



O bag

SPRING 2018

PRESENTATION



agenda

- project progress
- integrated marketing plan SS 2017 - FW 2017 – SS 2018
- Disney project, FW 2017 capsule
- SS 2017 capsule, Spring 2018 collection
- semester objectives

agenda

O bag



project progress



integrated marketing plan SS 2017 - FW 2017 – SS 2018



Disney project, FW 2017 capsule



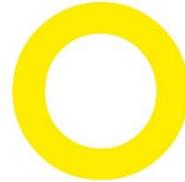
SS 2017 capsule, Spring 2018 collection



semester objectives

agenda

O bag



project progress



evolution



key actions



in-store configurator



new headquarters



company structure



development plan



brand extension

stages of market penetration

- knowledge of the product
- increasing of the demand
- explosion of the product
- loyalty and consolidation
- maturity of the market



examples, France, Germany and Austrian market versus USA

foreign development

the market

- Italian market



- the market is mature
- in the 2015 the customers bought compulsive
- in the 2016 the customers are loyal to the brand

- foreign market



- the development plan is starting quickly
- the brand awarness is growing
- the customer is the same as the Italian custumer of two years ago
- some markets seem better than Italian market
- the shopping experience is the faster way to the success

key actions

O bag

- beach project
- flower power beach
- activity 'save money'
- initiative 're-new your bag'
- visual guidelines

beach project

O bag



beach project - strategy

O bag

OBJECTIVES

- enhance seasonal collection through the opening of 'specialized' shops
- test driver 2017 DOS stores

CONCEPT & PRODUCT OFFER

- selected / specific product
- dedicated furniture and concept

DISTRIBUTION & TIMING

- extend the distribution (growth driven by doors increase) w/controlled investments
- mall– tourist centres– beach centres (seasonal shop)
- focus: MAY

beach project - product

O bag

BAGS				FOOTWEAR		
O bag	O bag mini	O pocket	O chic	O shoes high woman	O shoes low woman	O shoes man
						
						
						
						

beach project - product

O bag

WATCHES	SUNGASSES	BRACELETS	ACCESSORIES
O clock 	O clock great 	O sun 	O sun aviator 
	O sun shine 	O bracelet flower 	O bracelet daisy 

beach project - visual

O bag



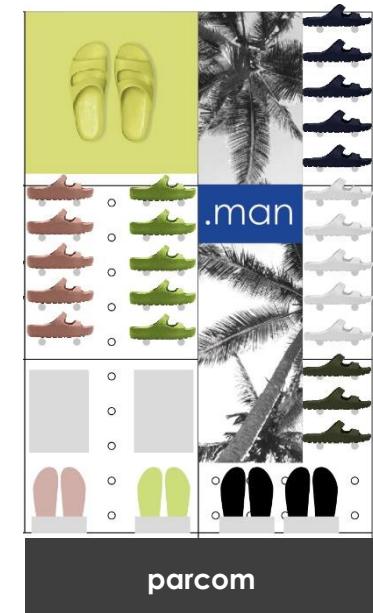
new concept



**window –
function merchandising**



kubric in-store



parcom

beach project - analysis

O bag

O opened stores

company: 8

Italy

Veneto: 1

Liguria: 1

Sicilia / Calabria / Sardegna: 7 + pop up

ROW

Austria: 1

France: 1

key actions

O bag

- beach project
- flower power beach
- activity 'save money'
- initiative 're-new your bag'
- visual guidelines

flower power project

O bag

O flower power capsule (ready-made)

O customization in-store

flower power project- description

O bag

MARKETING
OBJECTIVES

- establish O bag as a leading brand in the customization
- strengthen O bag store as lab

CONCEPT &
PRODUCT
OFFER

- limited edition focus on 3 items
- personalization custom-made with flower patches, two sizes and 14 colors

DISTRIBUTION
&TIMING

- in-store
- online
- focus: dal 22 Giugno

capsule flower power - product

O bag



capsule flower power - product

O bag

BAGS

O bag mini



O bag moon light



FOOTWEAR (O shoes)

