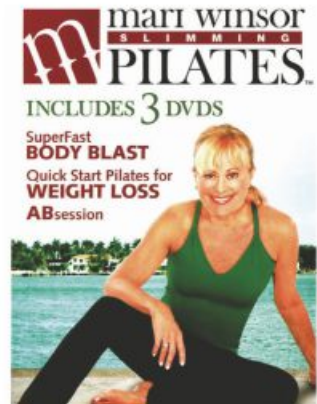
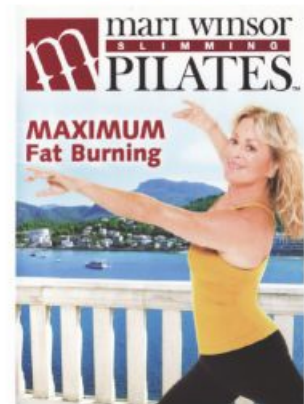
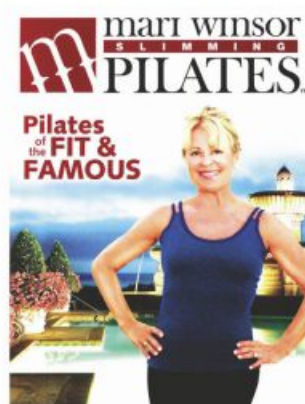
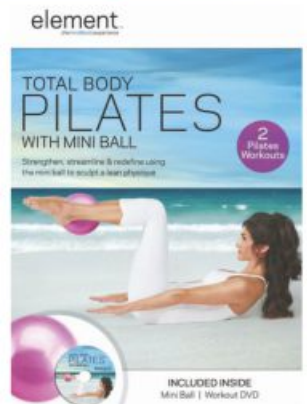
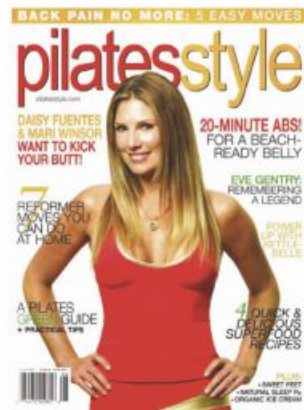


