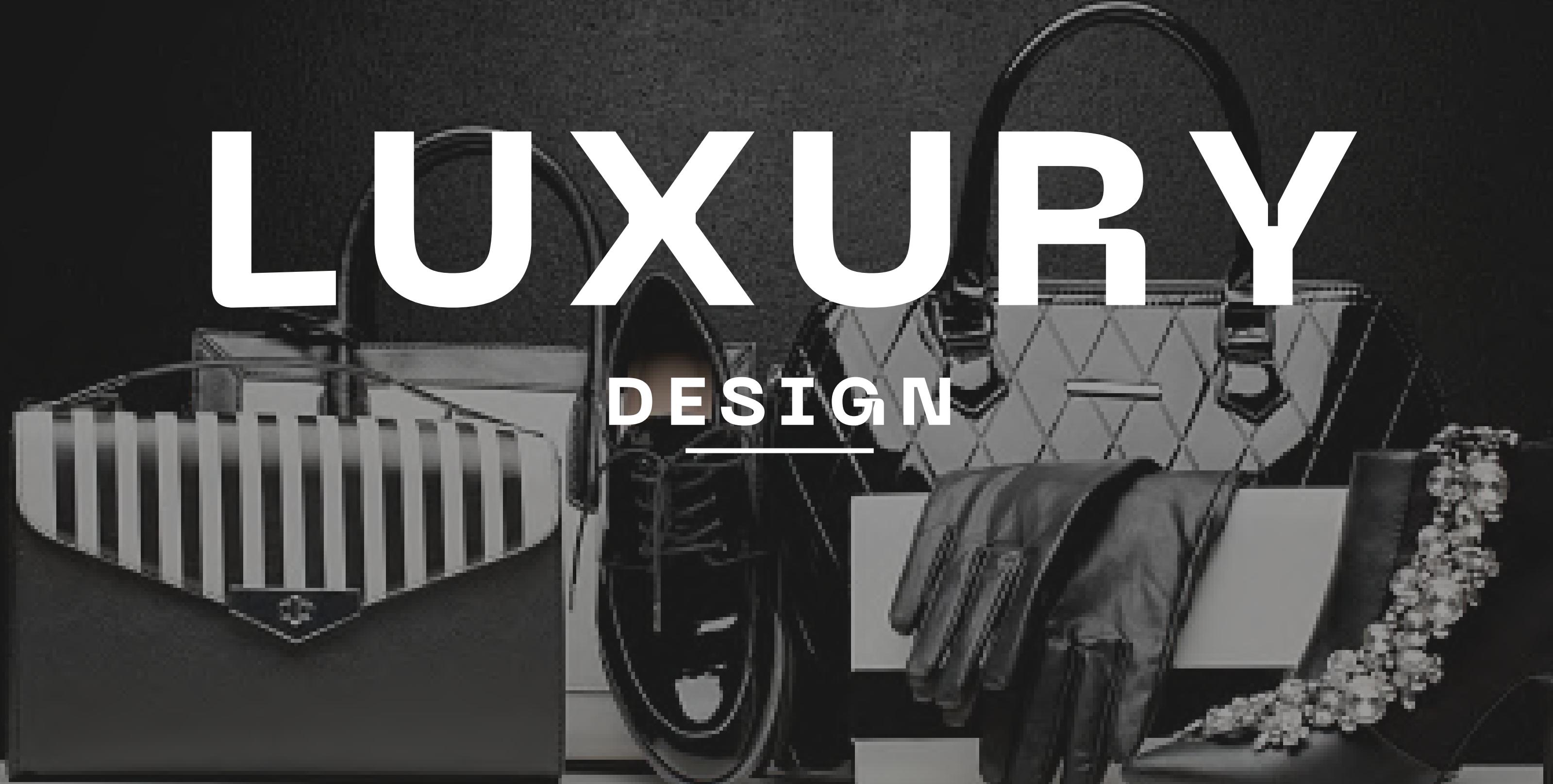


DESIGN STUDIO

LUXURY

DESIGN



# CONTENTS

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- DESIGN BRIEF
- INTRODUCTION
- BRAND HISTORY
- BRAND LOGO
- USP
- STP
- CONSUMER SEGMENTATION
- COMPETITORS
- SWOT ANALYSIS
- PRODUCT RANGE
- REDESIGN BRIEF
- THEME BOARD
- INSPIRATION BOARD
- MOOD BOARD
- CMF BOARD
- FORMS AND SKETCHES
- IDEATION
- MOCK-UP
- 3D RENDER



LUXURY DESIGN

# Design Brief

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**TO DESIGN A LUXURY PRODUCT FOR  
A LUXURY BRAND.**

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# VERSACE

Gianni Versace usually referred to as Versace, is an Italian luxury fashion company founded by Gianni Versace in 1978 known for

- flashy prints
- and bright colors.

The company produces Italian-made ready-to-wear and accessories, as well as haute couture under its Atelier Versace brand and licenses its name and branding to Luxottica for eyewear. Versace's logo is inspired by Medusa.

## COMPANY PROFILE



# BRAND HISTORY

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- Growing up in Reggio Calabria, Gianni Versace spent his early years working for his mother, who owned a local sewing business. This is where Versace fell in love with fashion.
- His first dress was a blue one-shoulder evening gown at the age of nine. Princess Diana wore an updated version of that creation some 40 years later.
- He never studied fashion design but his interest and talent were all about it. When he turned 26 he moved to Milan to work in fashion design, and in 1973 he became the designer of "Byblos", a youthful line for Genny. It wasn't until 1978 that he would have his boutique in Milan's Via Della Spiga, the main shopping street in Milan.
- For the past four decades, Versace has been one of the most iconic brands in luxury fashion, selling clothing and accessories that are right at home on the red carpet and are worn by some of the most fashionable and renowned celebrities in the world.
- He never studied fashion design but his interest and talent were all about it. When he turned 26 he moved to Milan to work in fashion design, and in 1973 he became the designer of "Byblos", a youthful line for Genny.
- It wasn't until 1978 that he would have his boutique in Milan's Via Della Spiga, the main shopping street in Milan.
- For the past four decades, Versace has been one of the most iconic brands in luxury fashion, selling clothing and accessories that are right at home on the red carpet and are worn by some of the most fashionable and renowned celebrities in the world.

DESIGN STUDIO

# THE VERSACE LOGO

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VERSACE

## MEDUSA

Taking his inspiration from the Greek artwork which is very usual in Rome. Gianni wanted people to fall hopelessly in love with the Medusa head logo.

Gianni probably assumed that his clothes will evoke the same feeling of fatal attraction, and he wanted his clothes were beautiful and shocking, just as a Medusa.

# USP AND STP

COMPANY PROFILE



## USP

Versace offers products with a perfect blend of glamour, style and high end couture



## TARGET MARKET

Upper Middle Class, Celebrities and Elitist

# STP

---

## SEGMENTATION

Urban people with extremely high taste and an appeal for the most innovative and luxury products.

## TARGET MARKET

Urban upper class individuals.

## POSITIONING

Versace is a brand having a luxury feel along with chic and sophisticated design along with modern aesthetics



EDGY DESIGNS



MODERN AESTHETICS

# CONSUMER SEGMENTATION



## GEOGRAPHICS

Region : Urban metropolitan  
Density: Urban

## PSYCHOGRAPHICS

Lifestyle : Elitist  
Social Status : Upper class  
Interests : Finance,  
Shopping and Travelling

## DEMOGRAPHICS

Age -25 to 45 year

## BEHAVIOURAL

Purchase-Behaviour:  
Sophisticated and Modern  
aesthetic seeking  
Benefits sought: Quality  
and unique designs  
User Status : Celebrity  
focused Brand  
Occasion : Universal

# COMPETITORS



## 1. Brioni

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an

Brioni is Versace's biggest rival founded in Rome, Lazio} in 19 Versace, Brioni also competes Fashion, Apparel & Accessories Compared to Versace, Brioni generates \$25M less revenue.

## 2. Corneliani

Corneliani is Versace's #2 rival. Corneliani's headquarters is in Mantova, Lombardy, and was founded in 1958. Like Versace, Corneliani also competes in the Fashion, Apparel & Accessories space. Corneliani generates 14% of Versace's revenue.

---

CORNELIANI



## 3. Valentino

Valentino is Versace's #3 competitor. Valentino was founded in 1960 in Milan, Lombardy. Like Versace, Valentino also works within the Fashion, Apparel & Accessories sector. Valentino generates \$141.7M less revenue than Versace.



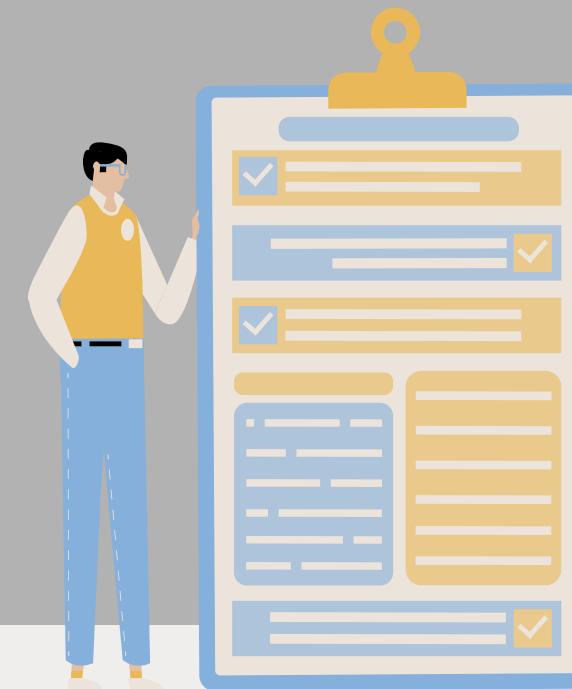
# SWOT ANALYSIS

## STRENGTHS

The strengths of Versace looks at the key aspects of its business which gives it competitive advantage in the market. Some important factors in a brand's strengths include its financial position, experienced workforce, product uniqueness & intangible assets like brand value. Below are the Strengths in the SWOT Analysis of Versace :

1. Versace offers exclusive, breathtaking and intricate collection of clothes
2. Versace have about 80+ exclusive boutiques worldwide as well as their main headquarters in Milan, Italy
3. Very well established brand image and recognized globally
4. Offers a wide range of high quality and original luxury goods
5. Versace brands are worn and endorsed by all celebrities who enjoy looking sophisticated
6. They have about 500 employees containing an expert team of designers and stylists
7. Product portfolio also includes perfumes, watches and even mobile phones
8. Since its inception in 1978, Versace has maintained a classy and strong legacy

# SWOT ANALYSIS



## WEAKNESSES

The weaknesses of a brand are certain aspects of its business which are it can improve to increase its position further. Certain weaknesses can be defined as attributes which the company is lacking or in which the competitors are better. Here are the weaknesses in the Versace SWOT Analysis:

1. Fake imitations or replicas affects brand image of Versace
2. Due to tough competition there is a high amount of brand switching and restricted market share growth

## OPPORTUNITIES

The opportunities for any brand can include areas of improvement to increase its business. A brand's opportunities can lie in geographic expansion, product improvements, better communication etc. Following are the opportunities in Versace SWOT Analysis:

1. Online Retail and E-marketing are gaining large amount of importance and can be tapped by Versace
2. Demand for luxury goods is always rising as people love looking striking and sharp
3. Innovative and stylishly designed products can be introduced
4. Global expansion to emerging economies where people have high purchasing power and are affluent

## THREATS

The threats for any business can be factors which can negatively impact its business. Some factors like increased competitor activity, changing government policies, alternate products or services etc. can be threats. The threats in the SWOT Analysis of Versace are as mentioned:

1. Economic recession and downturn has an impact on purchasing power of individuals
2. Other cheaper and lower brands trying to copy their classic designs and selling at much cheaper rates
3. Growing competition can cause Versace's business to reduce

DESIGN STUDIO

# PRODUCT RANGE

Versace



**Accessories**



**Apparel**



**Footwear**

## LA MEDUSA BAGS

Crafted in Italy from premium leather, La Medusa bags add a very Versace stamp to an outfit. From roomy handbags to classic shoulder styles and contemporary camera bags - browse the selection of superb La Medusa designs.



La Medusa Small Handbag  
₹ 215,400

● ● ● ● +

La Medusa Small Handbag  
₹ 215,400

● ● ● ● +

La Medusa Small Tweed Handbag  
₹ 235,500

● ●

La Medusa Small Tweed Handbag  
₹ 235,500

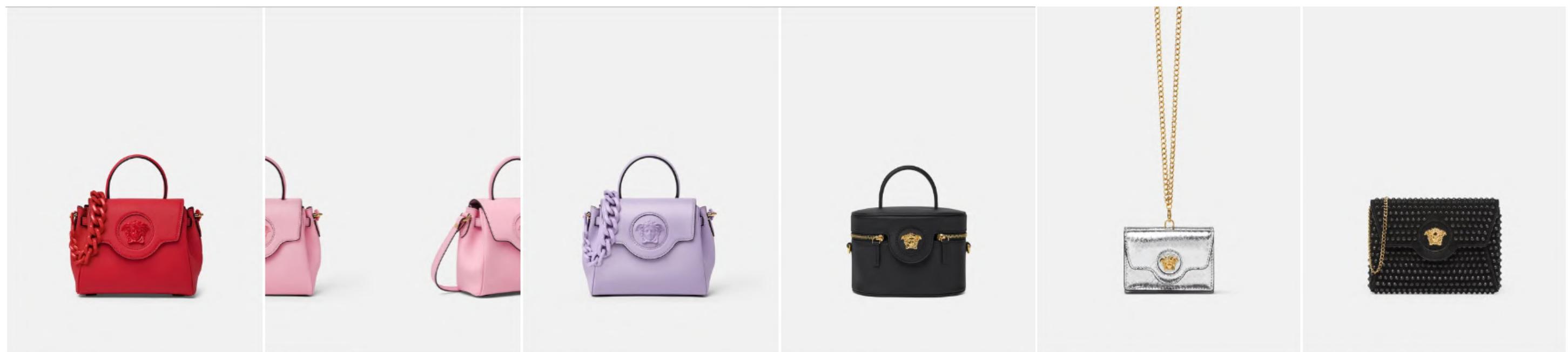
● ●

La Medusa Small Handbag  
₹ 249,000

● ●

La Medusa Small Handbag  
₹ 215,400

● ● ● ● +



La Medusa Small Handbag  
₹ 215,400

● ● ● ● +

La Medusa Small Handbag  
₹ 215,400

● ● ● ● +

La Medusa Small Handbag  
₹ 215,400

● ● ● ● +

La Medusa Vanity Mini Bag  
₹ 154,800

● ●

La Medusa Trifold Chain Wallet  
₹ 87,500

● ●

La Medusa Studded Envelope Clutch  
₹ 181,700

● ●

## ICONIC DESIGNS FOR MEN

Quintessentially Versace. Discover clothing, accessories and homeware featuring Very Versace signatures, including the iconic Barocco and La Coupe des Dieux prints.