O shoes



KIT

n.12

n.8

n.25

O bag

in-store customization

1.

start choosing your
favourite **O bag**
product

2.

get crazy for flowers

3.

customize your item
and make it yours



bags



shoes



patches:
14 colors, 2 sizes



in-store customization

O in-store event format :

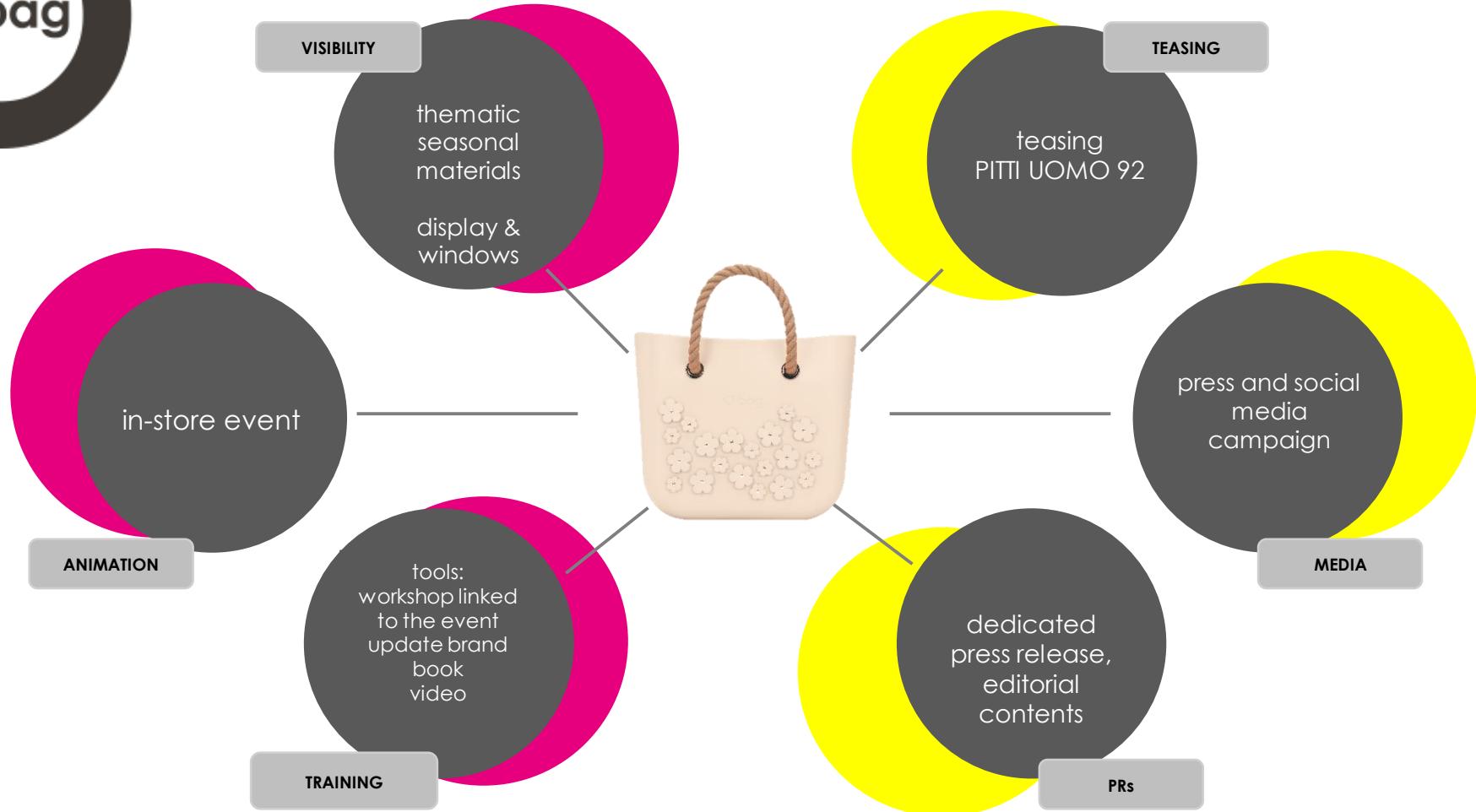
WHAT personalization cross-style (bags / footwear), not a specific style