KINO MACGREGOR



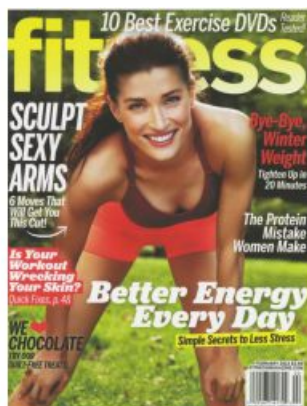
JAKE GRACE

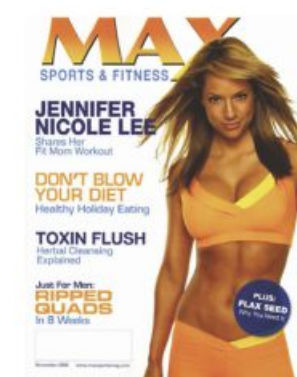




ELISABETTA ROGIANI®

COUTURE FITNESS

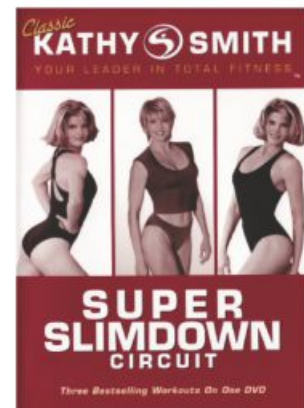
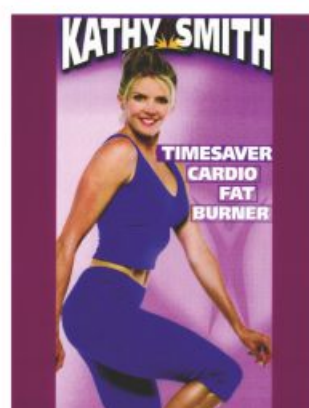
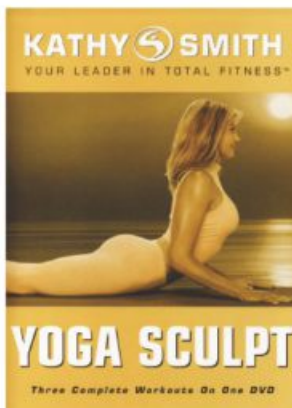
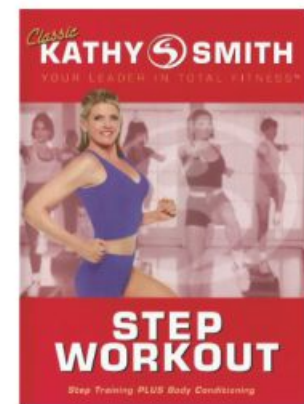
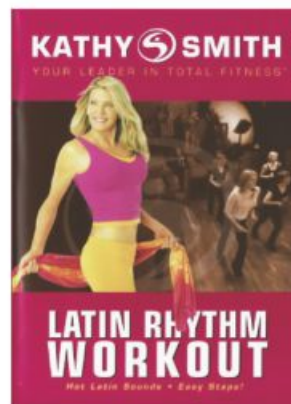
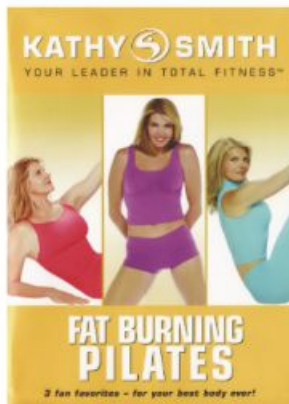
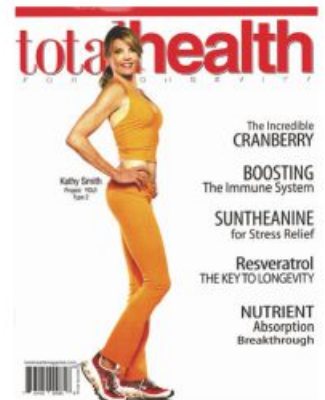
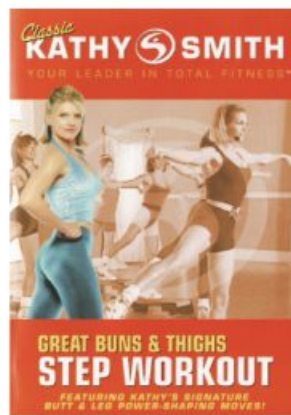
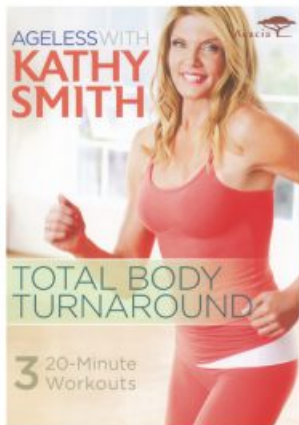
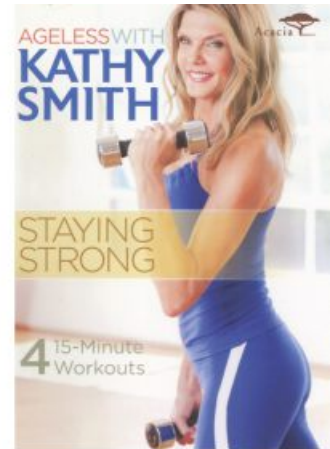




ELISABETTA ROGIANI®

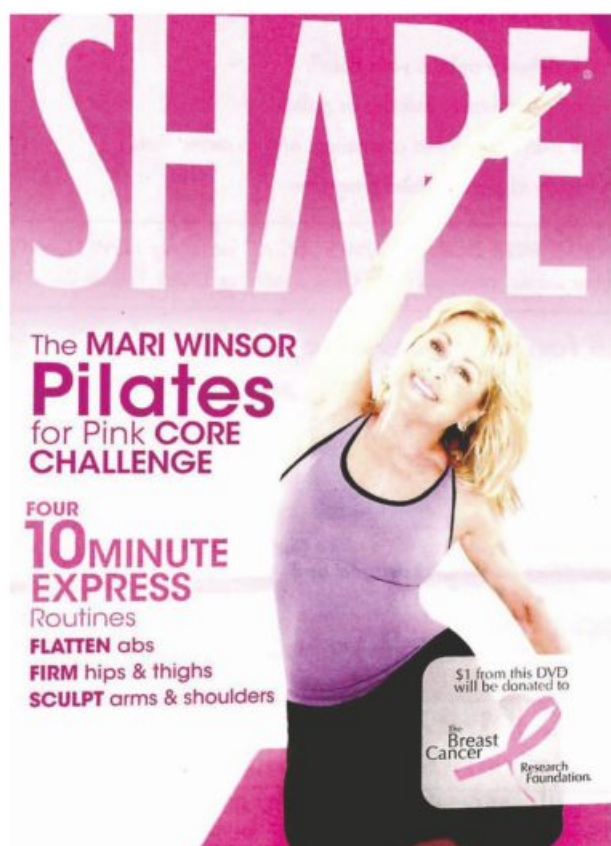
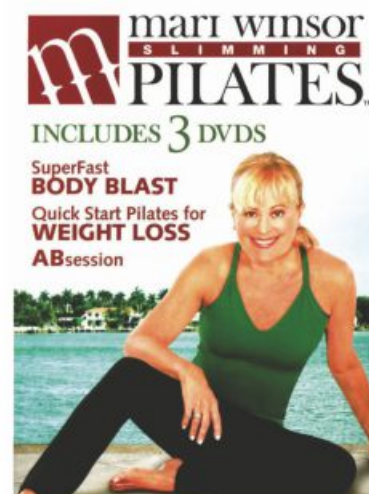
COUTURE FITNESS

