

The background is a dense, repeating pattern of tropical foliage and flowers. It includes large green monstera leaves, palm fronds, and clusters of red hibiscus and smaller red flowers. A central rectangular area is framed by a thick yellow border, containing the text and a small illustration of a pink cockatoo.

# summer '19 collection

O bag

# .agenda

**.01** network analysis

**.02** case history

**.03** sale analysis

**.04** new commercial calendar

**.05** communication activities

**.06** soft line

**.07** new product

**.08** collection

**.09** target

# shop visiting

.summer 2019 COLLECTION

in May / in June

## Sicily

- Catania st, Catania CC, Taormina, Messina, Palermo st, Palermo CC, Poseidon CC, Cefalù

## Tuscany

- Firenze CC, Firenze st, Pistoia, Montecatini, Lucca, Pisa, Livorno, Viareggio

## Lazio

- Roma stazione, Roma Via Appia, Cola di Rienzo, Roma CC Porte di Roma, Lunghezza, Da Vinci, Euroma 2

# shop visiting

.summer 2019 COLLECTION





# shop visiting

.summer 2019 COLLECTION



# shop visiting

.summer 2019 COLLECTION



# shop visiting

.summer 2019 COLLECTION



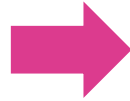
retail network



- commercial layout exceeded
- perimeter exposition, no central display
- kubric in not so appropriate for the small windows
- shop not with the correct stock and with low emotion
- O bag is already too much present respect its sale
- slow sellers products in the focal points
- difficulty to show the hanging products
- huge potentiality for the improving the network management
- no presence of the best sellers – low reorders action



whls network



- same problems like the retail network
- budget of the customer



need radical intervention

# network analysis

.summer 2019 COLLECTION

## areas of intervention

- concept / layout restyling
- order proposal
- shop / network management

# concept / layout restyling

.summer 2019 COLLECTION

## needs

## problem

## action

increase the quality of the display

- some areas of the shop without concept / central concept
- absence of the hanging products

- restyling parcom in order to increase the flexibility and inserting the rack
- new boiserie with the rack to offer with the other boiserie
- remove the E1, E2 and E3 display from the shop
- add the sunglasses display
- new clocks display

upadating the furnitore / inserting new display for the central of the store

- no presence of the display in the central area
- wrong disposal of the furniture

- introduction of the t stand and some new display
- new display criteria

renew the window

- kubric not appropriate for the small windows

- some solutions are being studied

# concept / layout restyling

.summer 2019 COLLECTION

## needs

updating the graphics proposal and the pop materials

updating the lighting

increase the visibility of the price in store

increase the visibility of the store and the brand

## problem

- the images are not alligned with the commercial calendar

- different lighting between the stores
- no lights in the windows

- actual tools not suitable

- different signboards in the shops
- some shops with low visibility

## action

- changing the positioning of the graphics
- inserting the process to align the pop materials with the commercial calendar
- increase the training of the staff

- align the lights in the stores
- increase the lighting of the windows

- implement the new guidelines:

- updating the signboard concept
- alternative format



# order proposal

.summer 2019 COLLECTION

## needs

every 2/ 3 weeks introduction of the new products – loyalty of the final customer

increase the turnover per sqm and the kpi of the store

## problem

- difficulty to control and manage the commercial calendar
- don't make reorders because is arriving the new collection

- no difference between the assortment of the best sellers – fashion items – continuative products
- often the proposal is poor of the new products and the objective is only to sale the leftover

## action

- analysis of the budget (planned and reorders)
- guarantee the balance assortment of best sellers

- kpi analysis and communication with the headquarter
- using the 50% of the budget for the reorders
- old items in sale and not in the focal points

# order proposal

.summer 2019 COLLECTION

## needs

suggest new articles aligned with the trend of the market in order to attract new customers

offer the right category and model mix

## problem

- often the shop has not the products of the moment for budget reason and often is not aligned the marketing calendar