HOW flower patches, 2 sizes and 14 colors

WHEN starting from June 24/25 giugno, in the future institutional activity

integrated plan – trade & consumer

O bag



integrated plan – trade

O bag

VISIBILITY

**new in-store display and a
dedicated window:**

- desk
- totem
- window sticker

WINDOW



integrated plan – trade

O bag

ANIMATION

in-store consumer event :

- performance live: O bag staff customize items
- valid also for already sold products

EVENT



technical kit :
1 instrument
templates
pvc containers
kubric supports
uniform

integrated plan – trade

O bag

TRAINING

tools:

- workshop linked to the event
- update brand book
- video

SUPPORT MATERIAL



integrated plan – consumer

O bag

TEASING

teasing PITTI IMMAGINE
UOMO 92

- trade> stand with flower power capsule
- consumer> customized van FP with live performance

SPECIAL PROJECT



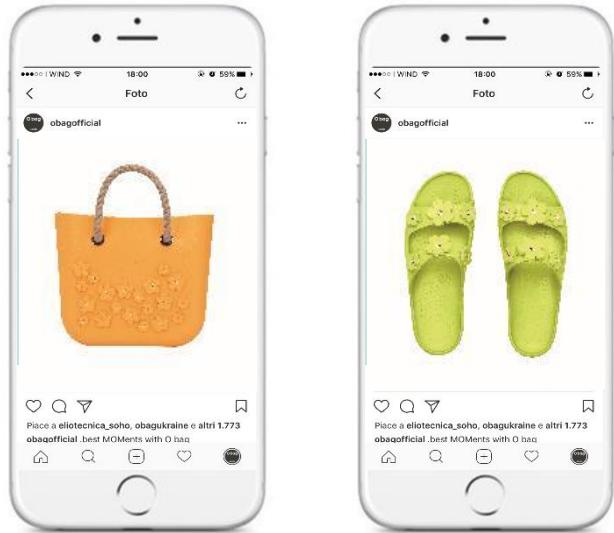
integrated plan – consumer

O bag

MEDIA

- **description:** Social Media Campaign on Facebook, Instagram
- **target:**
 - Demographics: Female and Male, 18-50+
 - Profile> handbags, fashion bags, bags, handbags & more, fashion accessories, bag; current page fans, page fan lookalike
- **market:** Italy
- organic posts ww
- **timing:** June 2017

SOCIAL MEDIA



integrated plan – consumer

O bag

MEDIA

- **description:** adv campaign newspapers focus Pitti (tbd), feminine magazines
- **market:** Italy
- **timing:** June 2017

PRESS



integrated plan – consumer

O bag

PRs

- **dedicated press release,**
- **editorial contents**

PRINT + ONLINE

The screenshot shows a magazine website layout. At the top, there's a dark header with the word 'GLAMOUR' in red. Below it, a navigation bar includes 'TOPIC', 'Cerca...', 'MENU', 'BEAUTY REPORTER', 'ACCEDERI REGISTRATI', and 'VEDI TUTTI'. The main content area features a large image of a person wearing a floral dress. To the left, a sidebar lists various categories: 'Homepage', '25th Anniversary', 'Viso e corpo', 'Make up', 'Capelli', 'Profumi', 'Benessere', 'News', 'Beauty stories', 'SOS Beauty', 'Uomo', 'Magazine', 'Fashion', 'News', 'Eventi'. On the right, a large headline reads 'Tendenza P/E 2017: borse e accessori in bloom! Fiori applicati e ricamati come un giardino fiorito.' Below the headline is a large image of an orange handbag with a floral pattern. At the bottom, there's a caption: '20 / 22 - Chain Bags Tracolla con base in gomma eva, pattina in tessuto e tracolla a catena intercambiabili. (€72). O bag, obag.it' and a descriptive text: 'Corte, lunghe, sottili, grosse, a volte decorate. E la borsetta è messa alla catena.'