Barocco Silk Shirt  
₹ 154,800



Barocco Shorts  
₹ 120,500



Barocco Bucket Hat  
₹ 60,600



Barocco Silk Foulard  
₹ 29,700



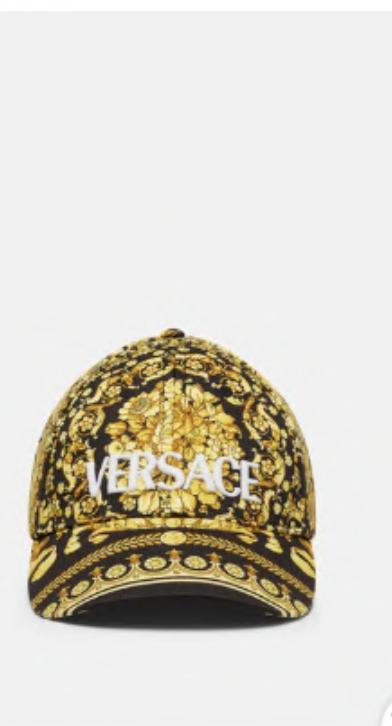
Barocco Silk Shirt  
₹ 181,700



Barocco Large Silk Foulard  
₹ 48,500



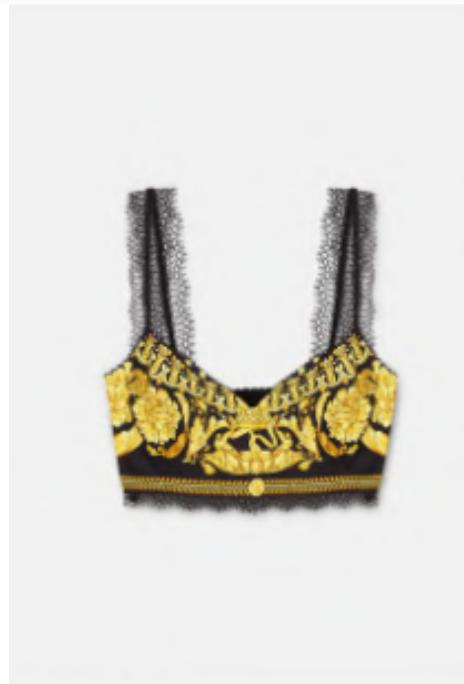
Barocco Cashmere Blend Shawl  
₹ 74,100



Barocco Print Logo Cap  
₹ 49,800

## ICONIC DESIGNS FOR WOMEN

Quintessentially Versace. Discover clothing, accessories and homewares featuring Very Versace signatures, including the iconic Barocco and La Coupe des Dieux prints.



Barocco Bralette Top  
€ 107,700



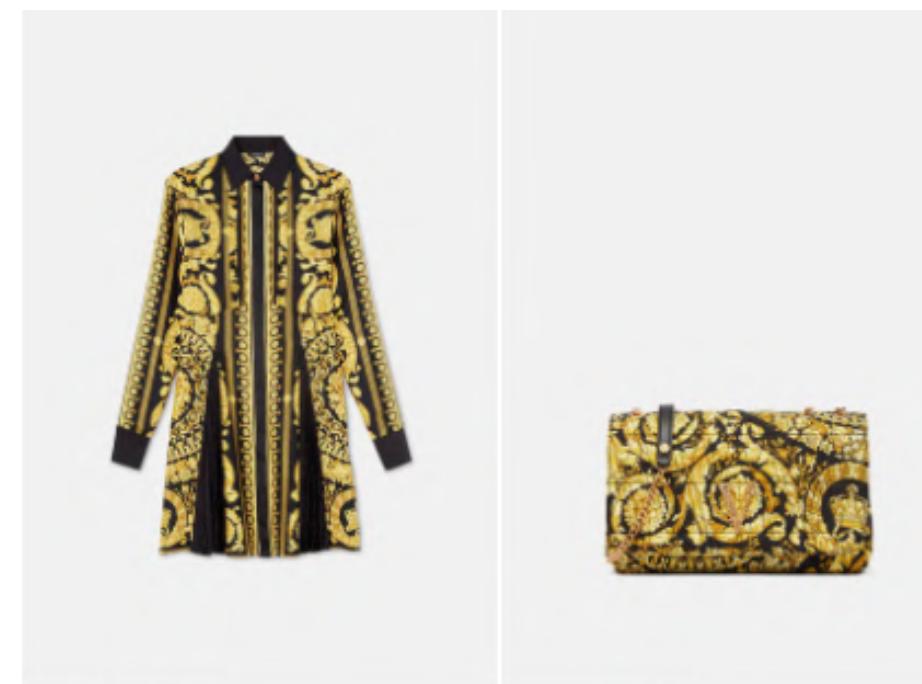
Barocco Pleated Skirt  
€ 188,400



Barocco Virtus Mini Bag  
€ 106,400



Virtus Barocco Belt  
€ 55,200



Barocco Silk Midi Shirt Dress  
€ 376,800



Barocco Virtus Shoulder Bag  
€ 222,100



## LUXURY BATHROBES

Crafted from extremely soft cotton, Versace Home Collection bathrobes and dressing gowns for him and for her boast textured logo prints, Barocco-embellished wrap belts and signature accents. Pair your robes with matching [house slippers](#).