- the bags category too much highlighted
- in particular O bag / O bag mini

## action

- introduction of new models and initiatives of the brand
- remove the old articles or slow sellers

- reorganize the balance of the categories
- reorganize the internal visual of the store and windows

# order proposal

.summer 2019 COLLECTION

## needs

guarantee to the networks the correct process and tools in order to manage the shop / network

guarantee a correct «shopping experience O bag» through the quality and loyalty of the staff

guarantee a new stock management as the engine of the store

## problem

- overlapping of role among the store manager and district manager
- incomplete procedures

- incomplete the training of the staff
- high staff turnover

- lack of tools

## action

- create procedures to manage the store
- better define the skills of store manager and district manager that coordinate

- increase the training: brand, value of the brand, pillars, shopping experience and store
- guarantee the coordination of the network through the district manager
- new assumption criteria between young and expert people
- incentivitation plan introduction

- implement of procedures already realized

# .agenda

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# case history – Lugano shop

.summer 2019 COLLECTION

## situation at the beginning of June

- not representative image
- proposal of different collection combination
- slow sellers focus in the main focal points
- commercial layout only in the perimeter
- kubric low impact due to the small windows
- low lighting
- Lugano is not easily joinable from the HQ with difficulties in communication and coordination
- daily income 800 CHF

# case history – pv Lugano

.summer 2019 COLLECTION

ex. Lugano– before the restyling



# case history – pv Lugano

.summer 2019 COLLECTION

ex. Lugano– before the restyling



# case history – pv Lugano

.summer 2019 COLLECTION

ex. Lugano– before the restyling





# case history – pv Lugano

.summer 2019 COLLECTION

ex. Lugano– before the restyling



## June restyling Lugano

- Products rimerchandising only with Spring articles – Summer-beach 2018
- modification of the visual criteria – Depth and Exposure of Best Sellers' focal points
- Layout restyling – Furnitures substitution and introduction of the new sunglasses display
- Shop window model changing – Kubric remove
- Appropriate illumination
- Dedicated communication program and store events creation

# case history – pv Lugano

.summer 2019 COLLECTION

ex. Lugano after the restyling



# case history – pv Lugano

.summer 2019 COLLECTION

ex. Lugano after the restyling



# case history – pv Lugano

.summer 2019 COLLECTION

ex. Lugano after the restyling





# case history – pv Lugano

.summer 2019 COLLECTION

ex. Lugano after the restyling



## Result

Ten days later, after the event, the trend has raised from -30% up to more than double  
In the following days it has stabilised around +70%.

- ❑ -A complete Offer renewal
- ❑ -A new shop and window shop image
- ❑ - Increased motivation of the staff
- ❑ -Store event and personalized communication

## Conclusions

- ❑ great performance reaction after the event
- ❑ additional performance improvement thanks to the communication support
- ❑ consistent trend growth, revitalised by the new products selection



Other tests in Italy and abroad are scheduled in order to confirm the procedure and to prepare the company to a massive action



# Case history – P.o.S Palermo Center Forum

.summer 2019 COLLECTION

## Feedback of May 2018:

1. The shop didn't appeal the costumers; It wasn't focused on the product
2. There wasn't interest in the costumers to enter and visit the shop, which seems empty compared to our competitors
3. The costumers hadn't got an easy access to the concept, because the layout didn't allow that
4. There wasn't enough space for a good product exhibition, specifically the SOFT line

# Case history – Palermo Center Forum .summer 2019 COLLECTION

## Action

1. New furnitures positioning created a right layout which allow a fine shop visiting, with a new dedicated place for the SOFT line products, in the center of the shop.
2. In order to attract the costumers to new concept of the SOFT products, we hang some of them on the wall at the end of the shop
3. The E10 sunglasses display has been eliminated
4. A new merchandising was made in order to make a better presentation of the “best sellers” and their prices
5. We put bags, long and soft handles over all the stands in the shop
6. We have completed the shop windows with sunglasses and clocks, linked to the bags in store

The shop has increased its sells trend ( in the 2017 was -27%, now is -5%)