key actions

O bag

- beach project
- flower power beach
- activity 'save money'
- initiative 're-new your bag'
- visual guidelines

activity 'save money' - criticality

O bag

the unique way to speed up the sales of the slow-seller items:

- project without the right attention
- low clients used it
- no communication in-store
- scepticism from the sales network

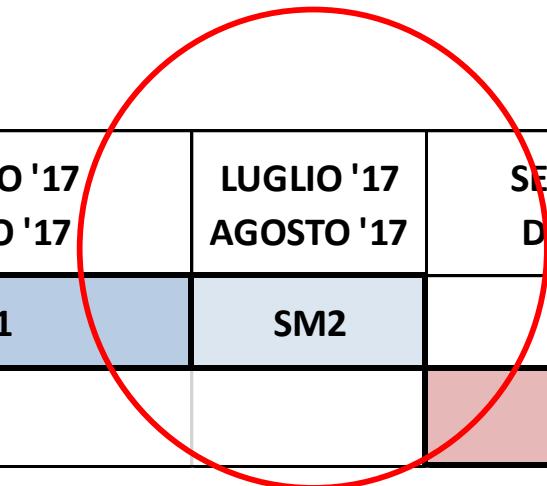
activity 'save money'

- starting from July the save money 2
- no sales campaign effect
- the list will be communicated 30 days in advance
- the visual will be adapted in function merchandising
- in-store support material

activity 'save money'

O bag

PROGETTO SAVE MONEY	FEBBRAIO '17 GIUGNO '17	LUGLIO '17 AGOSTO '17	SETTEMBRE '17 DICEMBRE '17	GENNAIO '18 FEBBRAIO '18
selezione SS 16	SM 1	SM2		
selezione FW 16			SM 1	SM2



O bag

activity 'save money'



turnable stand

key actions

O bag

- beach project
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- initiative 're-new your bag'
- visual guidelines

initiative 're-new your bag'

O bag



1.

re-new your body!

The eva rubber body no longer used will have a new life and will be used for the creation of other new products.

2.

choose your new bag!

Discover and customize your new bag choosing between lots of different shapes.



3.

be happy!

By renovating the body, you will receive a voucher of 8€ or you could decide to devolve it to onlus project with O bag.

key actions

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visual guidelines ss 2017: criticality

O bag

first: there is a wrong interpretation of the in-store planning:

- 5 colors instead of 18
- low shopping experience
- reduced the timing in store of the products
- no reorders
- no focus on the essential – carry over items



visual guidelines

O bag

second: each theme doesn't last only for the period of its relevant window:

- the three themes of the spring collection mark out the shops until Easter event
- the window project and the pop materials highlights the themes in-store
- after Easter the items of the spring collection will propose again as further reorders for the summer collection

three: store zone:

- the parcom is meant for the product focus or the essential focus
- the tillside is meant to display shapes, colors, watches and bracelets
- dedicated sunglasses display
- the boiserie is meant to display the themes
- the central elements are meant to display bags, wallets and accessories

visual guidelines

O bag

- it is necessary to display in permanent areas icons – essentials – carry over items
- we are introducing new elements like turnable stands in order to present the same category products (canvas, handles etc.)



back to the DNA of the brand – dedicated zone

new elements for the function merchandising

new visual guidelines fw '17

agenda

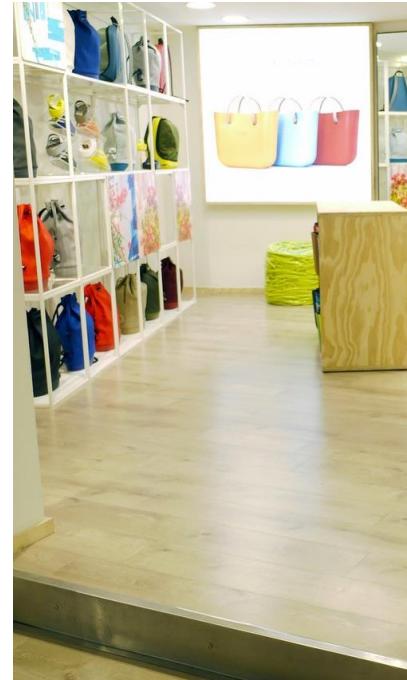
O bag

- project progress
- evolution
- key actions
- in-store configurator**
- new headquarters
- company structure
- development plan
- brand extension