Baroque Bathrobe

€ 55,200

Baroque Bathrobe

€ 55,200

Baroque Bathrobe

€ 55,200

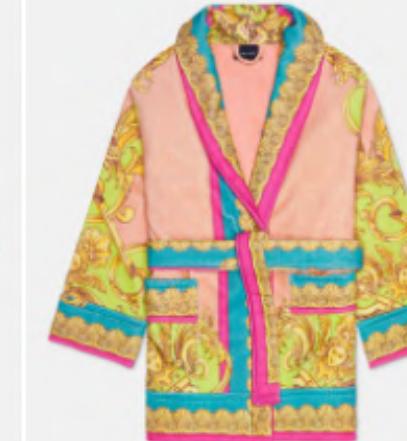
Baroque Bathrobe

€ 55,200



Medusa Amplified Bathrobe

€ 73,400



Barocco Goddess Bathrobe

€ 169,600



Medusa Amplified Crystal Bathrobe

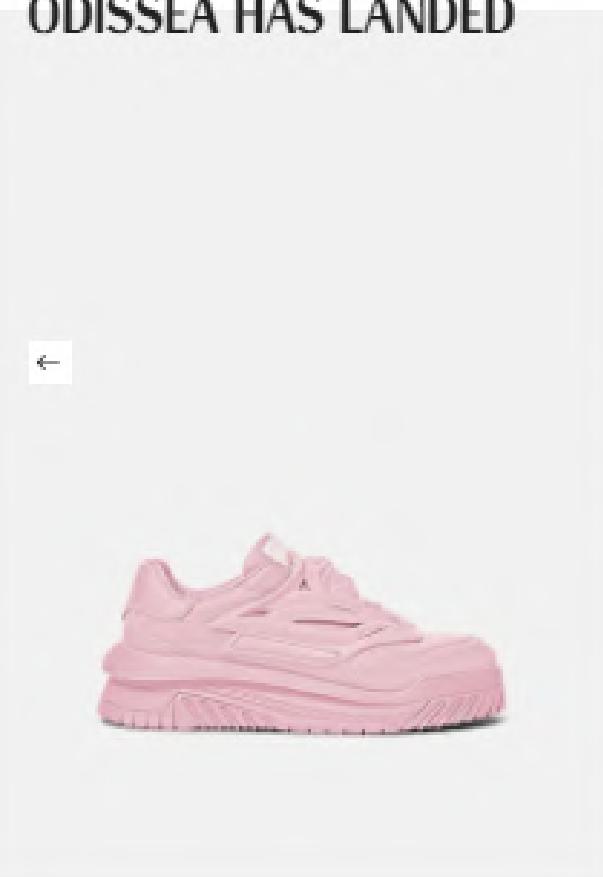
€ 111,700



Baroque Bathrobe

€ 55,200

## ODISSEA HAS LANDED



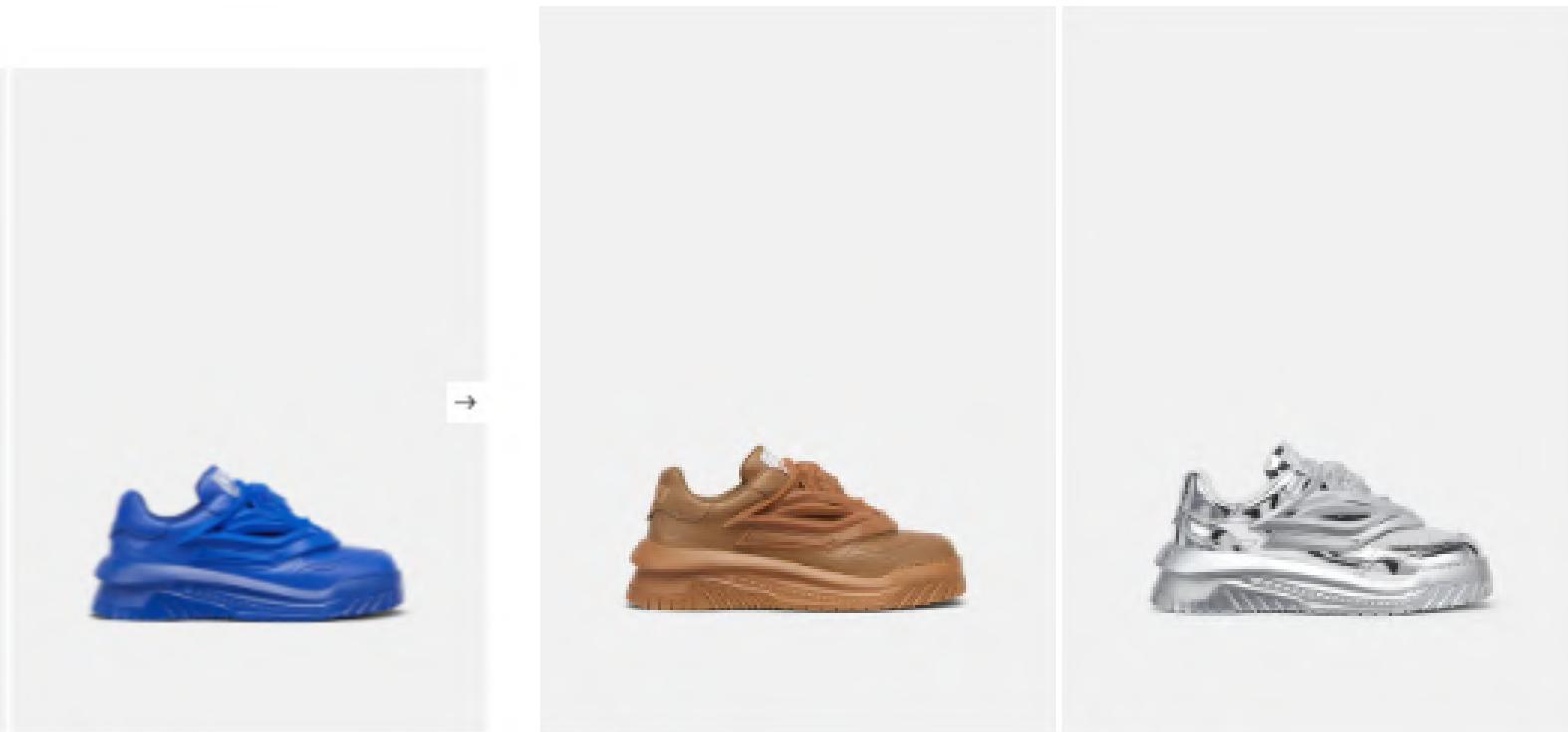
Odissea Sneakers  
€ 92.900



Odissea Sneakers  
€ 92.900

Odissea Sneakers  
€ 92.900

0  
0

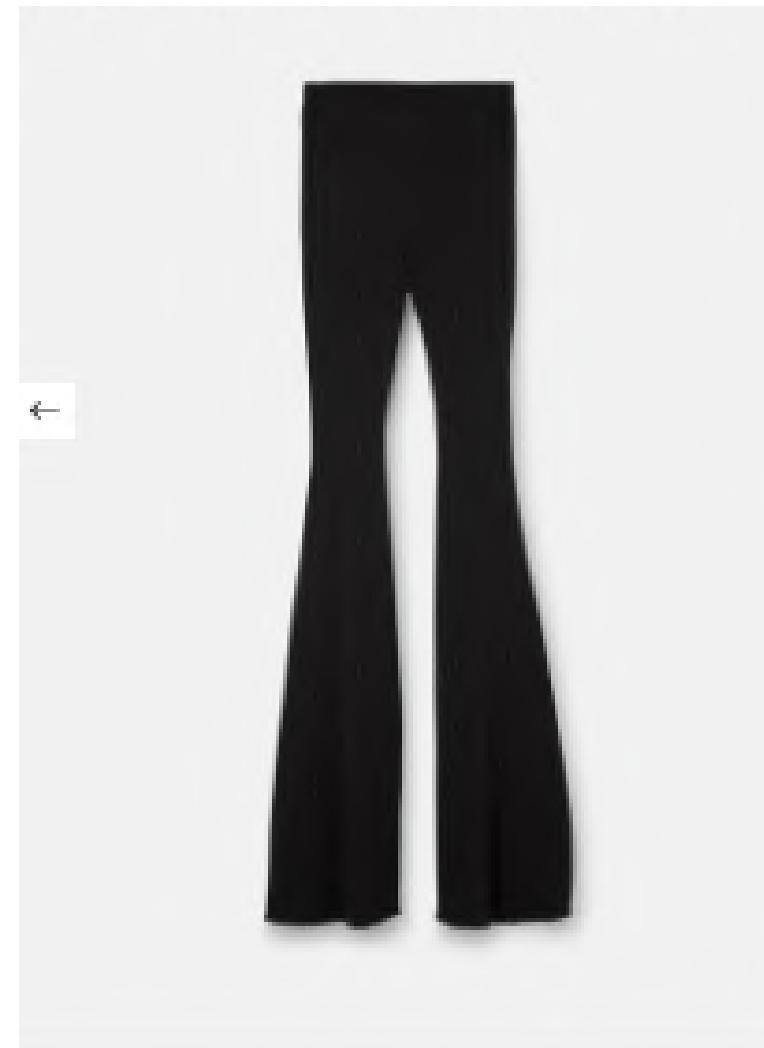


Odissea Sneakers  
€ 92.900

Odissea Sneakers  
€ 92.900

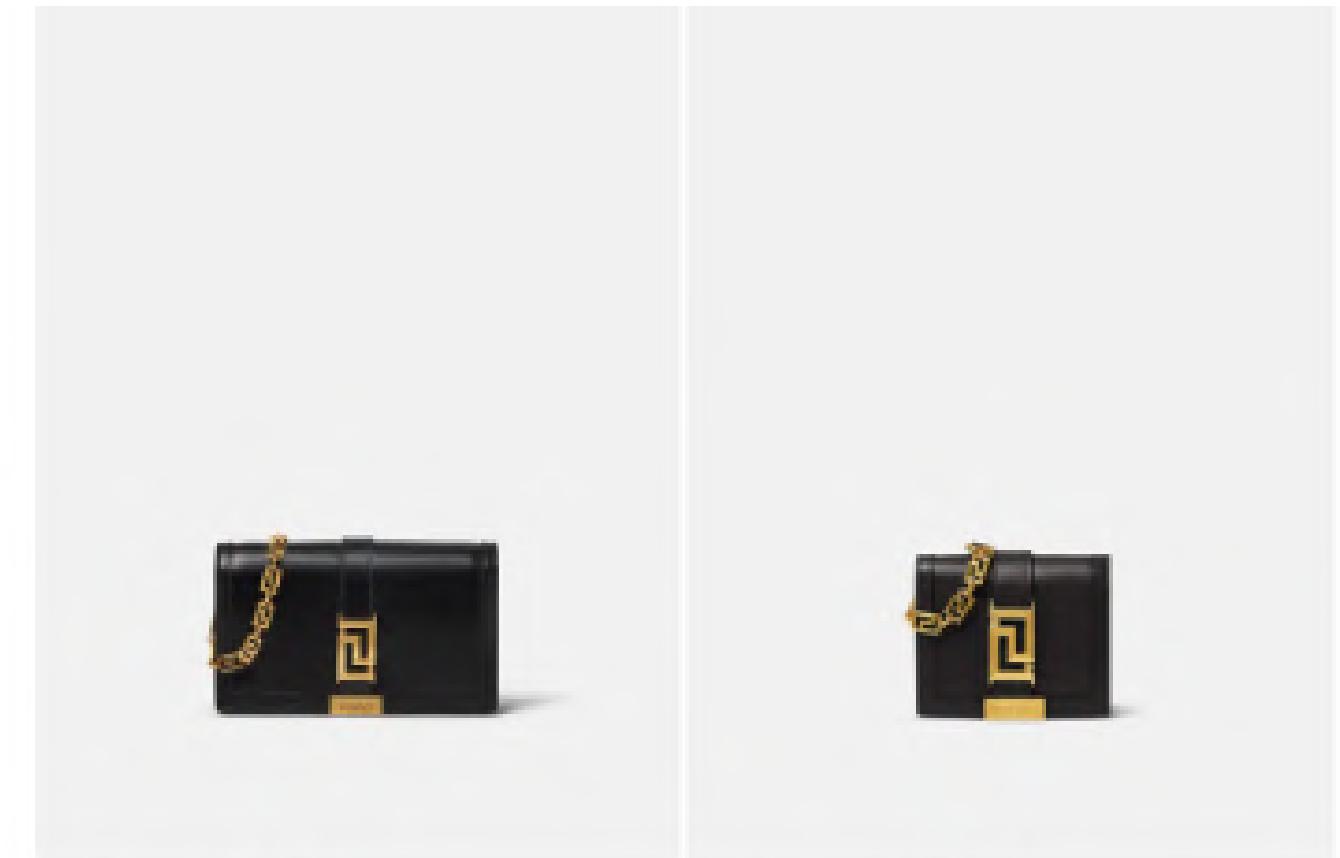
Odissea Sneakers  
€ 106.400

0  
0



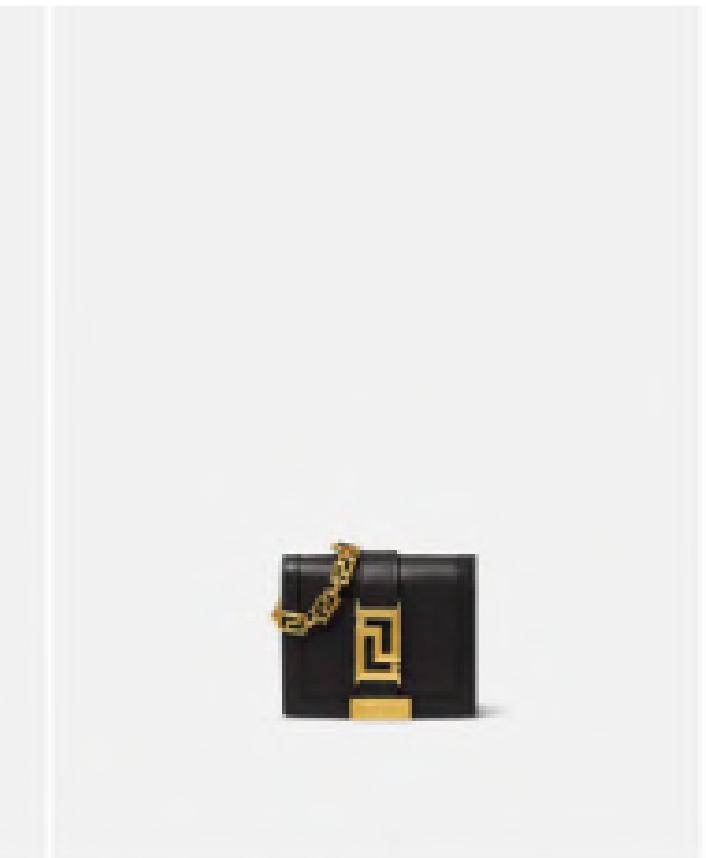
Ribbed Flared Trousers

€ 101,000



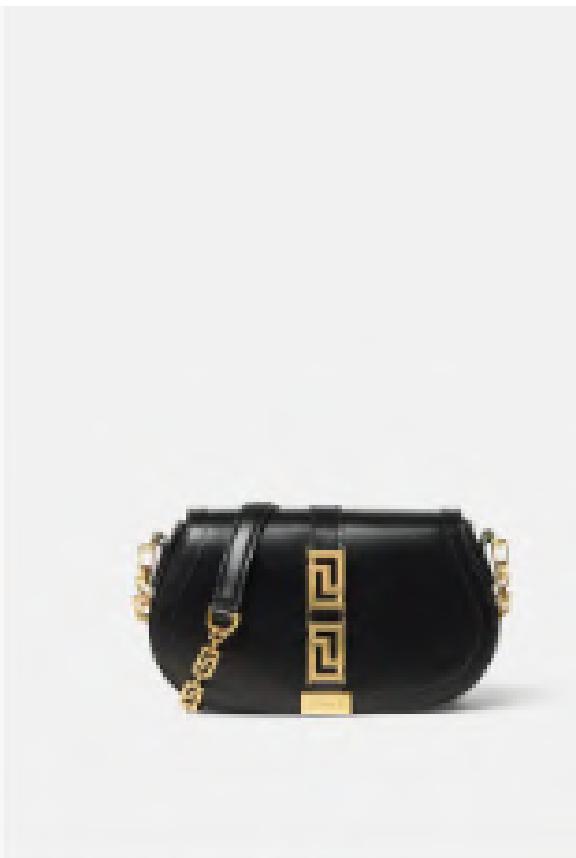
Greca Goddess Mini Bag

€ 181,500



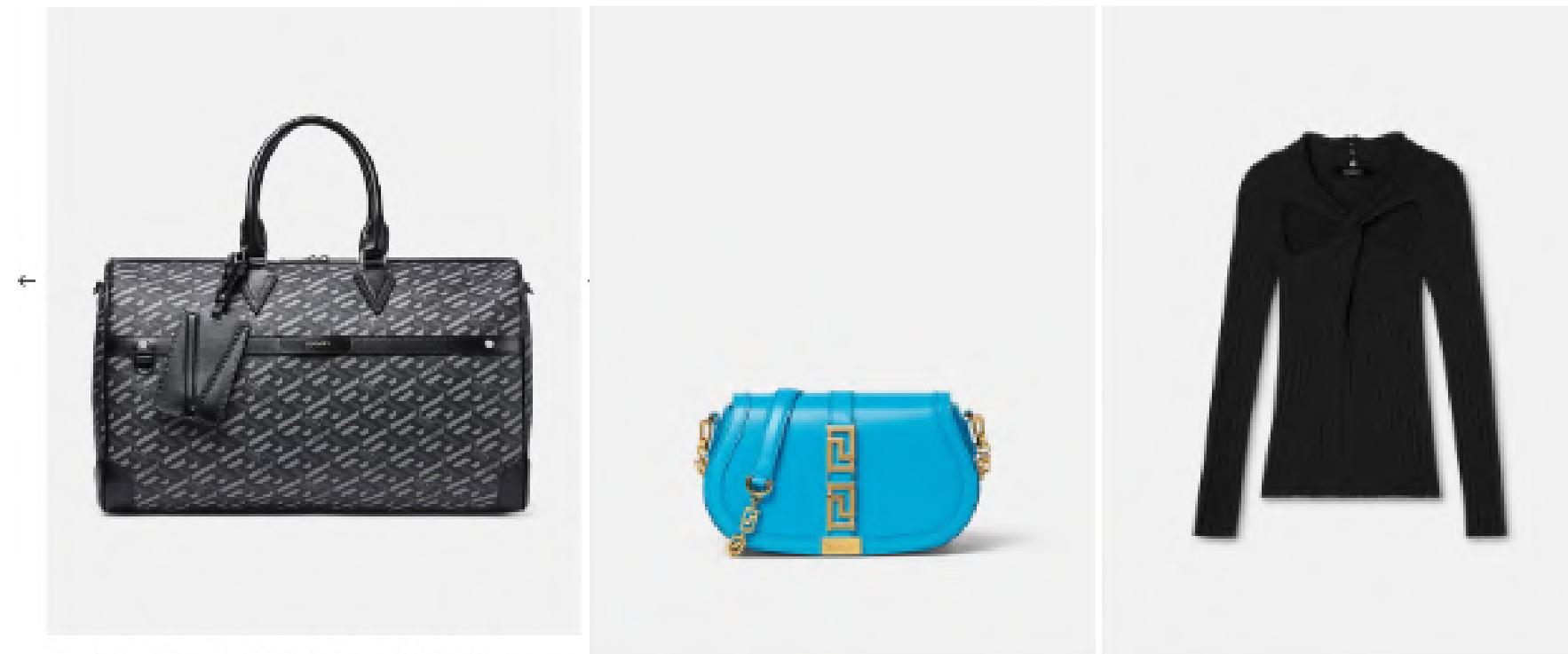
Greca Goddess Chain Wallet

€ 211,600



Greca Goddess Shoulder Bag

€ 295,100



La Greca Signature Medium  
Travel Bag

€ 181,700

Greca Goddess Shoulder Bag

€ 295,100

Ribbed Twisted Jumper

€ 114,400

~~VERSACE~~

LUXURY DESIGN

# Re-Design Brief

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**TO DESIGN A LUXURIUS BRACELET  