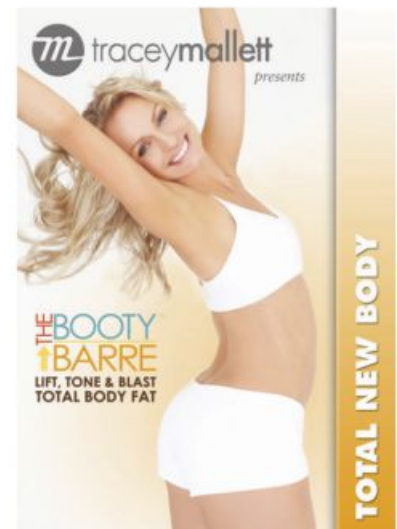
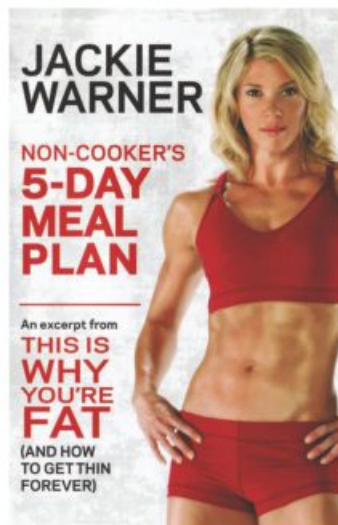
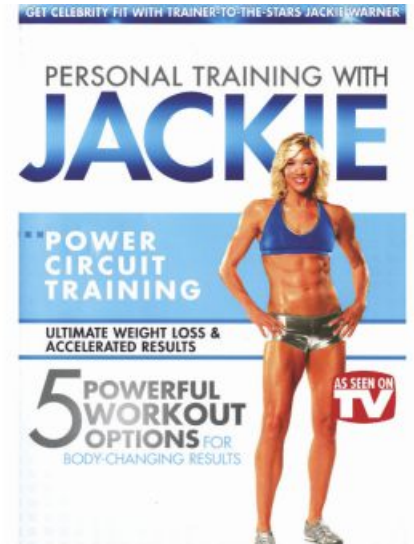
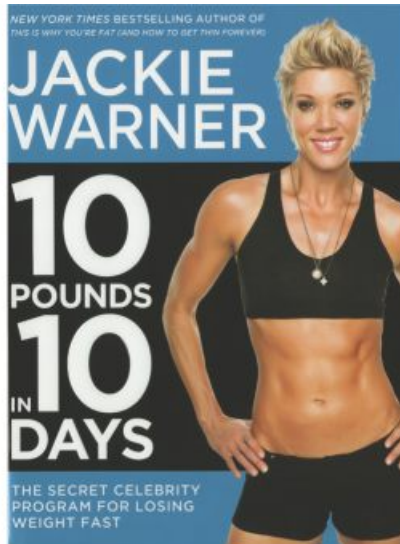