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# sale analysis

.summer 2019 COLLECTION

## objectives

### ☐ programming

- stock analysis
- alignment of the stock
- buy sales kit from the company
- training of the staff

### ☐ tourist / not tourist shops

- different programming among the tourist / not tourist shops

### ☐ timing

- first 10 days: 20% / 30% of discount
- second part :30% / 35% of discount
- past articles up to 50% (ex save money)

# sale analysis

.summer 2019 COLLECTION

## actual scenario

this period has not been realized to eliminate old articles and increase shop performances

- ☐ few alignment operations
- ☐ few replenishment orders
- ☐ display too similar with previous regular season
- ☐ simple display of articles



the shop doesn't appear as a sale shop

# sale analysis

.summer 2019 COLLECTION

## action

- ❑ visual and pop material renew with the discounts up to 50%
- ❑ new proposal spring summer '18 articles with 30 of discount
- ❑ revised the windows calendar and the in store planning in order to postpone the sale period

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# in store planning FW 2018

.summer 2019 COLLECTION

renew sale  
period

Fall '18 immission

					JUL					AUG					SEPT					OCT					NOV				DEC				JAN										
					3-8	9-15	16-22	23-29	30-5	6-12	13-19	20-26	27-2	3-9	10-16	17-23	24-30	1-7	8-14	15-21	22-28	29-4	5-11	12-18	19-25	26-2	3-9	10-16	17-23	24-30	31-6	7-13	14-20	21-27	28-31								
					27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5								
MARKETINSIGHTEVENTS																																											
ACTIVITIES																							HALLOWEEN																				
SALE		PROMOTION SS 18			SALE		SALE																																				
FALL		START UP - 3 STORIES + CARRY OVER																																									
		INTEGRAZIONE STORY 1 - ROYAL ASCOT												ROYAL ASCOT 06/09																													
		INTEGRAZIONE STORY 2 - PINK ATTITUDE												PINK ATTITUDE 20/09																													
		INTEGRAZIONE STORY 3 - BRITISH COUNTRYSIDE												BRITISH COUNTRY 04/10																													
WINTER		STORY 1 MIDNIGHT IN PARIS																	MIDNIGHT IN PARIS 18/10																								
		STORY 2 WARM VIBES																	WARM VIBES 01/11																								
FLASH		CHRISTMAS																											XMAS 15/11														

first Fall '18 windows in  
September instead of August

# in store planning FW 2018

.summer 2019 COLLECTION

9 August  
Glam launch

23 August  
Soft line  
launch

		JUL					AUG				SEPT				OCT				NOV				DEC				JAN							
		3-8	9-15	16-22	23-29	30-5	6-12	13-19	20-26	27-2	3-9	10-16	17-23	24-30	1-7	8-14	15-21	22-28	29-4	5-11	12-18	19-25	26-2	3-9	10-16	17-23	24-30	31-6	7-13	14-20	21-27	28-3		
		27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5		
CAPSULE	<a href="#">CAPSULE GLAM FALL</a>						GLAM 09/08																											
	<a href="#">CAPSULE FALL SOFT</a>							SOFT 23/08																										
	<a href="#">DISNEY</a>																			DISNEY 15/11														
	<a href="#">O HUG IN STORE</a>																																	
	<a href="#">XMAS CAPSULE O SHEEN</a>																						O SHEEN 29/11											
	<a href="#">XMAS CAPSULE SOFT</a>																																	
	<a href="#">XMAS CAPSULE O CLICK SHIFT IN STORE</a>																																	
	<a href="#">XMAS CAPSULE DOUBLE</a>																							DOUBLE 15/11										
	<a href="#">CAPSULE SPRING SOFT</a>																														SOFT 5519 10/01			
REASSORT	REASSORT		CARRY OVER / BEST SELLER																															
SALE	<a href="#">PROMOTION FW 18</a>																														SALE	SALE		