FOR THE BRAND VERSACE.**

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LUXURY DESIGN

# VERSACE

## BRACELET RANGE



Crystal Medusa Greca Cuff Bracelet

₹ 76,500



Medusa Braided Leather Bracelet

₹ 28,500



Medusa Braided Leather Bracelet

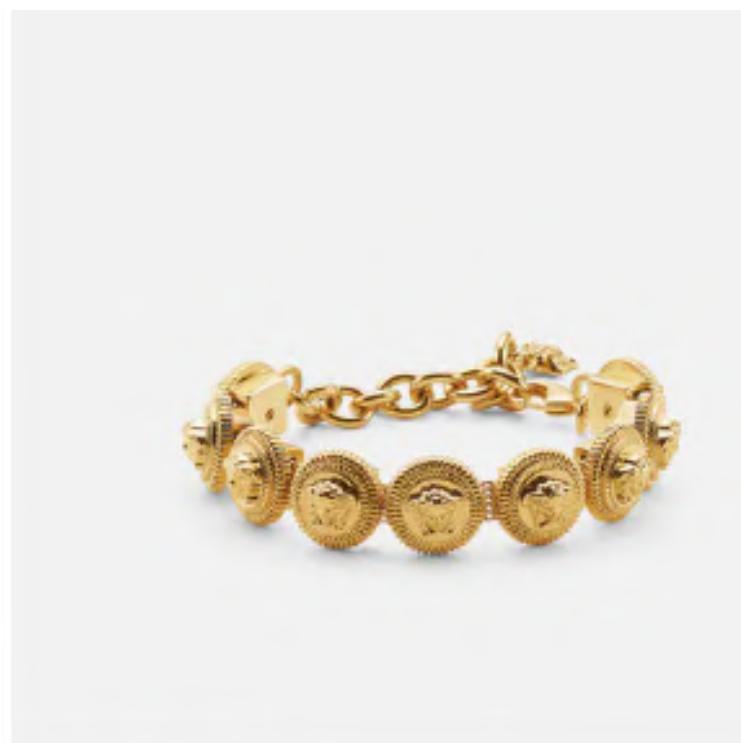
₹ 28,500



Medusa Braided Leather Bracelet

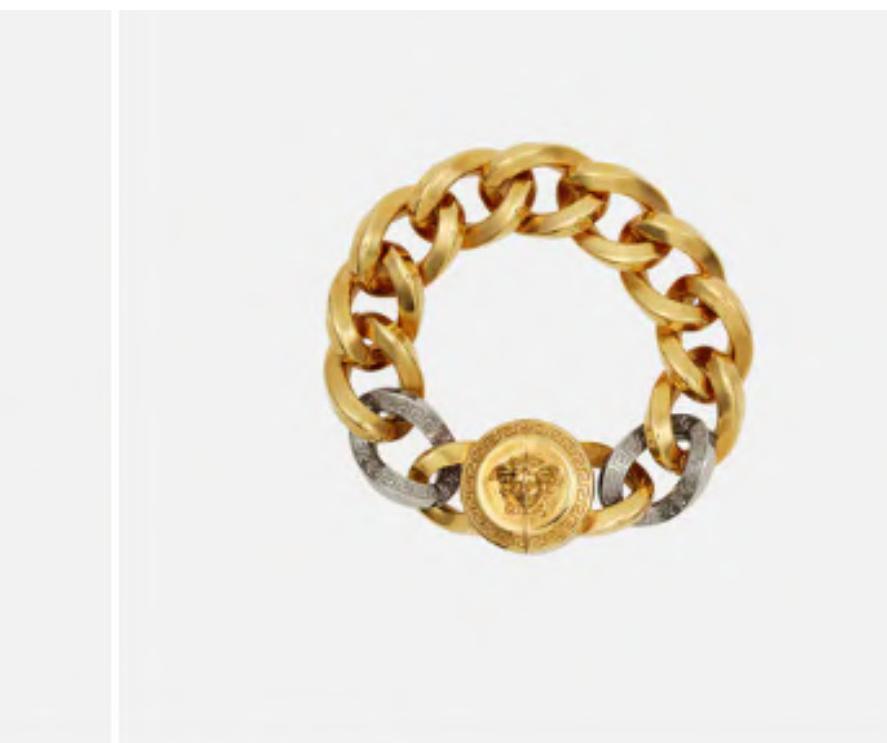
₹ 28,500





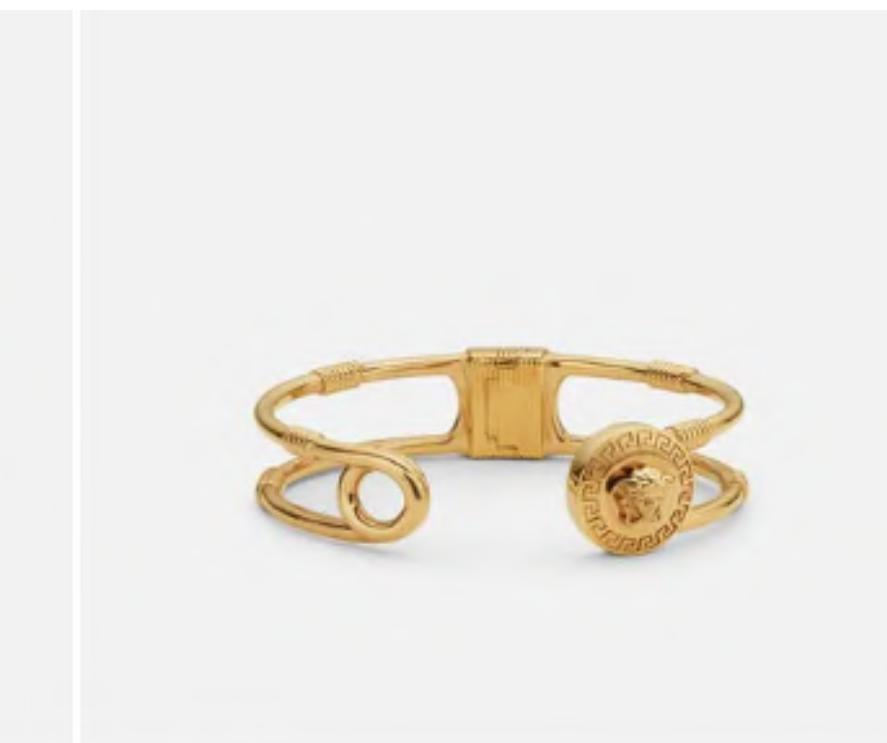
Medusa Biggie Bracelet

₹ 115,300



Medusa Chain Bracelet

₹ 93,300



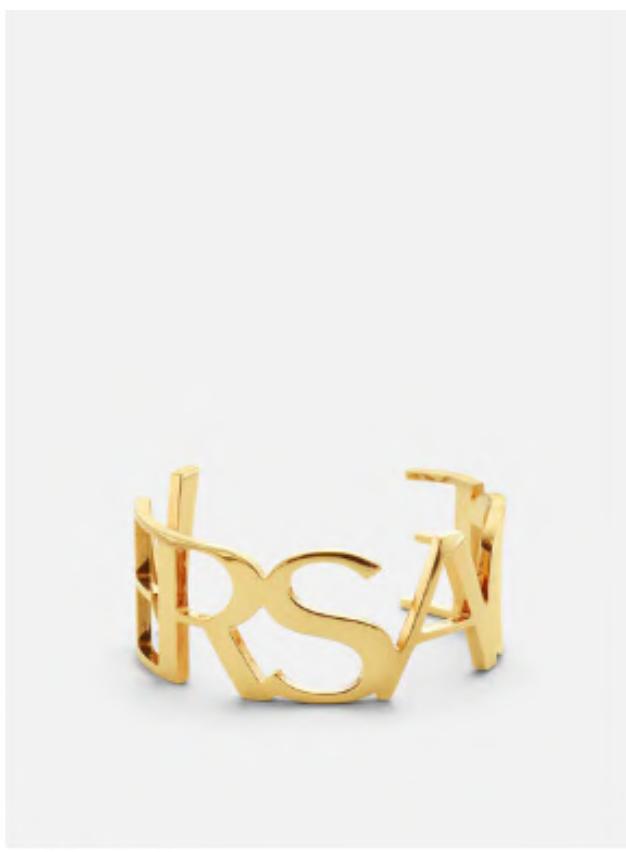
Safety Pin Bracelet

₹ 45,400



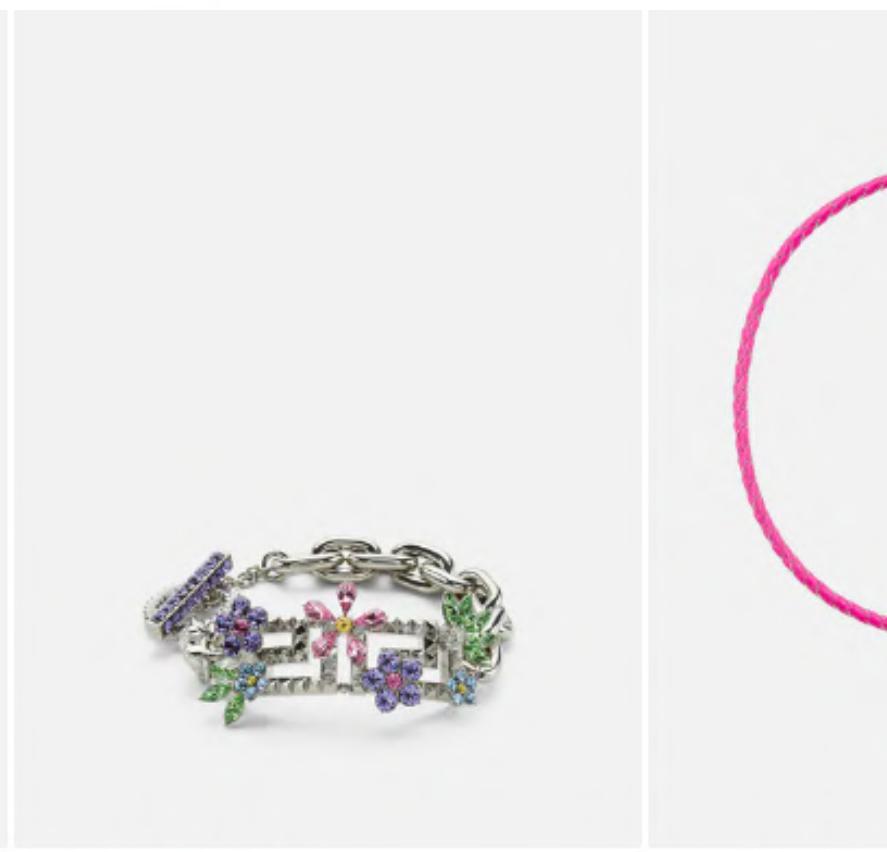
"Ti Amo" Bracelet

₹ 37,600



Logo Cuff Bracelet

₹ 49,300



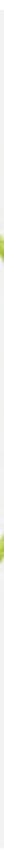
Crystal Versace Bloom Bracelet

₹ 110,100



Crystal Medusa Braided Necklace

₹ 58,300



Crystal Medusa Braided Necklace

₹ 58,300

- ALL VERSACE JEWELRY PRODUCTS ARE LEAD AND NICKEL FREE.
- ALL THE MATERIALS ARE HYPOALLERGENIC.



THEME BOARD

# INSPIRATION BOARD



## MOOD BOARD



EDGY



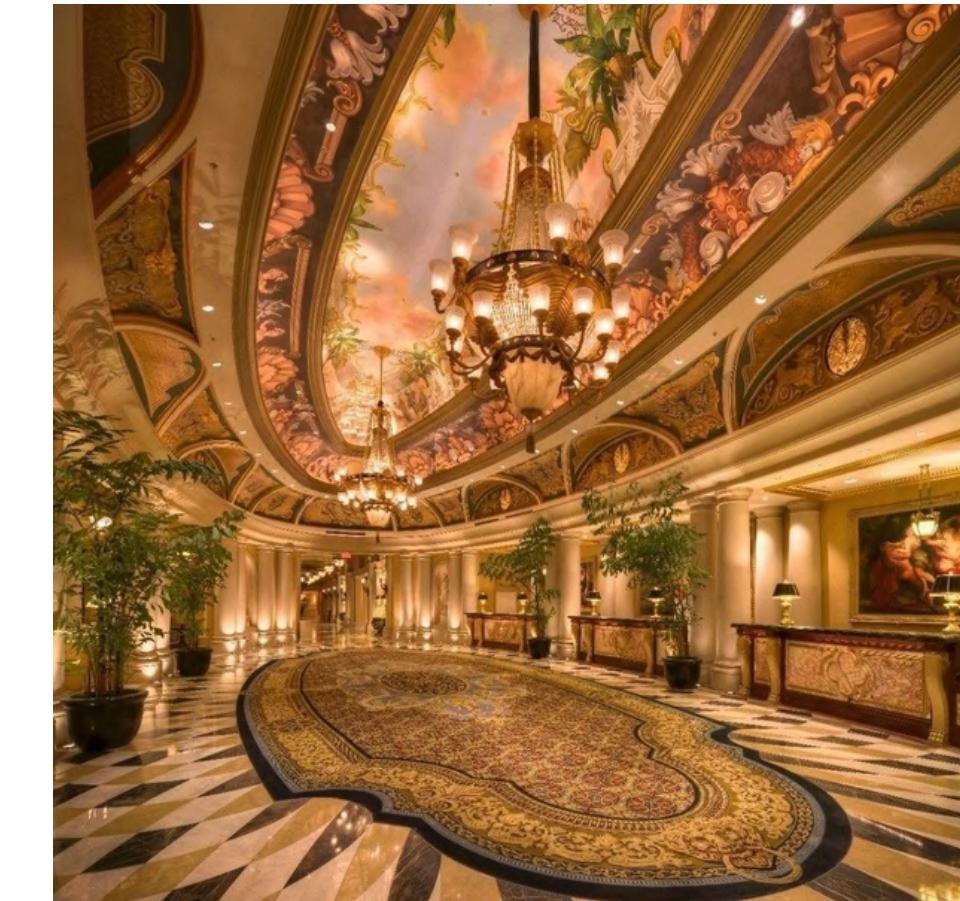
LUXURIOUS



ELEGANT



UNIQUE



## CMF BOARD

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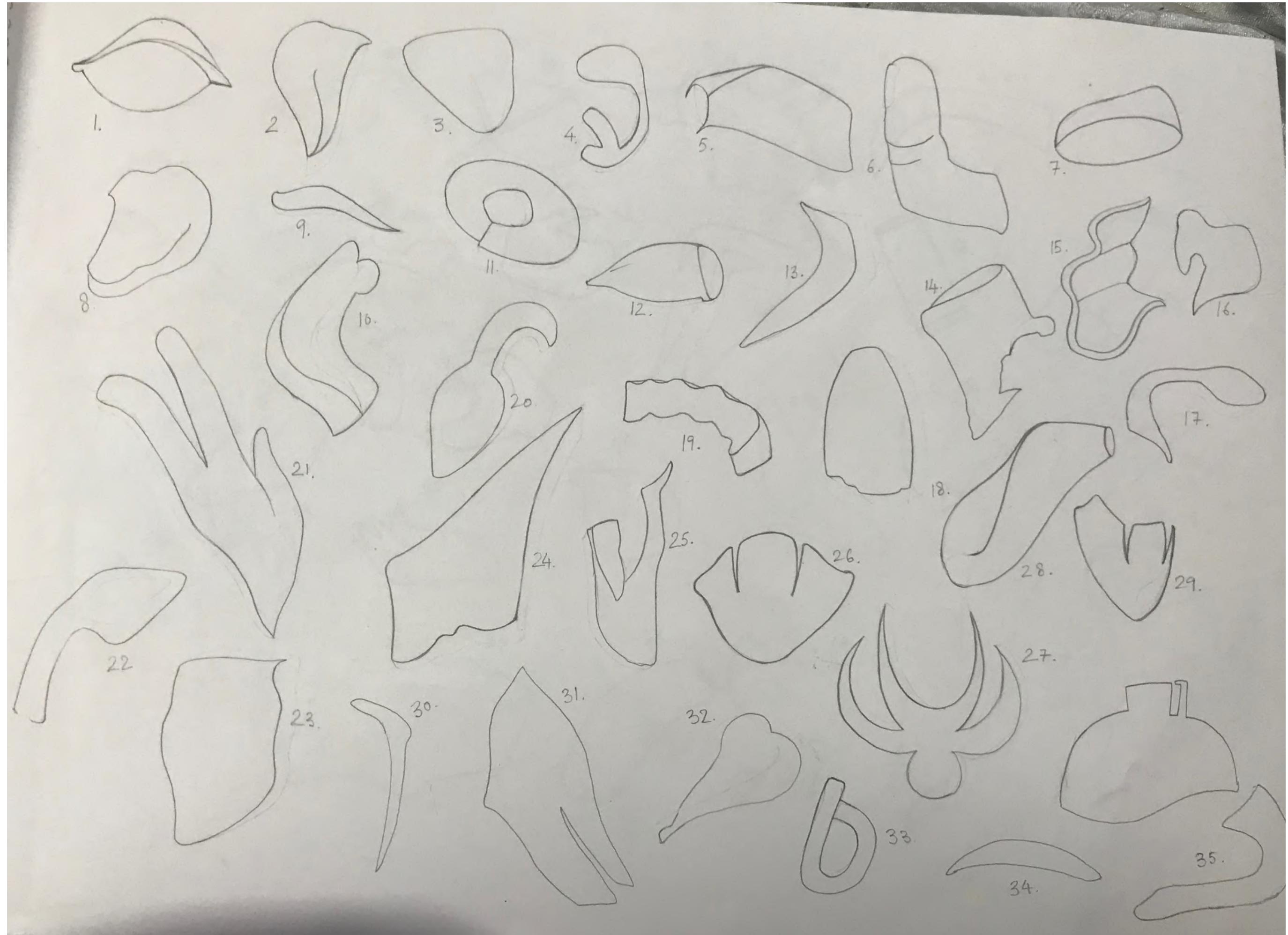
→ GOLDEN  
→ GOLD  
→ POLISHED