in-store configurator

O bag

test 2017 in three O bag store in Italy: Padova, Arese and Pisa



agenda

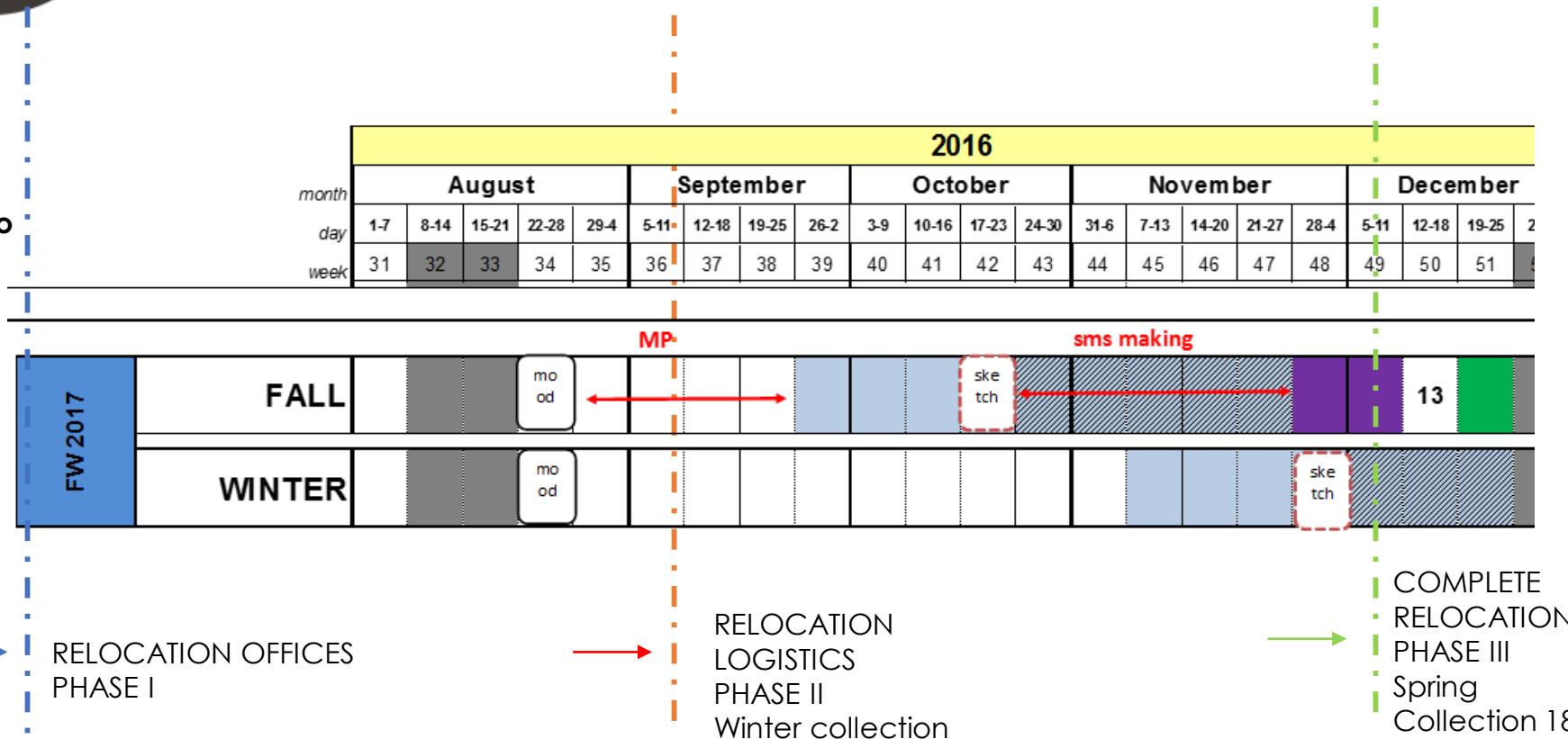
O bag

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new headquarters- logistics

O bag

Gennaio
2017



agenda

O bag

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company structure – focus retail

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Il presente lavoro nasce dalla forte esigenza di fare chiarezza organizzativa in ambito Retail evidenziando per ogni figura al suo interno i compiti, le responsabilità, gli obiettivi ed i parametri di valutazione con cui sarà giudicata. Rappresenta il punto di partenza per definire poi le modalità di interazione con le altre funzioni aziendali che a vario titolo sono coinvolte nel Retail. Lo step successivo sarà quello di creare dei gruppi multifunzionali che lavoreranno appunto sui processi trasversali
Il lavoro si suddivide nelle due seguenti parti:

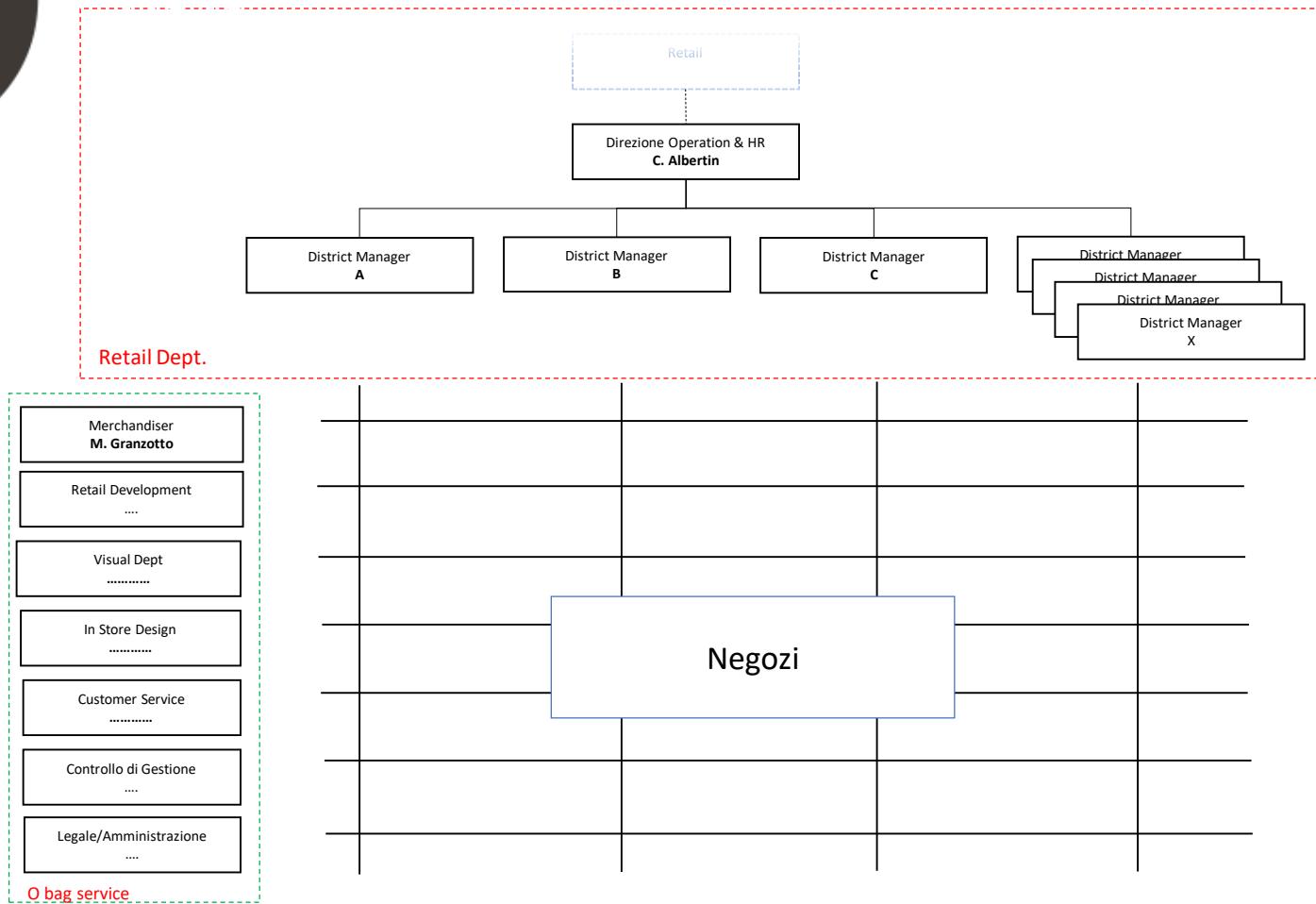
As Is – struttura organizzativa attuale

To be – struttura organizzativa suggerita per il futuro

Il modello a tendere prevede la costruzione della struttura dell'assortimento (lista degli ingredienti) per cluster di negozi ad opera di Planner, Merchandiser e Prodotto e la definizione dell'assortimento (dosaggio degli ingredienti con eventuali piccole aggiunte) a carico degli Store Manager con supporto dei propri District Manager