ELISABETTA ROGIANI®

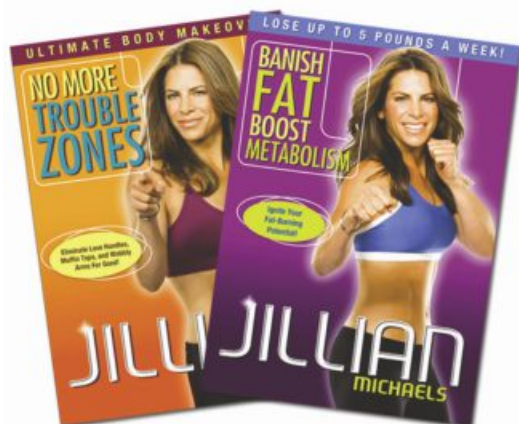
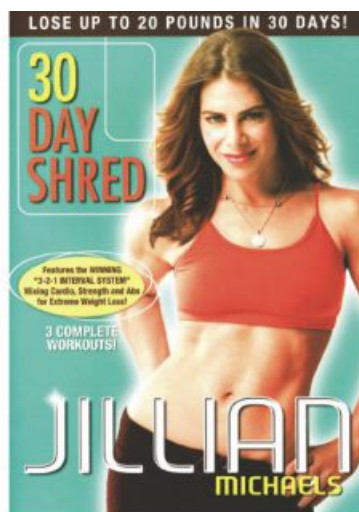
COUTURE FITNESS





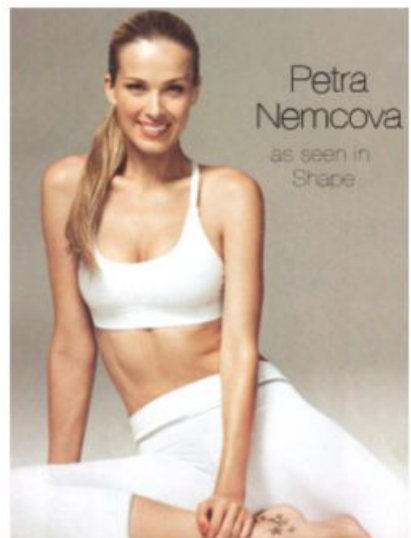
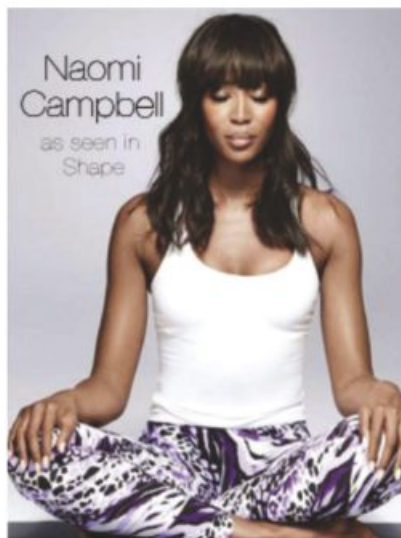
ELISABETTA ROGANI®

COUTURE FITNESS





BRITNEY SPEARS
(AS SEEN IN SHAPE)