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## FORMS AND SKETCHES

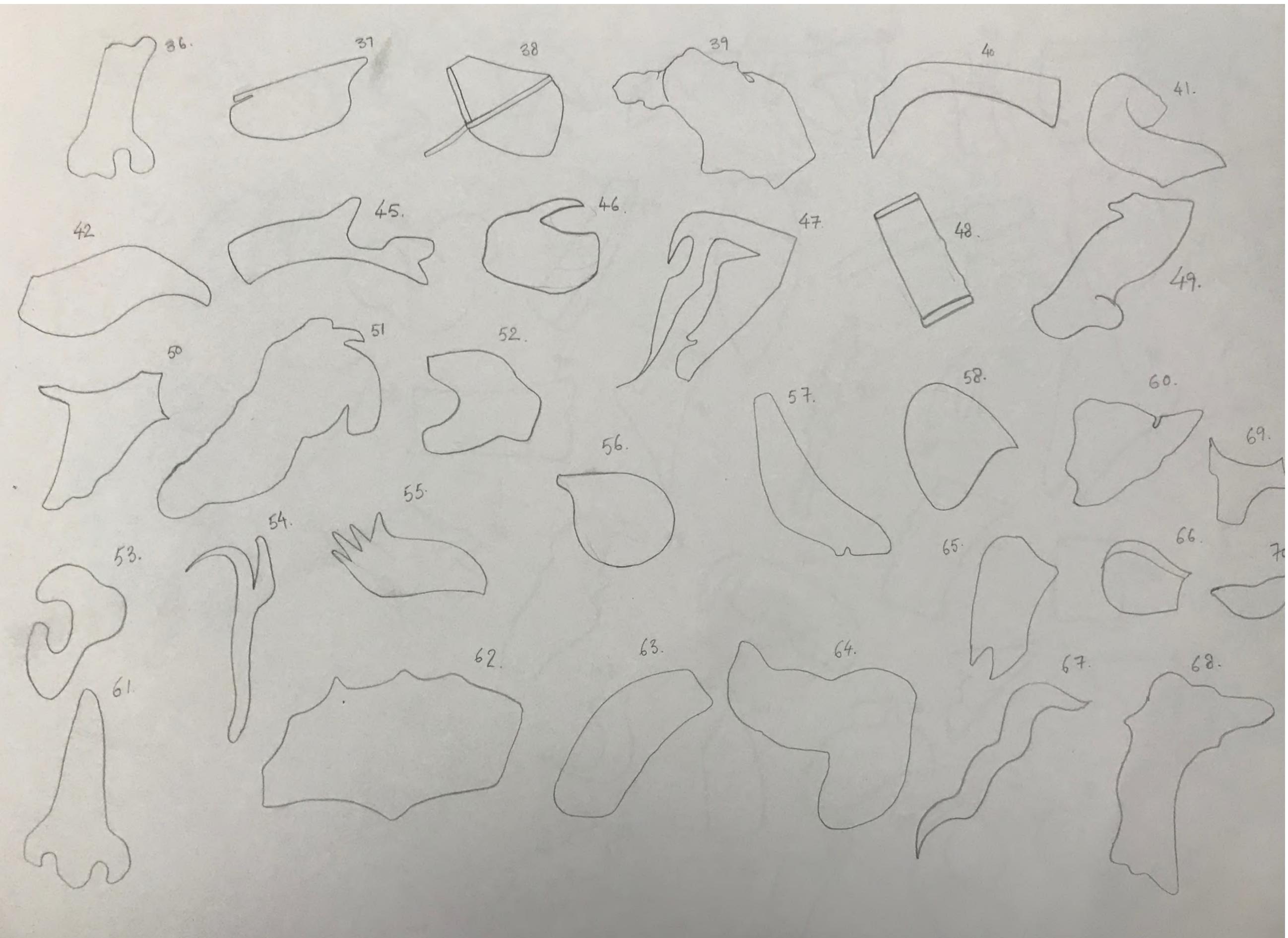
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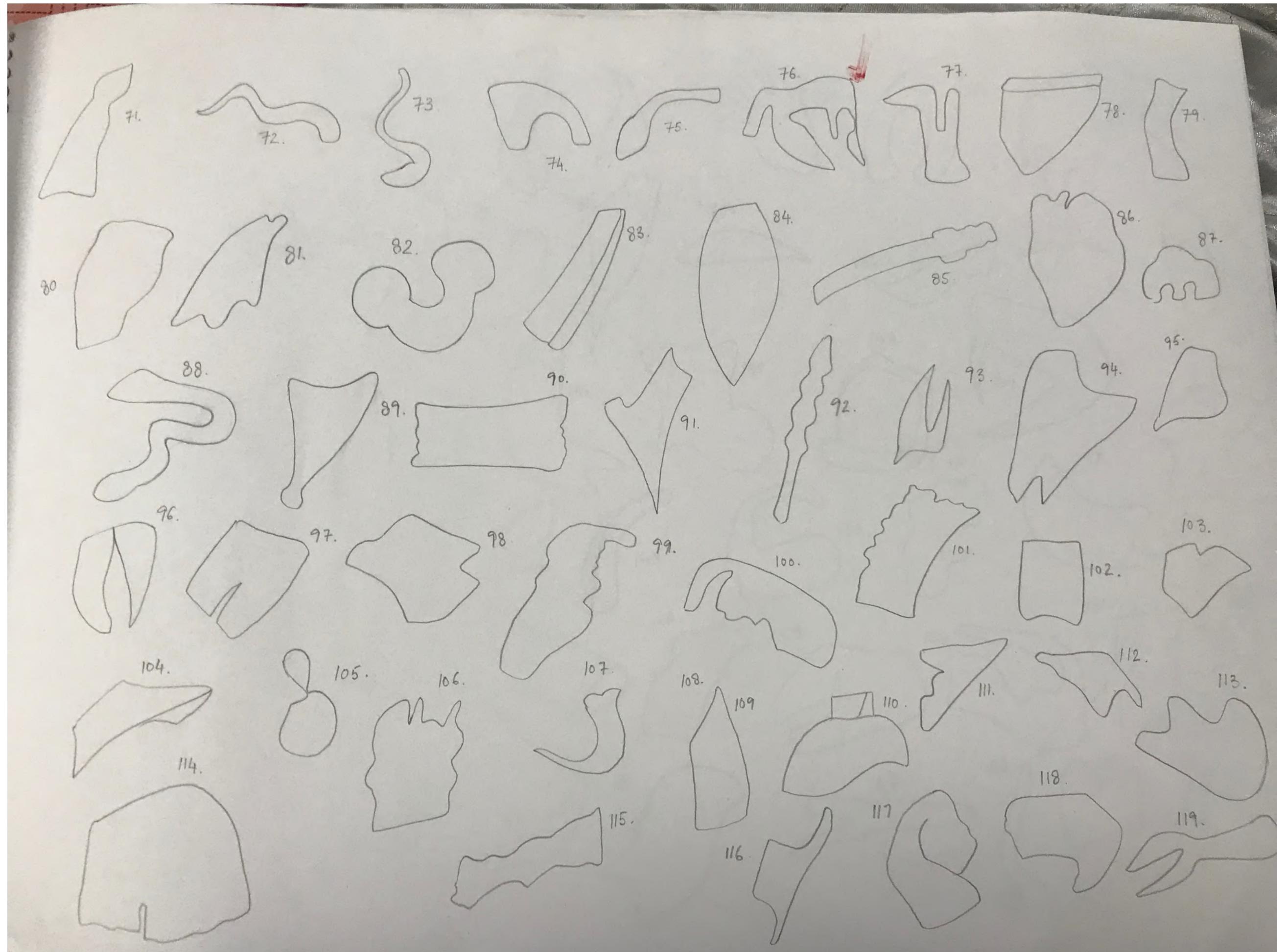
## FORMS AND SKETCHES

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## FORMS AND SKETCHES

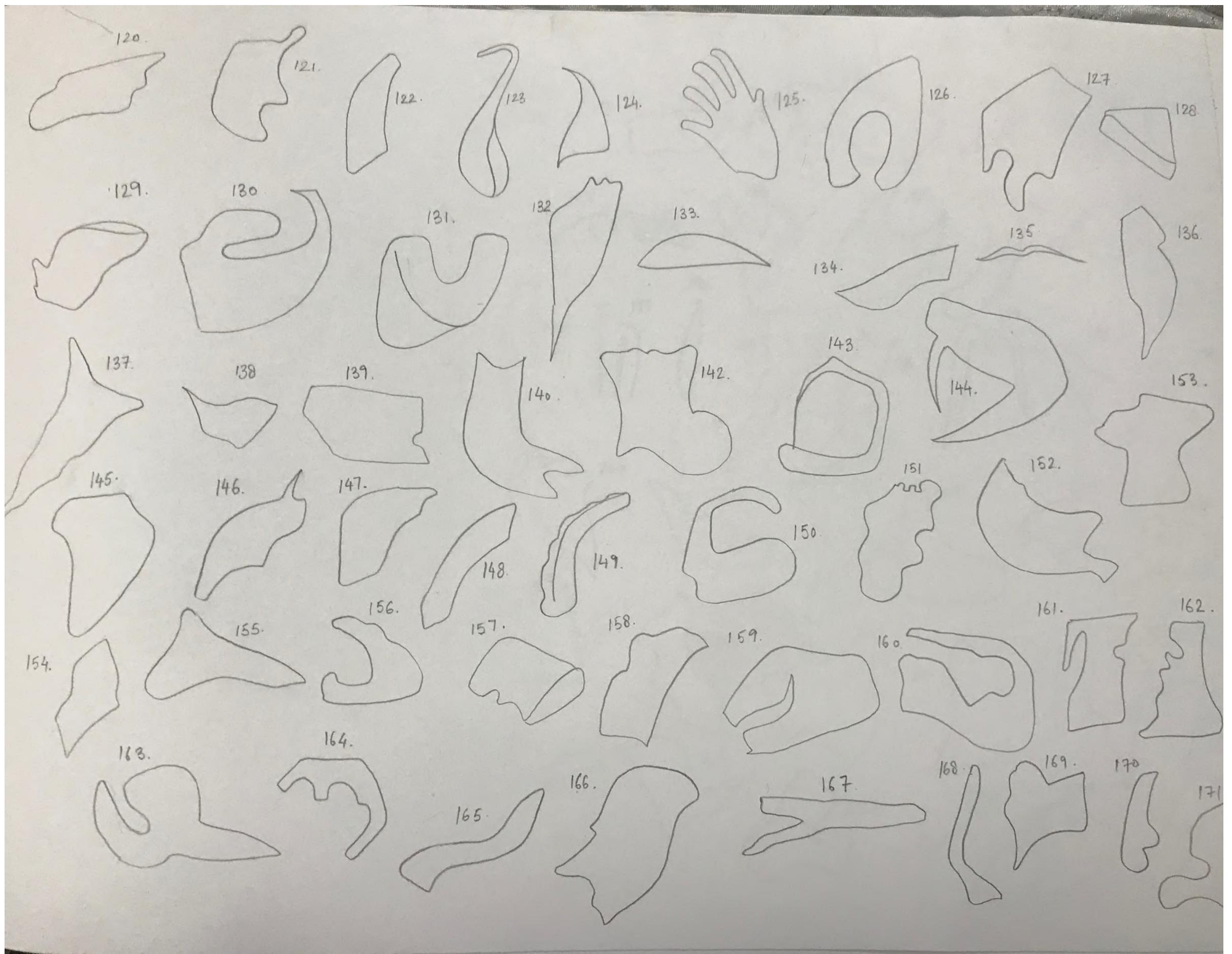
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## FORMS AND SKETCHES

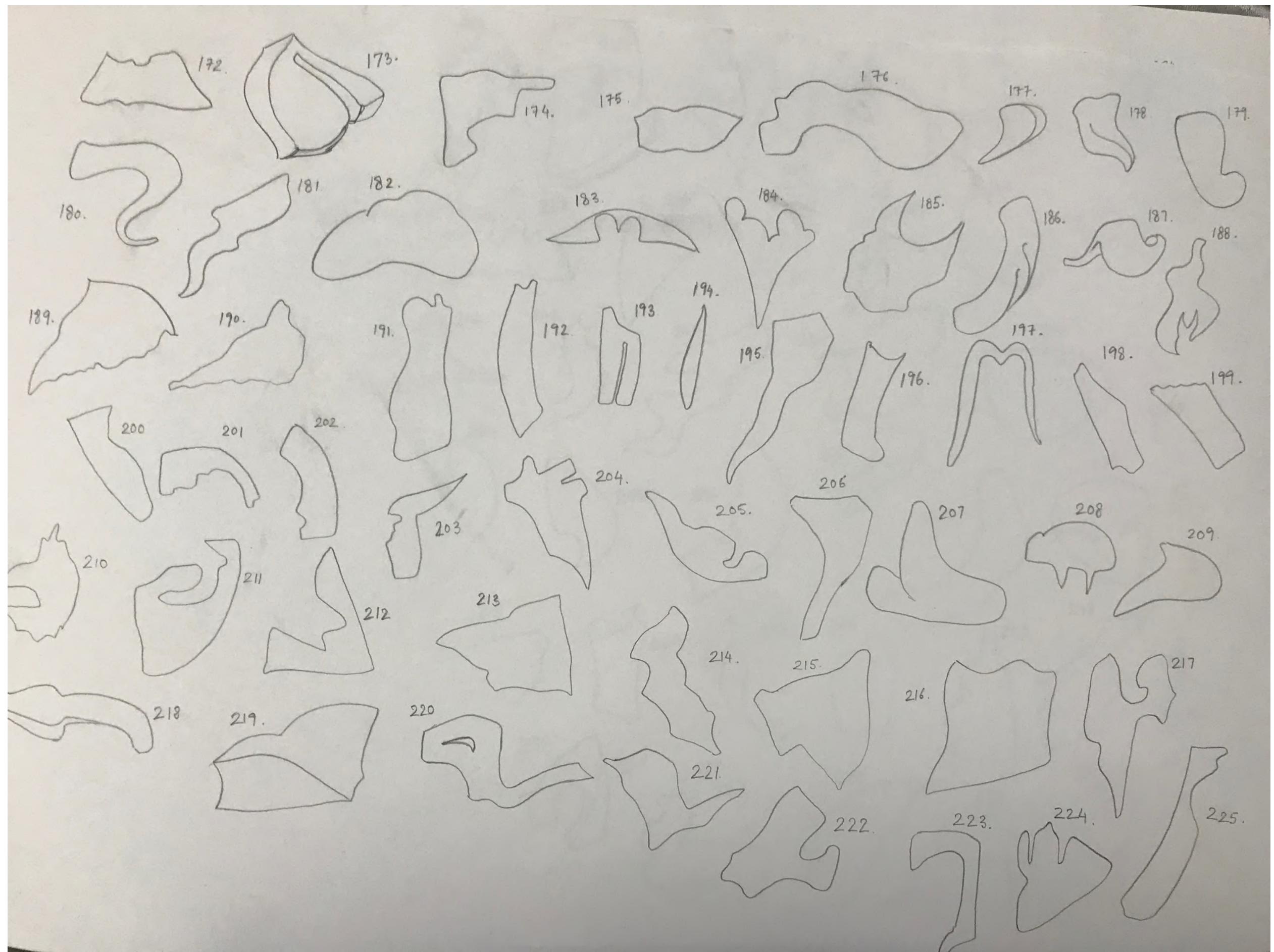
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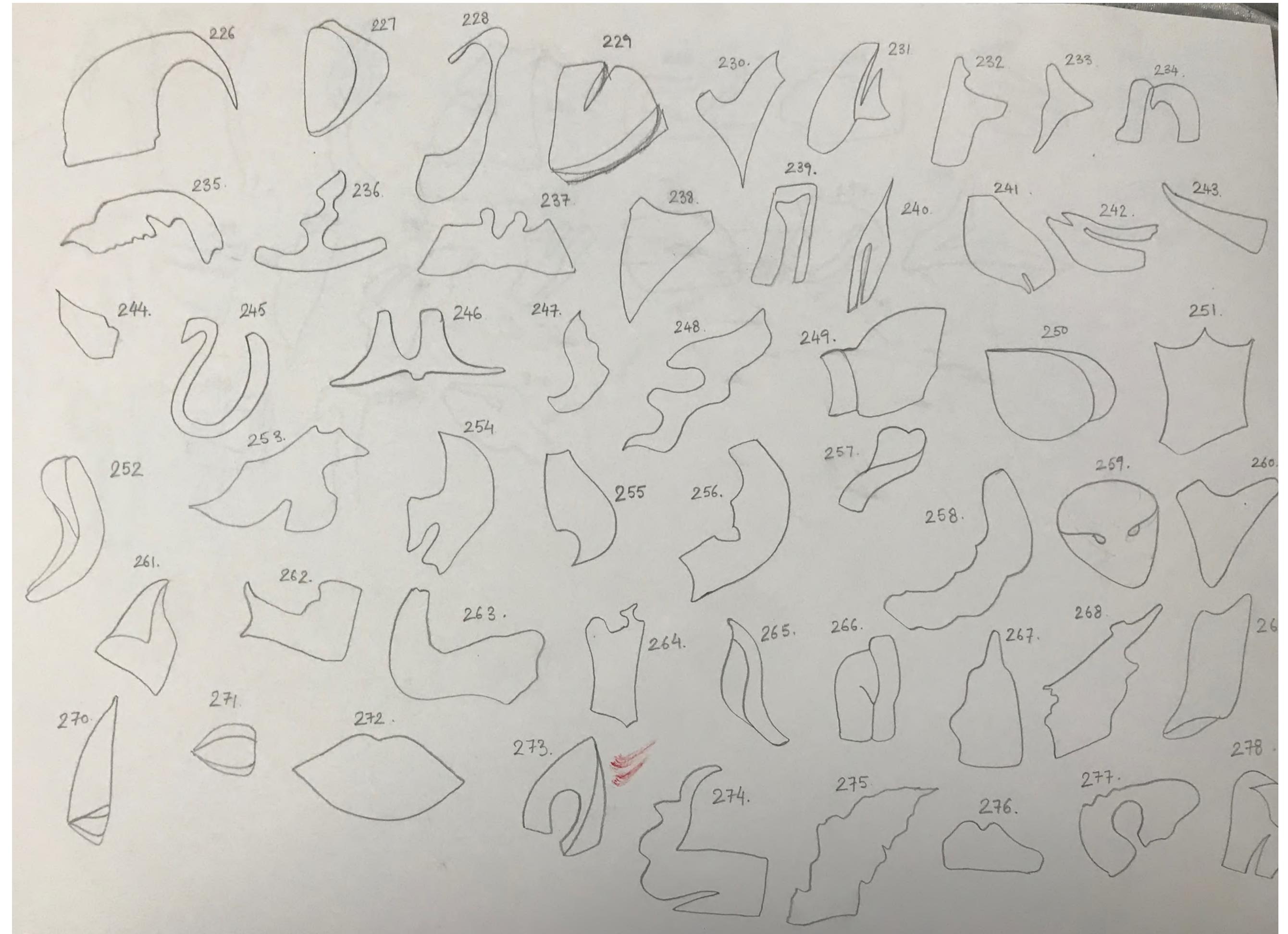
## FORMS AND SKETCHES