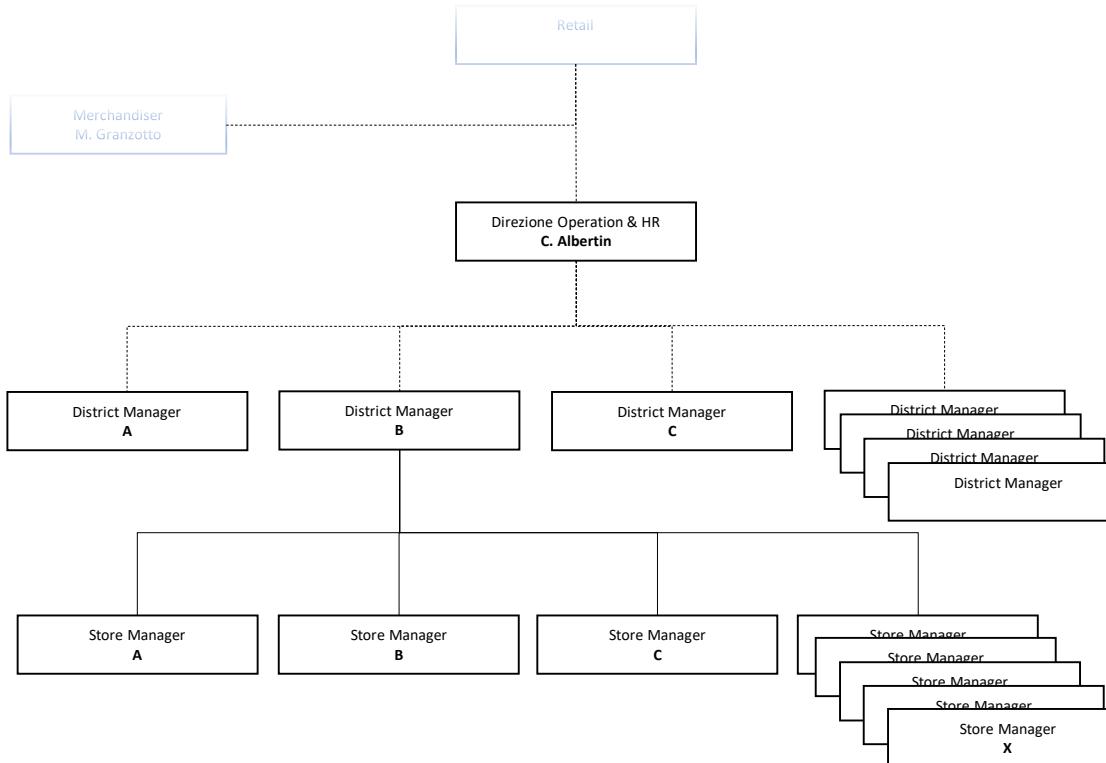
company structure – as is

O bag