# in store planning SS 2019

.summer 2019 COLLECTION

		JAN					FEB				MAR				APR					MAY				JUN				JUL		
		30-5	6-12	13-19	20-26	27-2	3-9	10-16	17-23	24-2	3-9	10-16	17-23	24-30	31-6	7-13	14-20	21-27	28-4	5-11	12-18	19-25	26-1	2-8	9-15	16-22	23-29	30-6	7-13	14-20
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
ACTIVITIES	MARKETINSIGHTEVENTS																	EASTER												
	SALE	PROMOTION FW 18 SALE																												
	STORY 1 - SPRING BLOOMS					31/01																								
	STORY 2-TANGERINE						15/02																							
	STORY 3 - ULTRA VIOLET									07/03																				
SUMMER	STORY 1 MEDITERRANEO														11/04															
	STORY 2 HAVANA SWING																24/04													
	BEACH																			16/05						20/06				

❑ Attention the Spring '19 collection will be anticipated to December '18

# in store planning SS 2019

## .summer 2019 COLLECTION

[illegible]

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# What we have done from last 22nd may

.summer 2019 COLLECTION

	ITALY	SPAIN	PORTUGAL	GERMANY
influencer	✓		✓	✓
social media	✓	✓		
ADV print, billboard, media	✓			
event	✓	✓		
PR agency	✓	✓		✓
sustainability	✓			

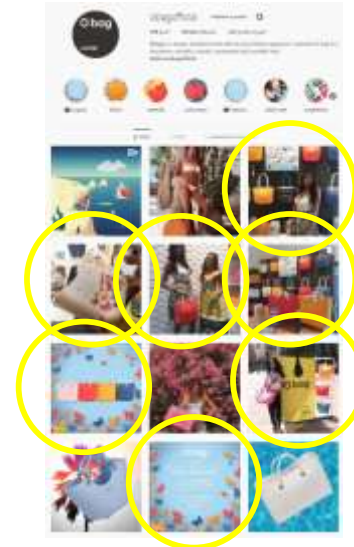
# Lugano #Butterflycapsule - June 28th

## Re-merchandising and in-store event

.summer 2019 COLLECTION



- June 28, presentation of butterfly capsule and SS18 collection
- June 26-27, distribution of over 1.000 flyers through promoters in Lugano main square. We create a big yellow O bag kiosk to show product and promote the brand
- flyer with O clock silicone band for free
- invited people to come to the store to personalize the watch during three days



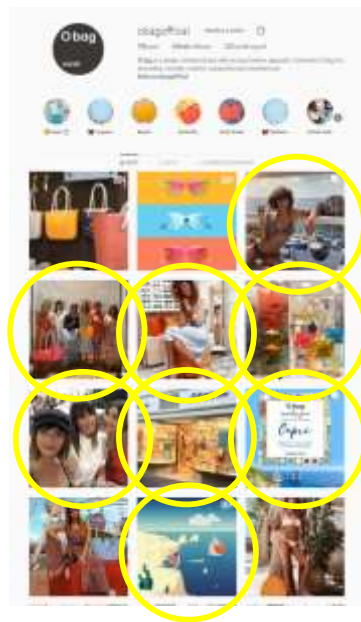
17.131 like  
97 interactions



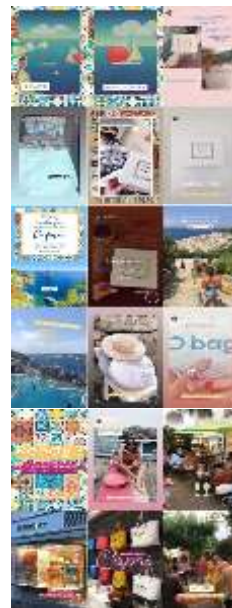
# Capri #ObaglovesCapri event – July 6th

.summer 2019 COLLECTION

- celebration of the new opening O bag store in Capri
- presentation of an exclusive capsule with special O clock and special O bag soft personalized «Capri»
- special guest: Jo Squillo with her staff of TV Moda, italian and international influencers, many friends