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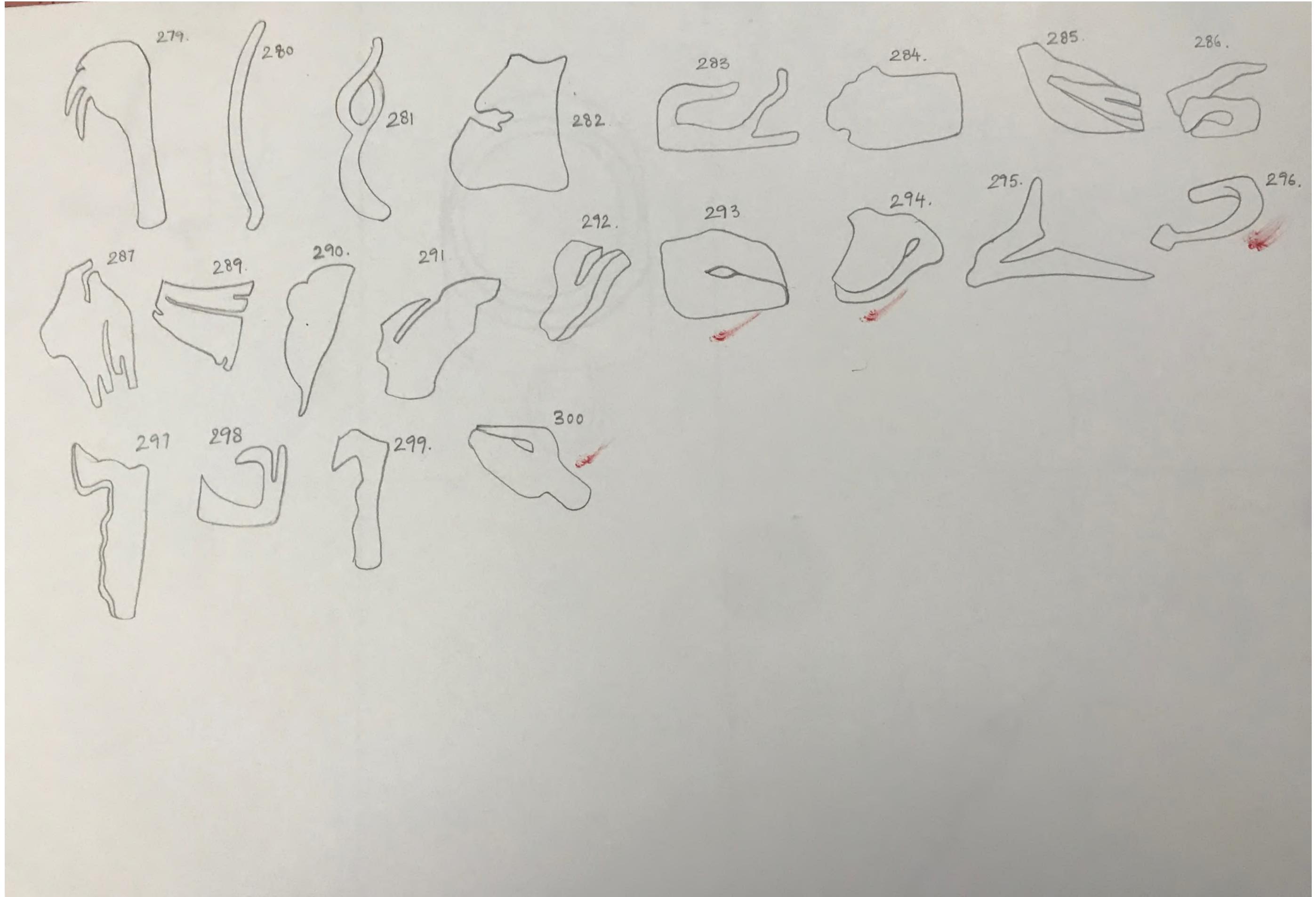


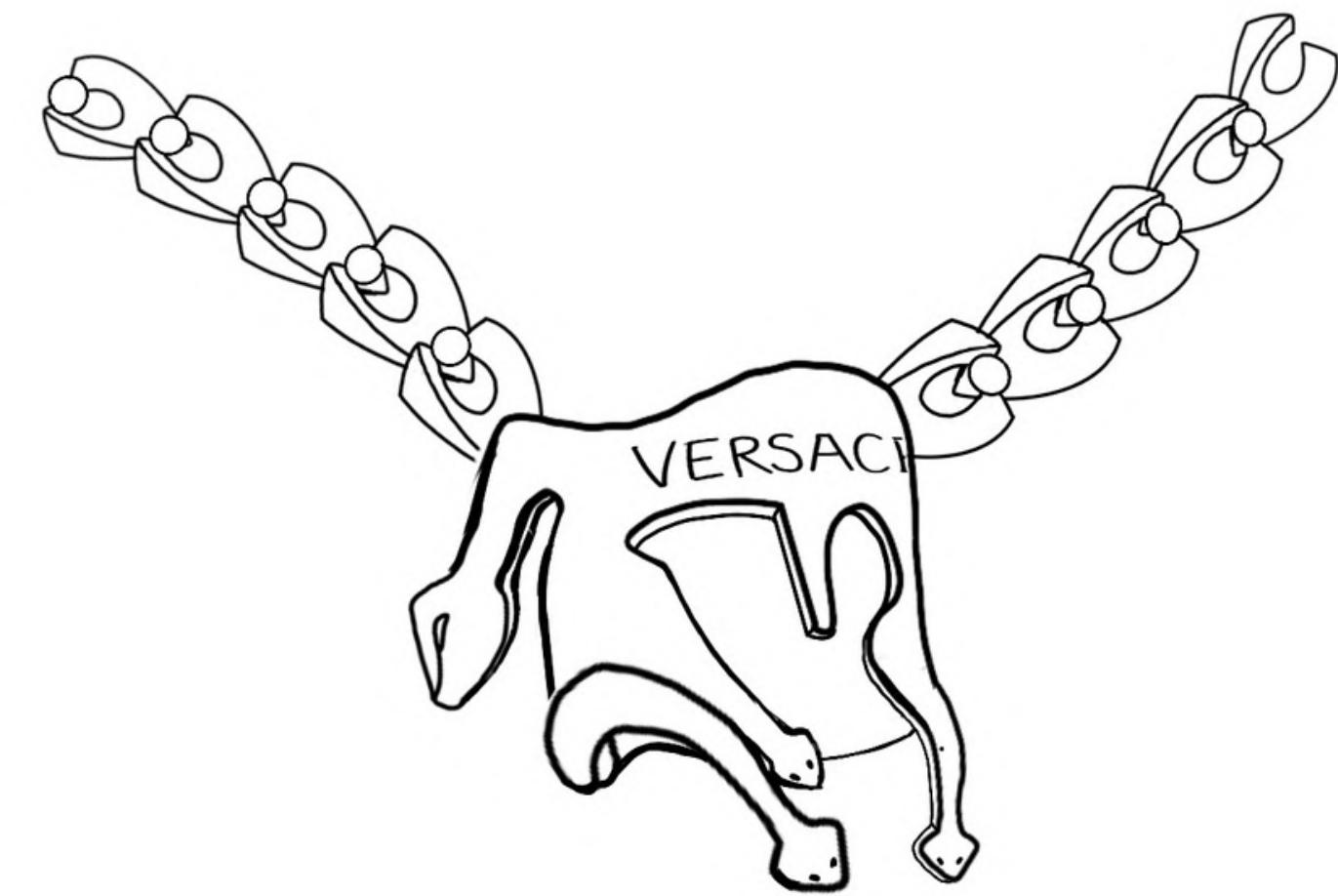
## FORMS AND SKETCHES

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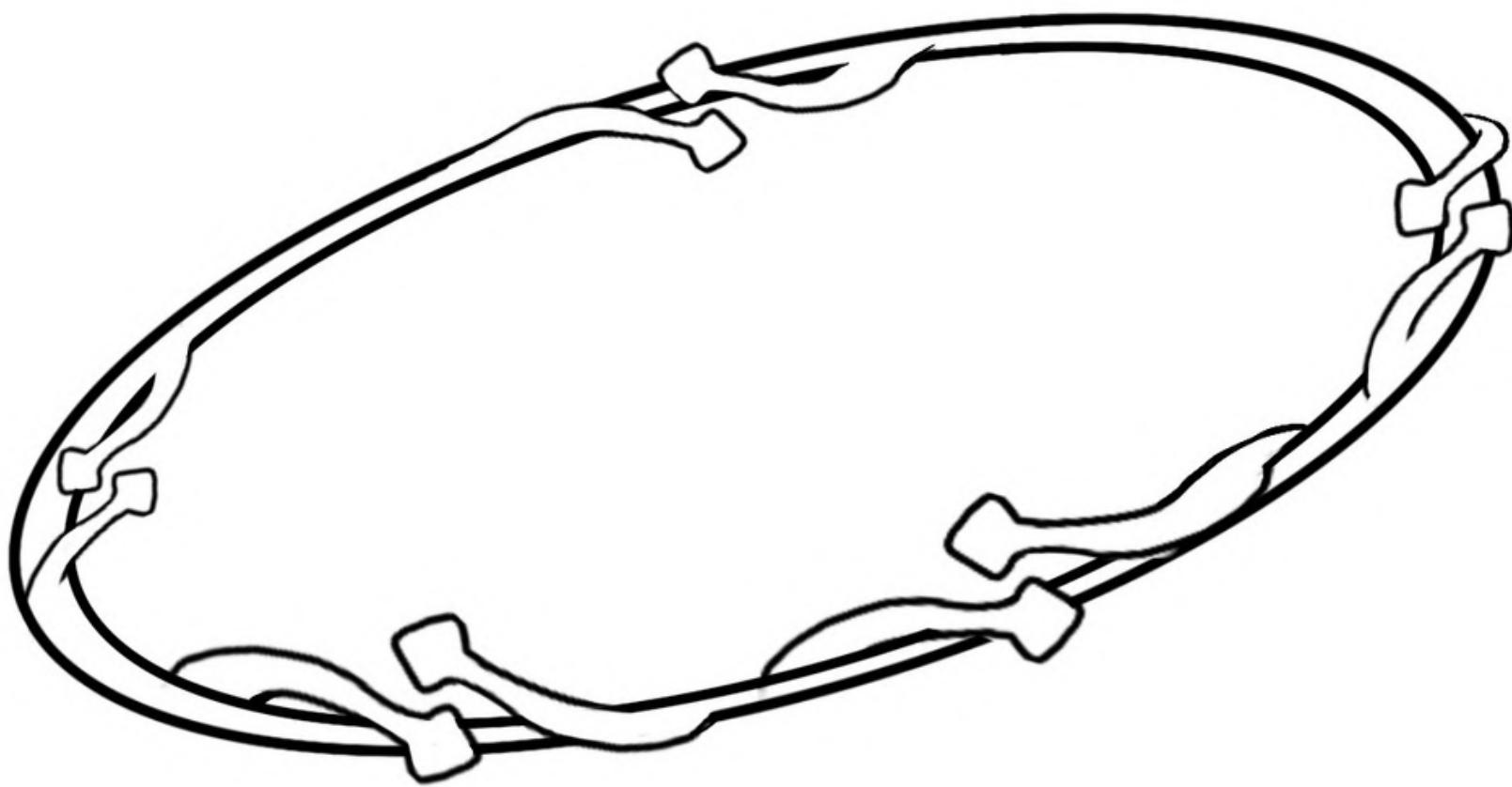