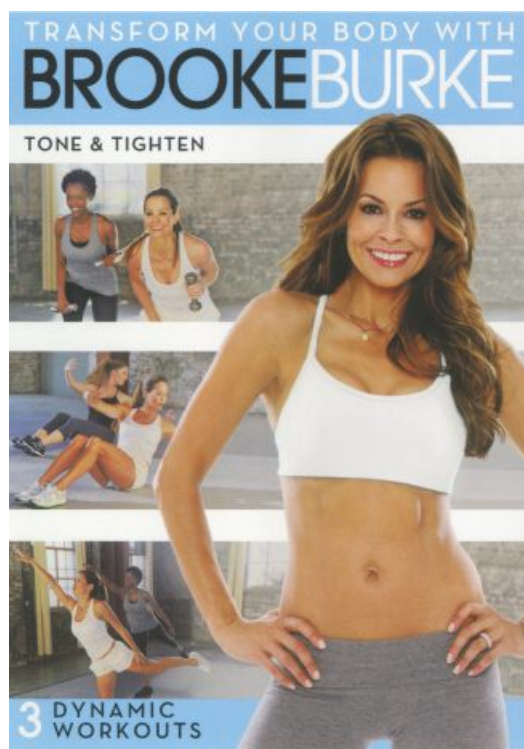
KIM KARDASHIAN

ELISABETTA ROGANI®

COUTURE FITNESS



SHERYL CROW

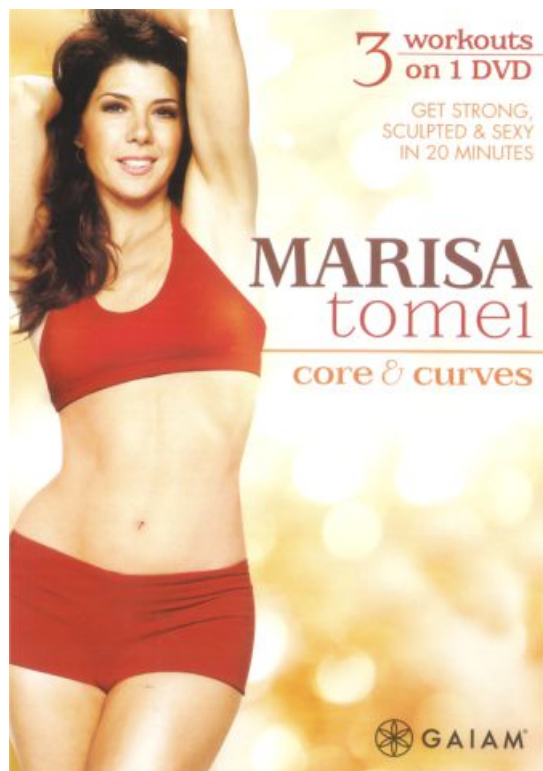


PARIS HILTON



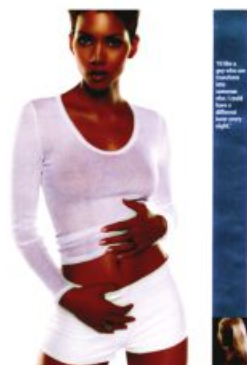
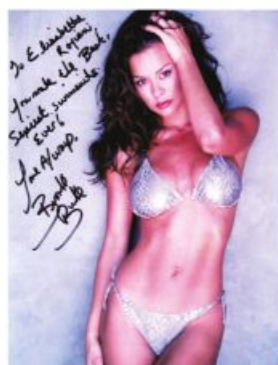
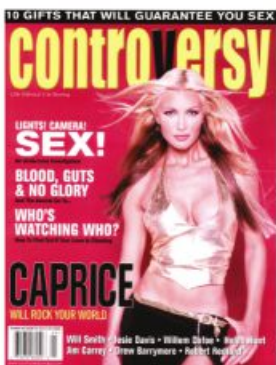
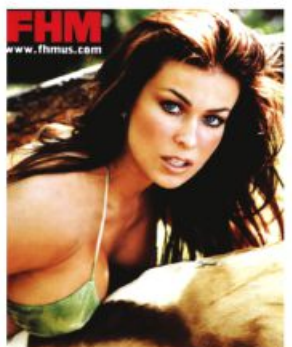
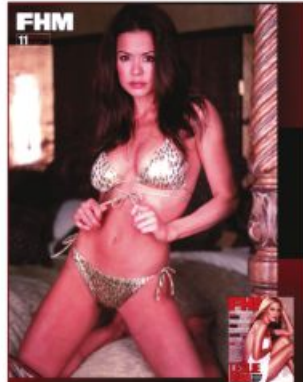
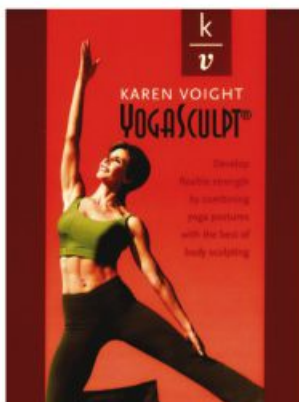
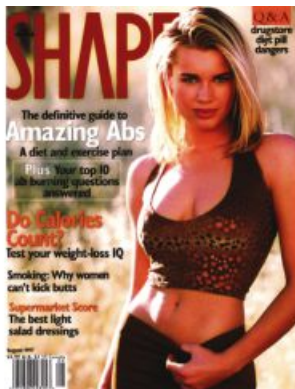


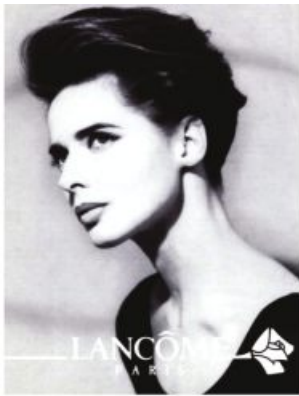
EVA LONGORIA
(DESPERATE HOUSEWIVES)



ELISABETTA ROGLIANI®

COUTURE FITNESS





ELISABETTA ROGIANI®

COUTURE FITNESS



ROGIANI.COM

323-634-7383

orders@rogiani.com

Made in Hollywood