14.732 like  
108 interactions



283.232 impressions in  
instagram stories



Print coverages

# Event results

.summer 2019 COLLECTION



increase business



launch new capsule

O bag

brand awareness



«lab-store» event

## LUGANO RESULTS

TOTAL GROSS SALES on 28th: 2.903,30 franchi with 49 sale recipets e 121 items

	2018	2017	
Total pre re-merchandising	13.691	19.196	-28,7%
Total post re-merchandising	24.787	14.633	+69,4%

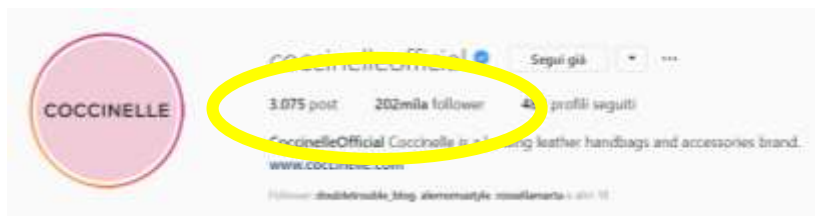
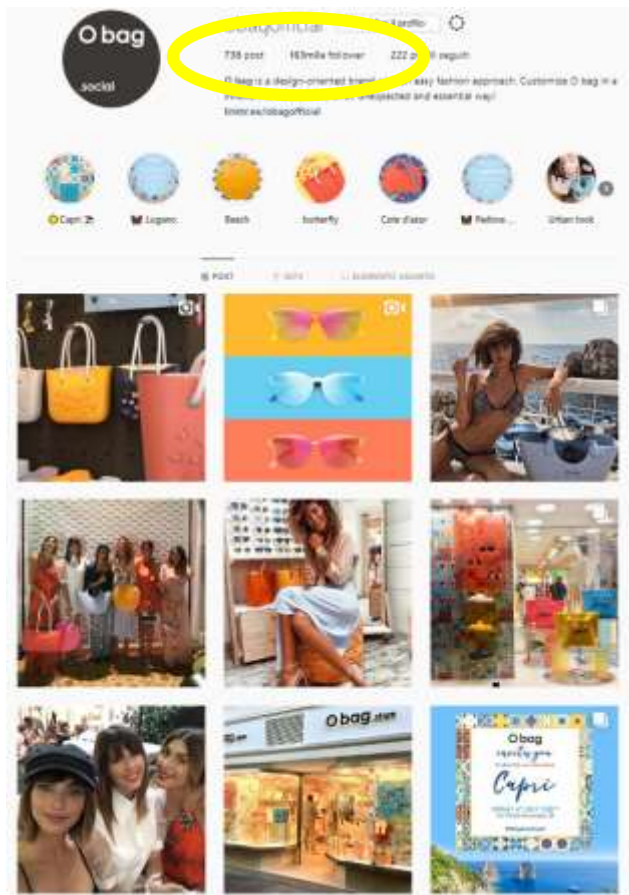
## CAPRI RESULTS