## FORMS AND SKETCHES

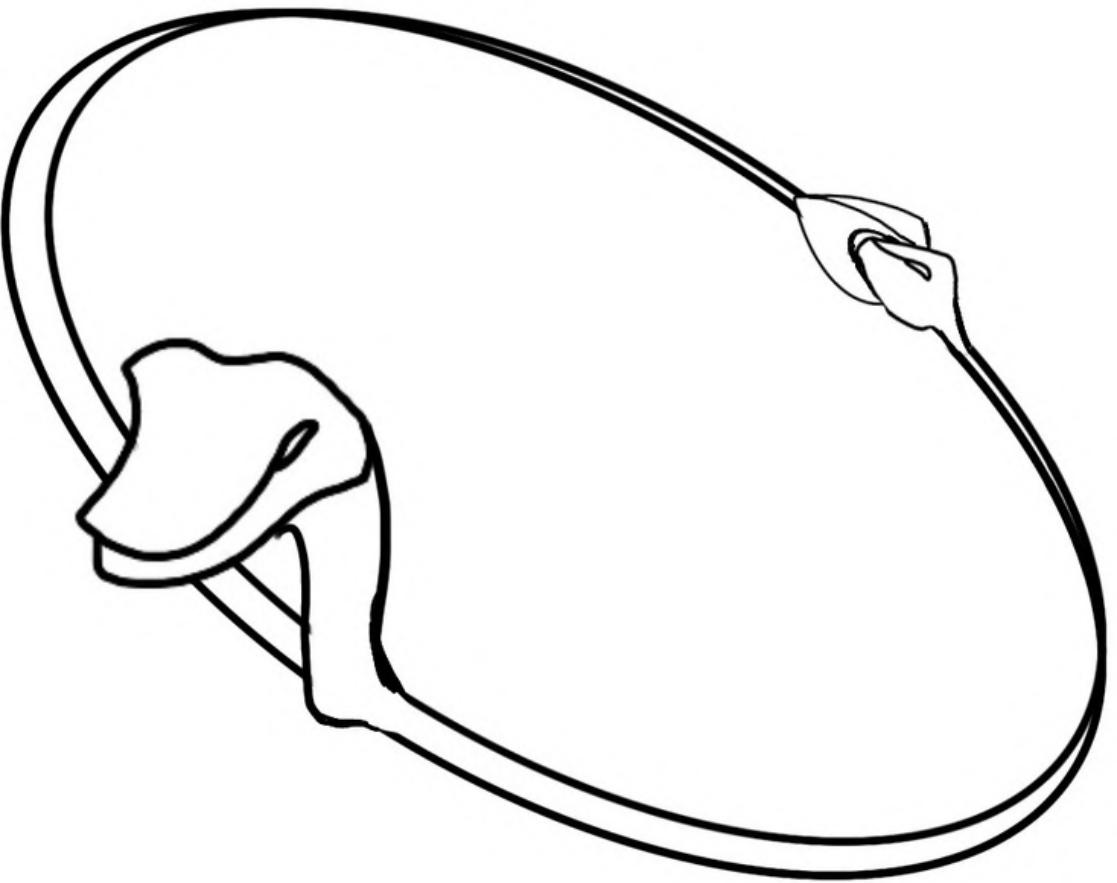




**IDEATIONS**



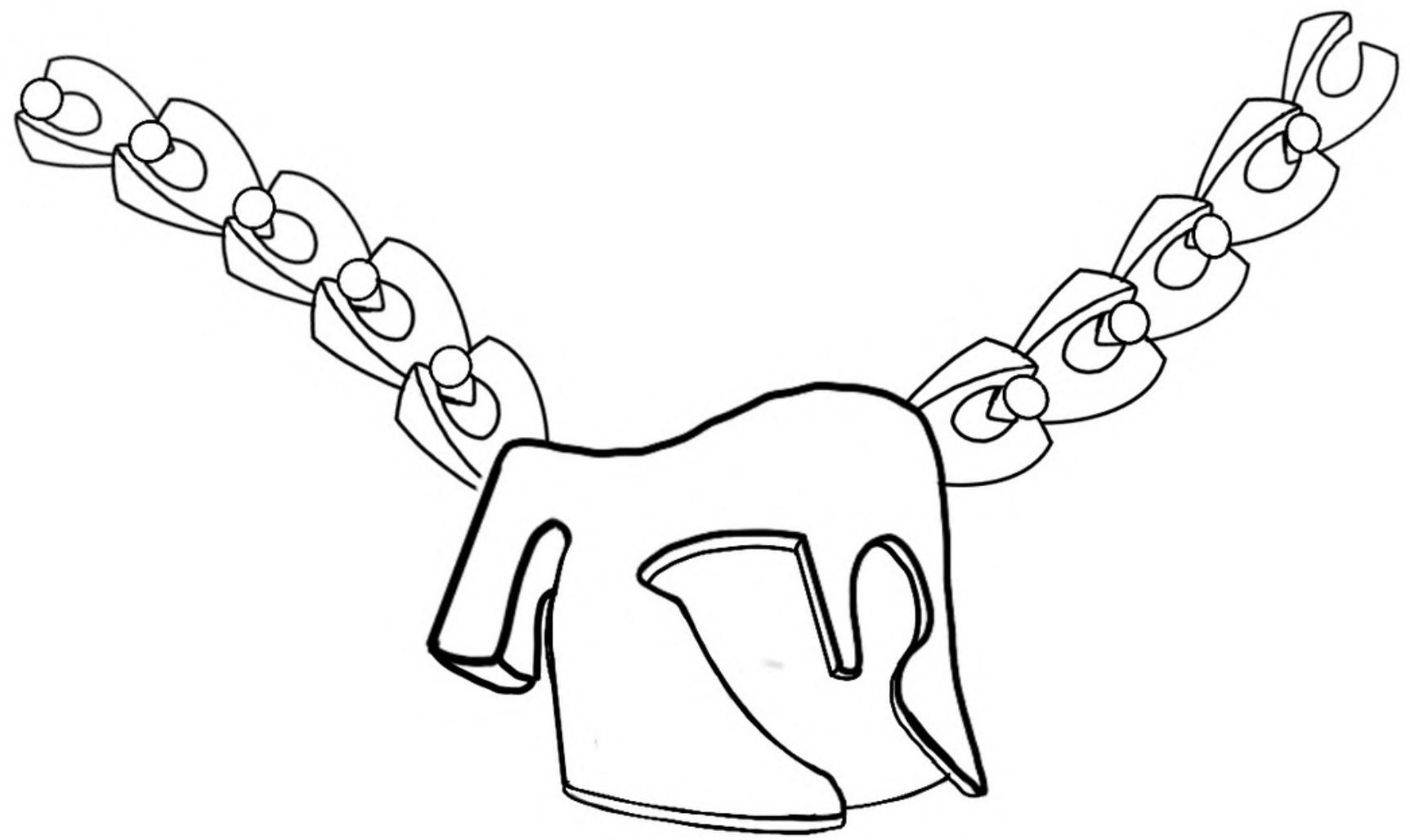
**IDEATIONS**



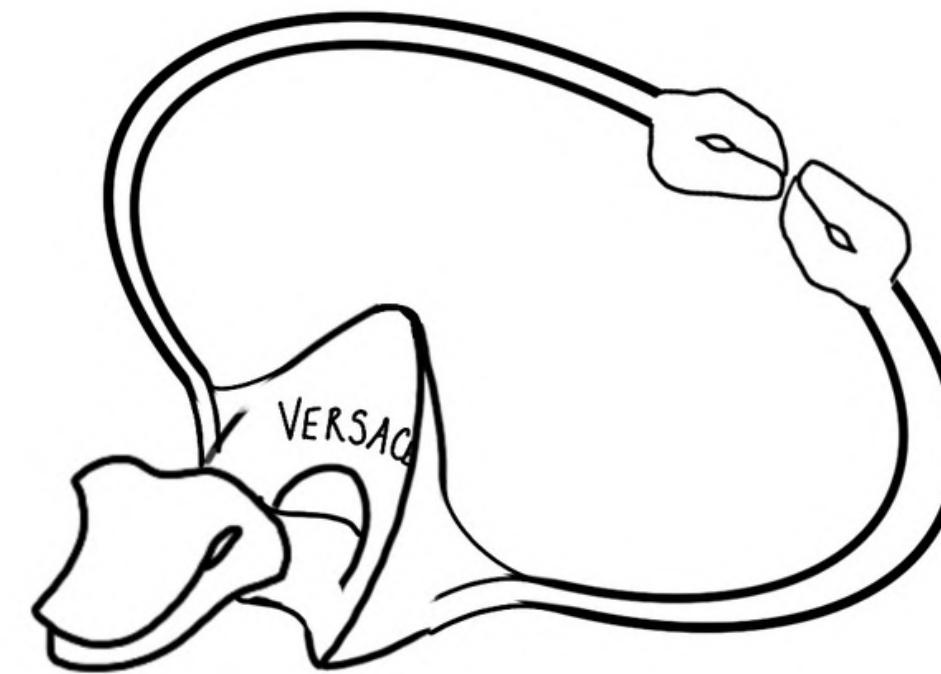
**IDEATIONS**



**IDEATIONS**



**IDEATIONS**



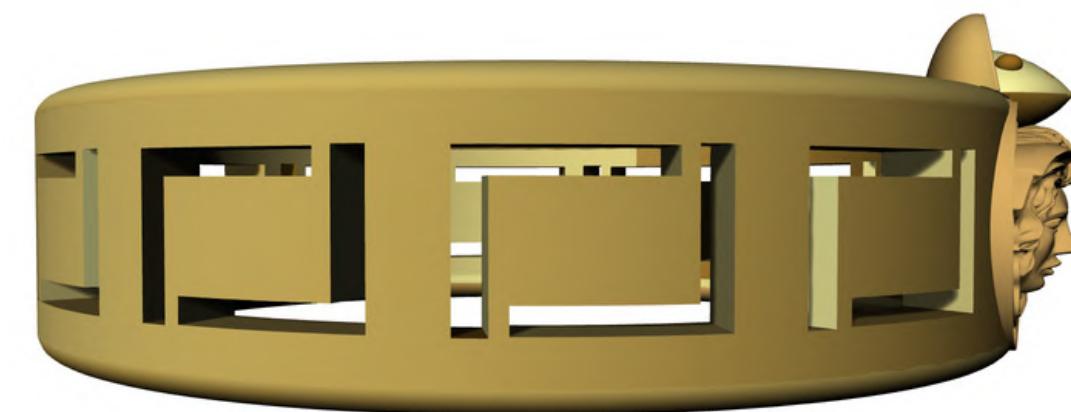
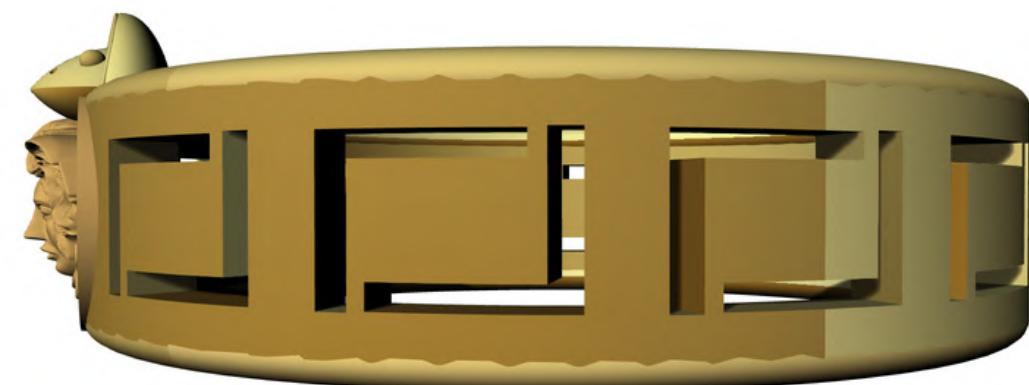
## IDEATIONS

# MOCK-UP





**3D RENDER**



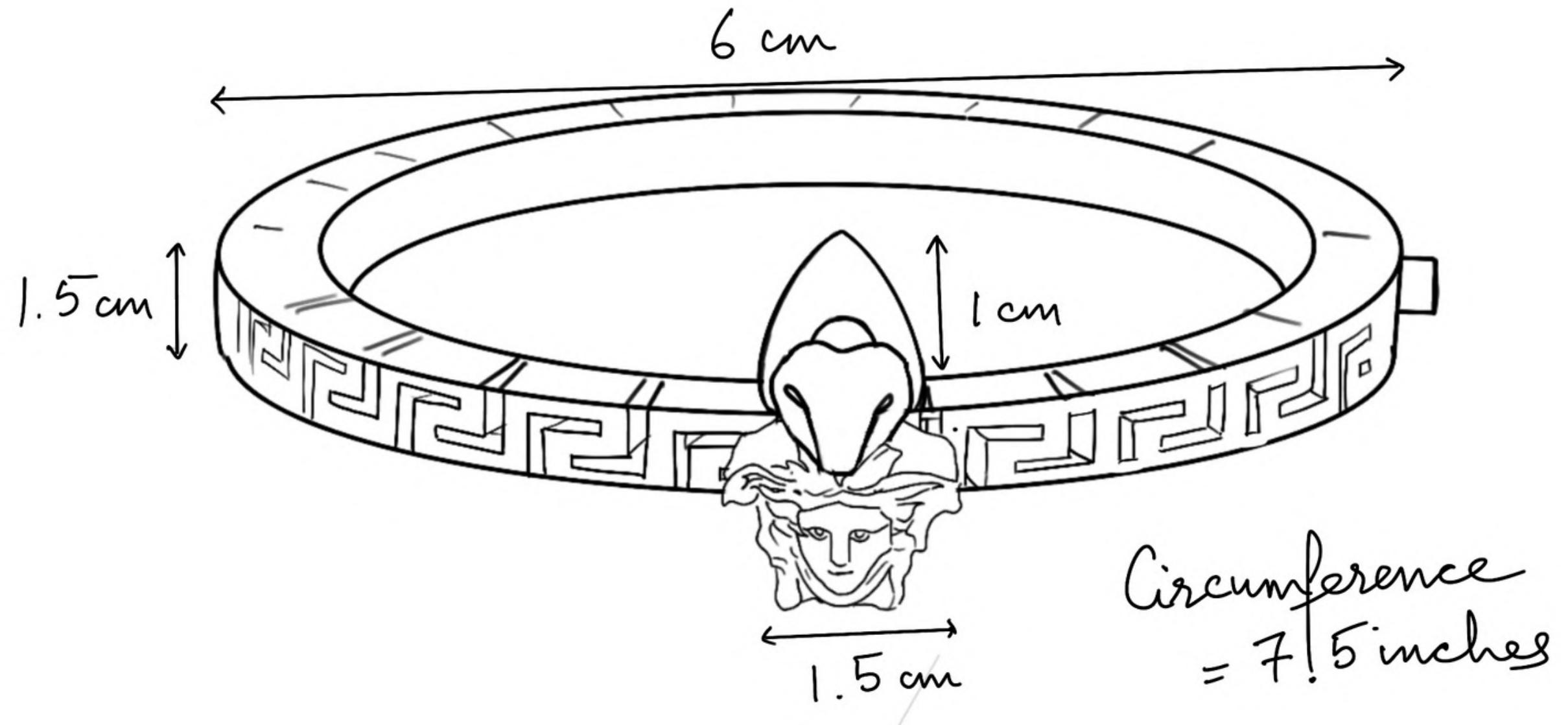
**3D RENDER**

# Sizing

**6  $\frac{1}{2}$  to 7  $\frac{1}{2}$  inches**

For women:

For women's charm and multi-link bracelets, the standard length is **6  $\frac{1}{2}$  to 7  $\frac{1}{2}$  inches**. A bracelet of 7 inches is the most common in women's jewelry. Women's bangle and cuff bracelets usually are 7 inches in length with a 2  $\frac{1}{2}$  inch diameter.



Circumference  
= 7.5 inches

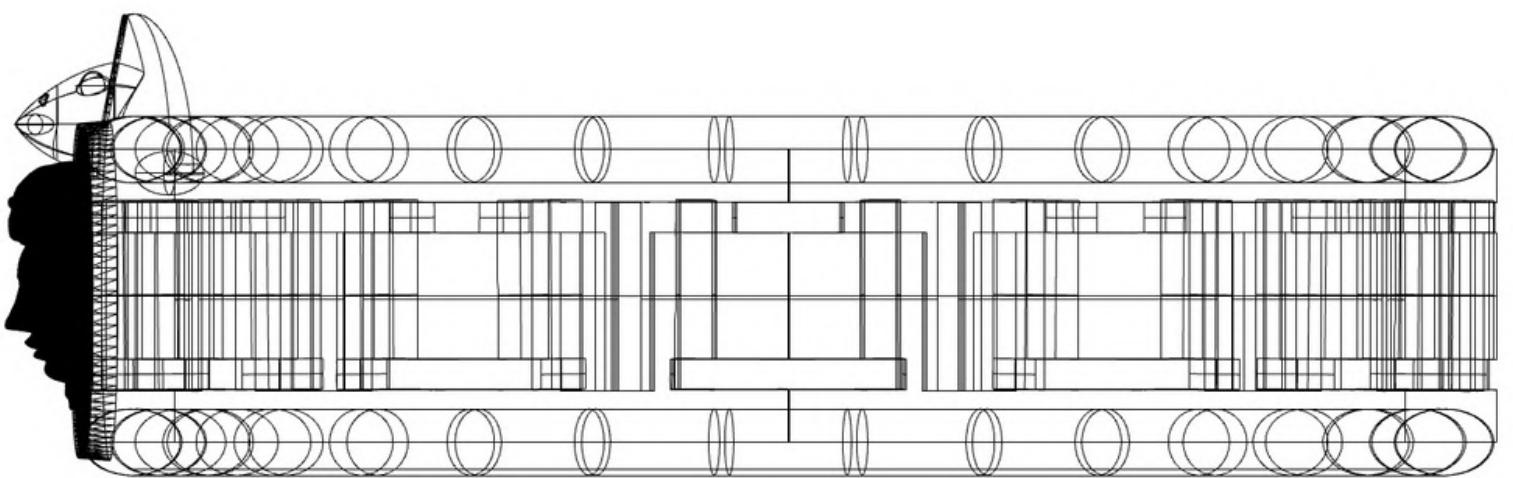
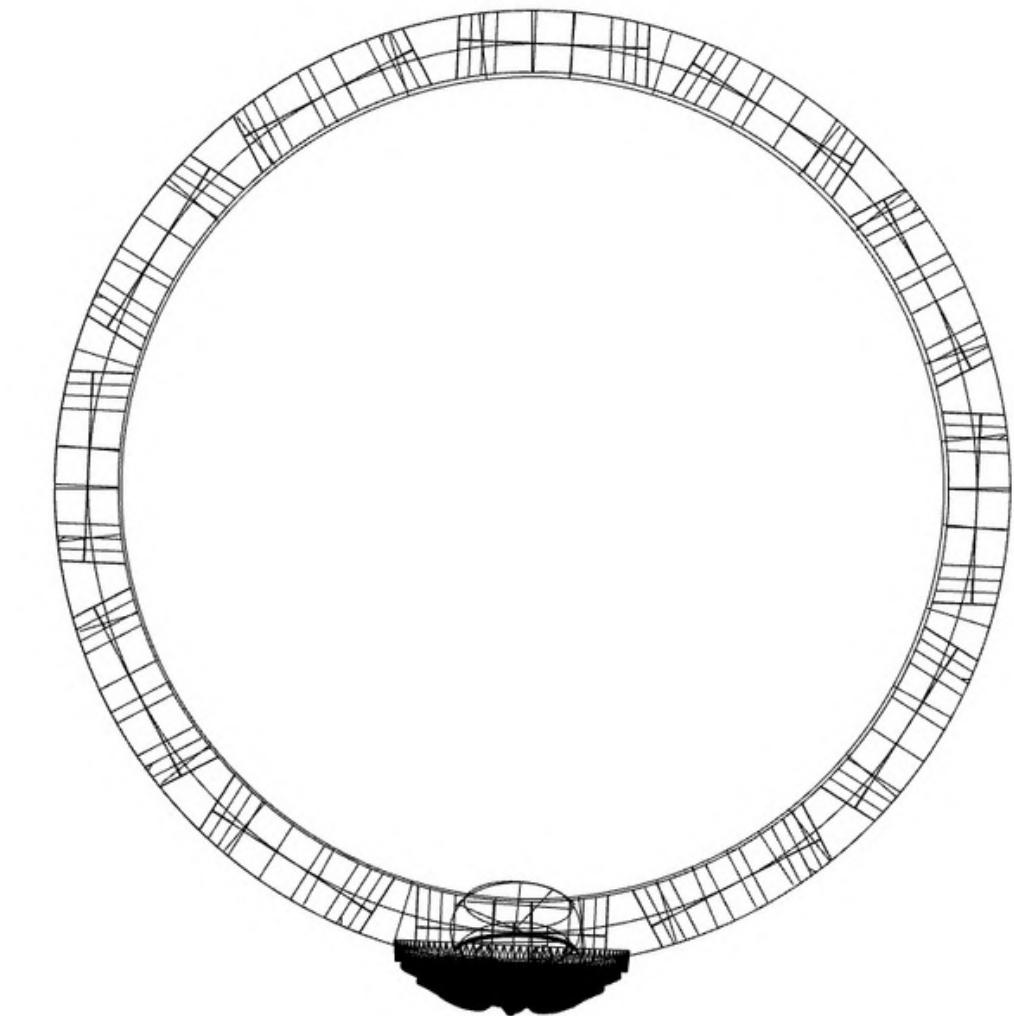
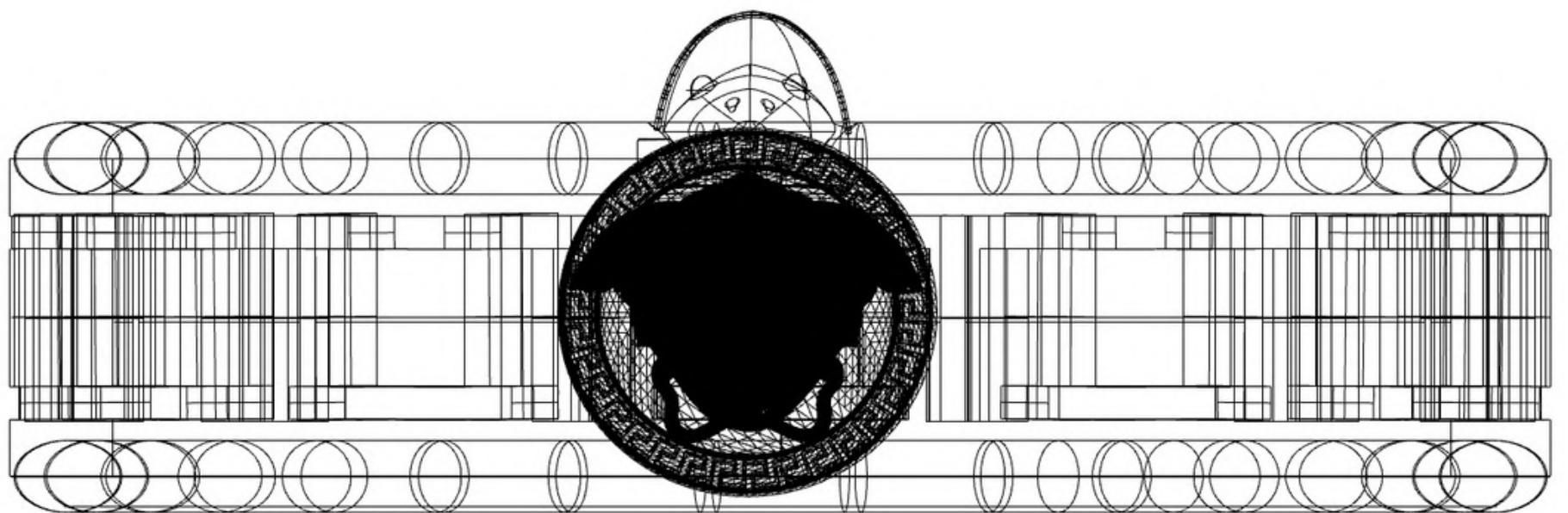
# Ergonomics

## Basic

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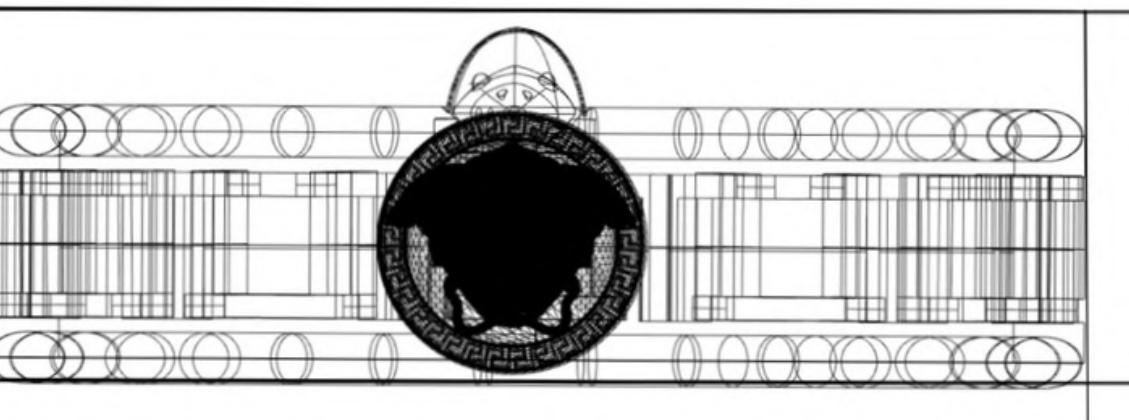
- THEY MUST NOT PINCH WRIST HAIRS NOR IRRITATE THE SKIN, BUT SHOULD ON THE OTHER HAND FOLLOW THE CURVE OF THE BONE AND REMAIN PLEASINGLY SUPPLE.
- BRACELET EDGE SHOULD BE SMOOTH AND SOFT.
- ITS RADIUS IS SUITED TO EVERY WRIST.

# Technical Wireframe

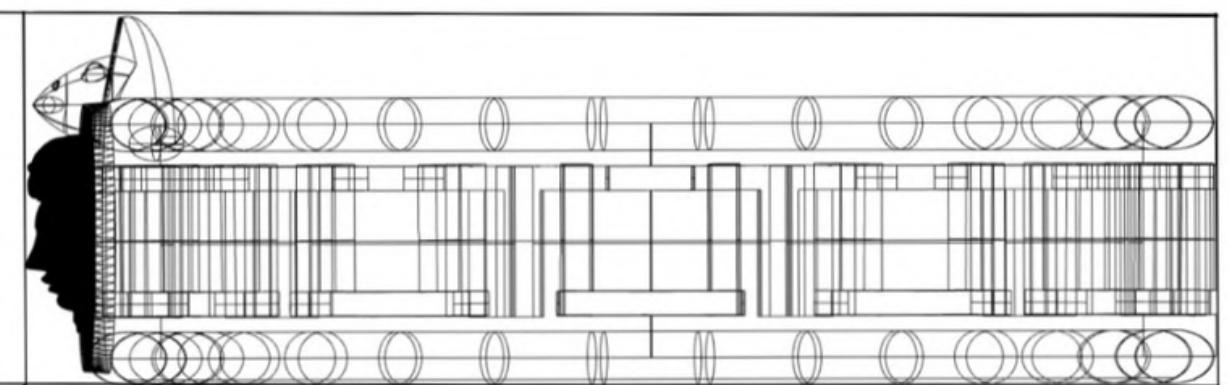


# **Technical Drawing**

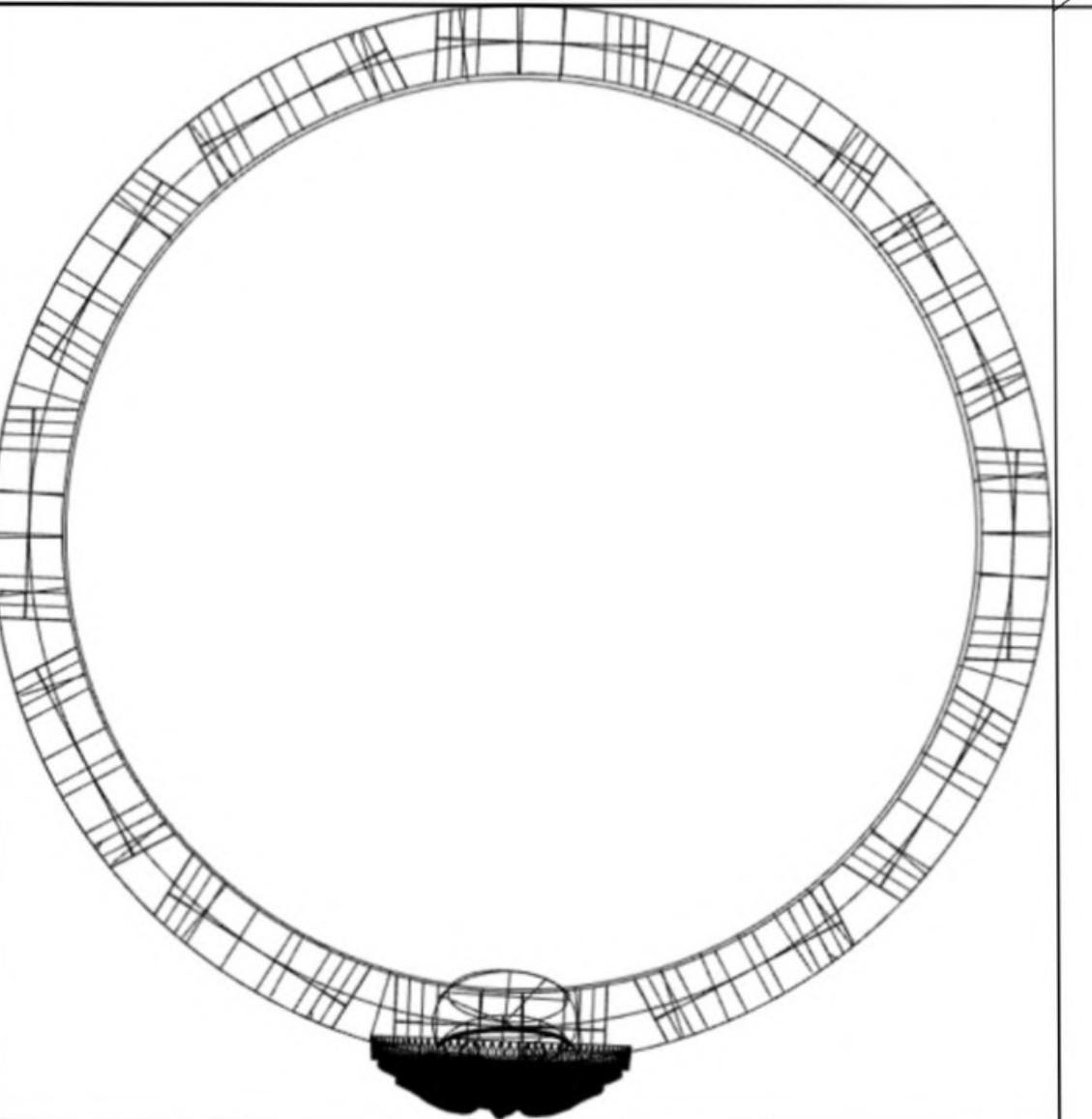
**Front**



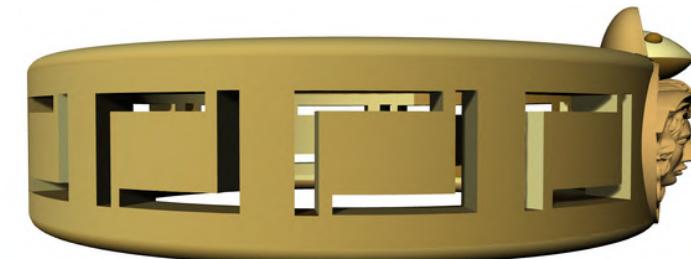
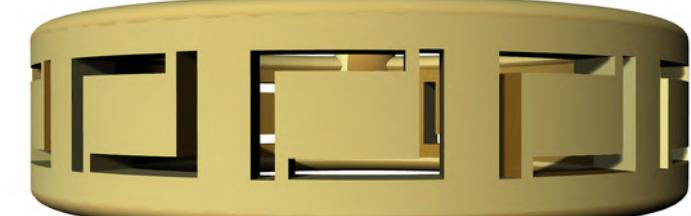
**Side**



**Top**



# SPECIFICATION SHEET

DATE	08/12/22	SEASON	S/S 23
DEADLINE	08/12/22	PRODUCT TYPE	Bracelet
NAME	Shambhavi Palni	PRODUCT NAME	Versace
A. FINAL RENDERED DESIGN		B. FRONT	E. SIDE
			
D. TOP		C. BACK	
			
MATERIAL	DESCRIPTION	COLOUR	MATERIAL SWATCHES
<ul style="list-style-type: none"> <li>• Copper Alloy</li> <li>• Gold Plating</li> <li>• Polish</li> </ul>	Dimensions: L X B X D 9 X 4.5 X 4.5	 <small>METALLIC SHIMMERS PANTONE® 20-0048 TPM Gold Coast</small>	 

# Bill Of Material

## PROTOTYPE

S NO.	MATERIAL	COST OF MATERIAL.	COST OF MATERIAL USED
1.	FEVICRYL MOUDIT	RS 40	RS 80
2.	COPPER SHEET	RS 160	RS 160
3.	GOLD SPRAY	RS 140 PER BOTTLE	RS 140

- PRODUCT WEIGHT : 40-45 GRAMS APPROX.
- 40 GRAM BRASS USED : RS 48.8
- 22K GOLD PLATING AT THE RATE OF 4 RUPEES PER GRAM : RS 160
- TOTAL MATERIAL COSTING RS 208.8
- SELLING PRICE ( BRAND NAME): RS 1,19,000