TOTAL GROSS SALES E from 2th to 8th: 15.500 €

TOTAL GROSS SALES 6th: 3.620€, 35 sale recipets, 49 items

# Instagram - @obagofficial

.summer 2019 COLLECTION

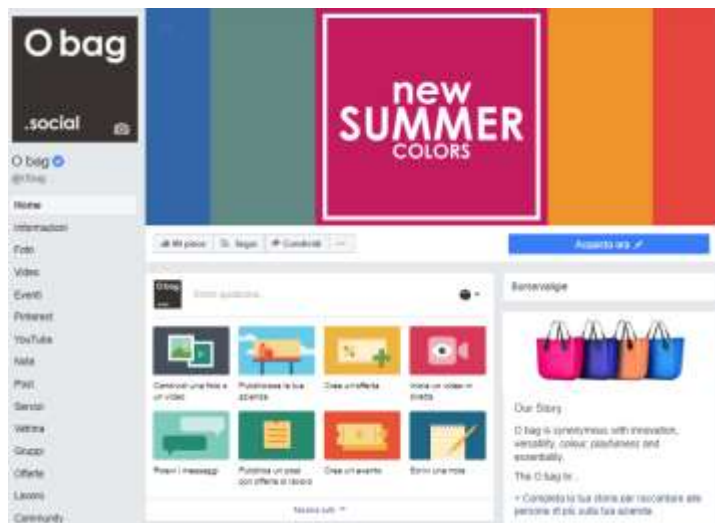


	O bag			Carpisa			Coccinelle		
	May 2018	July 2018		May 2018	July 2018		May 2018	July 2018	
<b>followers</b>	154k	164k	<b>+6,5</b>	213k	225k	<b>+5,6</b>	192k	204k	<b>+6,25</b>
<b>posts</b>	687	743	<b>56</b>	2.124	2.225	<b>101</b>	3.028	3.081	<b>53</b>

Other brands example

# Facebook - @Obag

.summer 2019 COLLECTION



October 2017  
101k

May 2018  
135k

July 2018  
147k

+8,2%





**Online Customer database**  
64k Registered  
Customer



## FIGURES H1 2018\*

Revenues: **+36%** vs LY  
Transaction: **+29%** vs LY  
CR: **+12%** vs LY  
AOV: **+6%** vs LY (83,60€)  
Visits: **+16%** vs LY



it has been applied the  
same discount policy of  
monobrand: products and %

## FIGURES SUMMER SALE 2018\* (7-15 July 2018)

Revenues: **+286%** vs LY  
Transaction: **+205%** vs LY  
CR: **+102%** vs LY  
AOV: **+27%** vs LY (94€)  
Visits: **+51%** vs LY

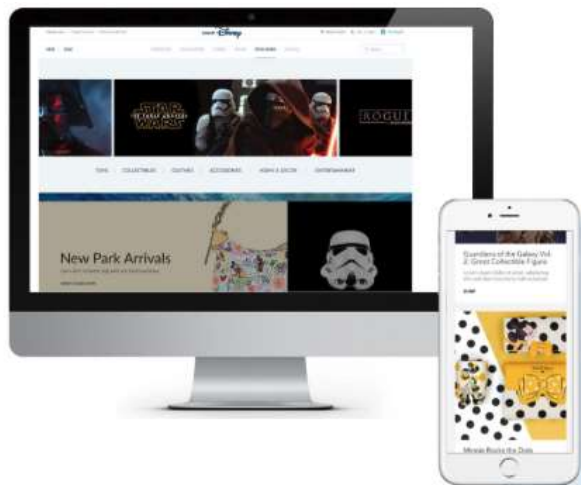


# Co-marketing *Disney*

.summer 2019 COLLECTION

From October 2018, presence in the new Disney UK e-shop platform to:

- increase sales of O bag Disney capsule collection, leveraging on Anniversary '90
- Increase our fan-base



**Disney vision** is to create a new online destination to **strengthen direct relationship** with the consumer.

**Digital partnership** to promote and improve visibility of O bag products on **social channel**.

Offering posts that enrich products through **lifestyle** photos, and give aspirations to create the desire to purchase.





Vodafone flyer  
up to 35% on  
V by Vodafone  
products



O bag in-store pop



O bag flyer  
-20% on O bag products on  
a minimum purchase of 30€



670 Vodafone in-store pop







Barcode -20% on a minimum purchase of 30€ at the participating O bag stores



**OBAGVODAFONE20**

Promocode -20% on a minimum purchase of 30€ on [www.obag.it](http://www.obag.it) ONLY for logged users





3 SMS by Vodafone to its  
DB



Newsletter by O bag to our  
online and store DB



Paid and organic post by  
Vodafone and O bag social

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# new products- soft project

.summer 2019 COLLECTION

## immission calendar in store soft project

- ❑ 1° integration in store mid August
- ❑ 2 ° integration in store end September
- ❑ 3° anticipation Spring 2019 order end of November

**Attention: there will not be the Soft Spring '19 → program an integration**

# new products- soft project

.summer 2019 COLLECTION

immission calendar in store soft project

1° integration in store in the mid of August

change of in store planning calendar and windows and delay the launch of the Fall collection



9 August  
Glam launch



23 August  
Soft line



6 September  
1° fall '18 theme

# new products- soft project

.summer 2019 COLLECTION

## analysis

1° wave ordered 30.000 bags

analysis of the 14 shops who tested the project

order campaign opened after the May presentation

ordered only 30.000 bags WORLD

no multibrand orders even if highly required from the agencies



not understood the potential of the line

# new products- soft project

.summer 2019 COLLECTION

## analysis

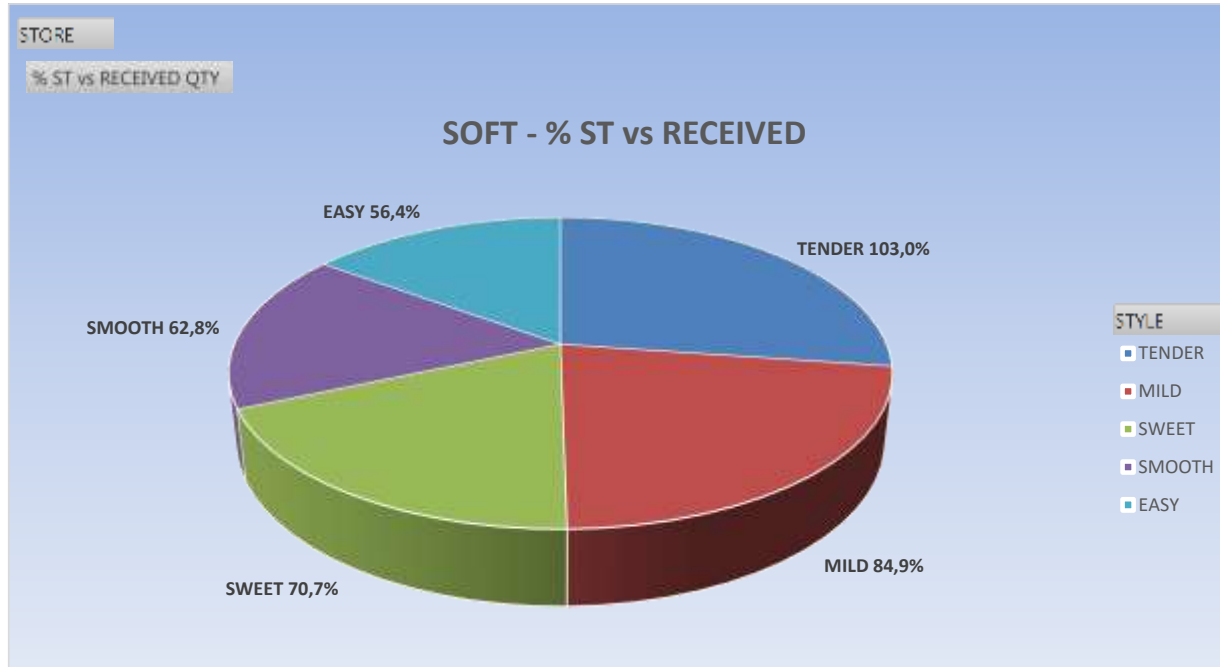
- timing 16/03\_17/07
- average % ST in 12 shops vs ordered 67%, vs Received 71%

STYLE	Valori ORDER QTY	ORDER	RECEIVED QTY	RECEIVED	SOLD QTY	SALES	% ST vs ORDER QTY	% ST vs RECEIVED QTY
TENDER	268	4.514	268	4.514	276	15.842	103,0%	103,0%
MILD	898	12.375	853	11.670	724	31.596	80,6%	84,9%
TRAC MILD	899	6.212	854	5.823	636	15.132	70,7%	74,5%
SWEET	926	12.708	893	12.235	631	28.348	68,1%	70,7%
TRAC EASY/SMOOTH	1.157	7.441	1.074	6.813	721	16.985	62,3%	67,1%
SMOOTH	565	9.432	527	8.815	331	17.835	58,6%	62,8%
EASY	1.154	6.088	1.064	5.526	600	10.555	52,0%	56,4%
<b>Totale complessivo</b>	<b>5.867</b>	<b>58.770</b>	<b>5.533</b>	<b>55.396</b>	<b>3.919</b>	<b>136.293</b>	<b>66,8%</b>	<b>70,8%</b>

# new products- soft project

.summer 2019 COLLECTION

## analysis



- Tender is the bag most sold bag ST % >100%, then the Mild (85% ST) and the Sweet 71% di ST
- Easy is the bag less sold with 56% di ST vs received



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# XL Extralight® material: 2 new bags

.summer 2019 COLLECTION



- O bag tulip

- Summer & Beach 19 collection



- O bag urban mini  
straw texture

- Beach 19 collection

# Woven fabrics + XL Extralight® handles: 2 new baas

.summer 2019 COLLECTION



- O bag market  
+ handles in XL  
Extralight® bamboo

- Summer 19 collection



- O bag panama  
+ long handles in  
XL Extralight®

- Beach 19 collection

# O bag tulip

.summer 2019 COLLECTION



**Inspiration: Flower petals and blossoms**

**Age range: 18-40**

**Client: Minimal, modern and funny**

**Occasion: City or beach, everyday use, free time**

**Key words: Funny, playful**



Inspiration: straw bags

Age range: 18-55

Client: modern, stylish, retro-lover

Occasion: Cocktail party or lunch with friends,  
city or beach

Key words: straw, stylish, modern

# O bag market

.summer 2019 COLLECTION



Inspiration: sophisticated shopping bag

Age range: 24-55

Client: trendy, colorful, sophisticated

Occasion: Everyday use, work, free time

Key words: soft, foldable, fabric + eva

# O bag panama

.summer 2019 COLLECTION



Inspiration: Easy shopping bag

Age range: 18-55

Client: colorful, practical, funny

Occasion: Everyday use, free time, beach

Key words: soft, foldable, fabric + eva, slogan

# O bag double: evolution

.summer 2019 COLLECTION

- Xmas capsule e Spring 19 collection
- Materials mix
- 4 pillars have been respected



start of a new line



# O bag double: evolution

.summer 2019 COLLECTION



## Inspiration:

- O bag evolution
- Starting point of a new family

## Age range:

- Xmas: 24-55
- Spring Summer: 18-35

## Client:

- Xmas version: minimal and sophisticated
- Spring/Summer version: minimal, colorful and playful

**Occasion:** Cocktail party, dinner, work, shopping time

**Key words:** Elegant, essential, colors, fusion, design

# nuovi prodotti – espositore O slippers .summer 2019 COLLECTION



# new products – O slippers

.summer 2019 COLLECTION

- test in 51 shops to determine the depth of size and color and confirm the 8 final colors for the Summer '19
- commercial kit of 81 pairs in different colors - value 950€:
  - composed by 12 pieces black / white / turquoise
  - 9 pieces in the other 5 colors
- after the test there will be an update of the colors not of the quantity
- free display if you buy the entire kit

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**.04** new commercial calendar

**.05** communication activities

**.06** soft line

**.07** new product

**.08** collection

**.09** target

An aerial photograph of a dark, choppy ocean surface. The water is a deep teal or dark green color, with numerous small, white-capped waves creating a textured, almost granular appearance. The lighting is somewhat dim, suggesting an overcast day or late afternoon. In the center of the frame, the text "O bag" is written in a clean, white, sans-serif font. The "O" is a simple circle, and the "bag" is in lowercase. The text is clearly legible against the dark, busy background of the water.

O bag



O bag



# .agenda

**.01** network analysis

**.02** case history

**.03** sale analysis

**.04** new commercial calendar

**.05** communication activities

**.06** soft line

**.07** new product

**.08** collection

**.09** target



- Place the orders within the 14 of September 2018
- Alignment company politics
- Use the tools presented to improve the results