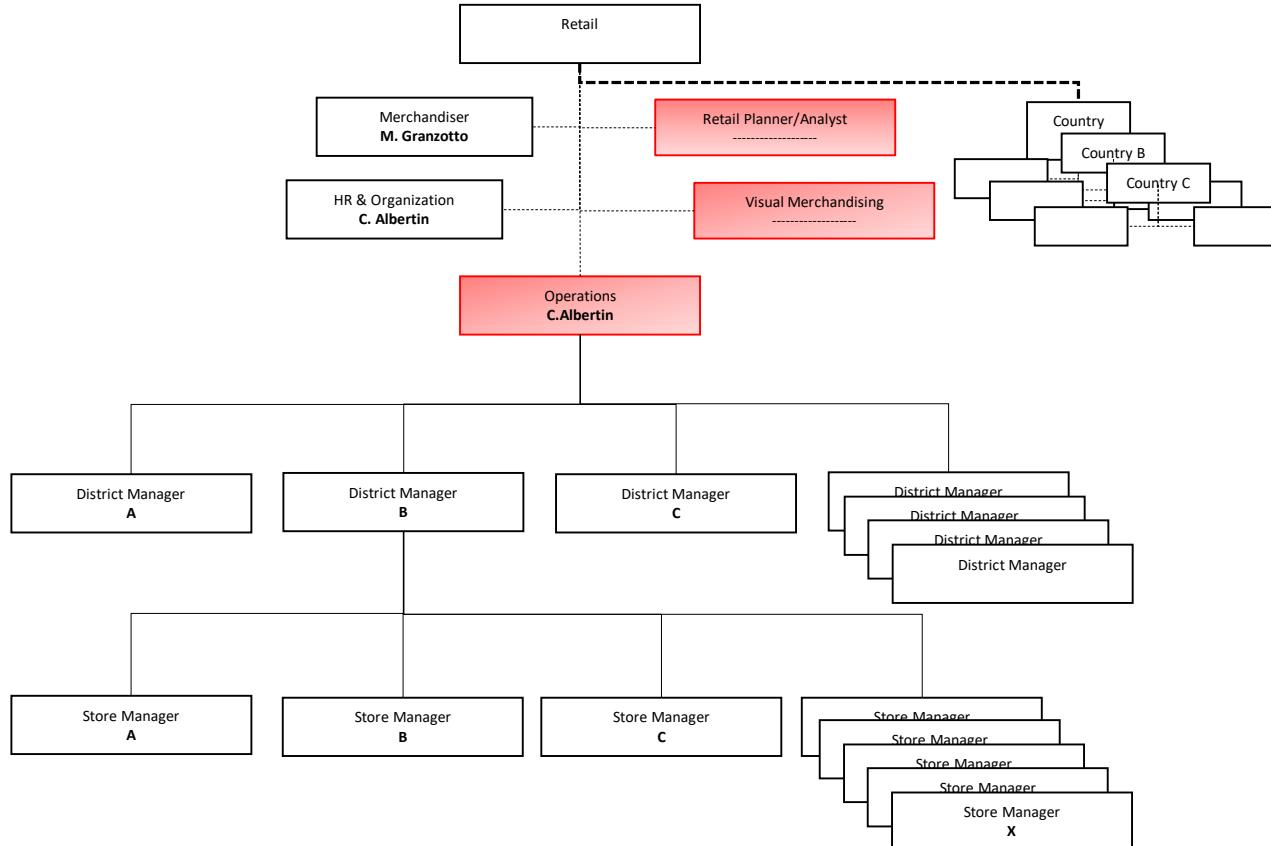
retail structure – as is

O bag



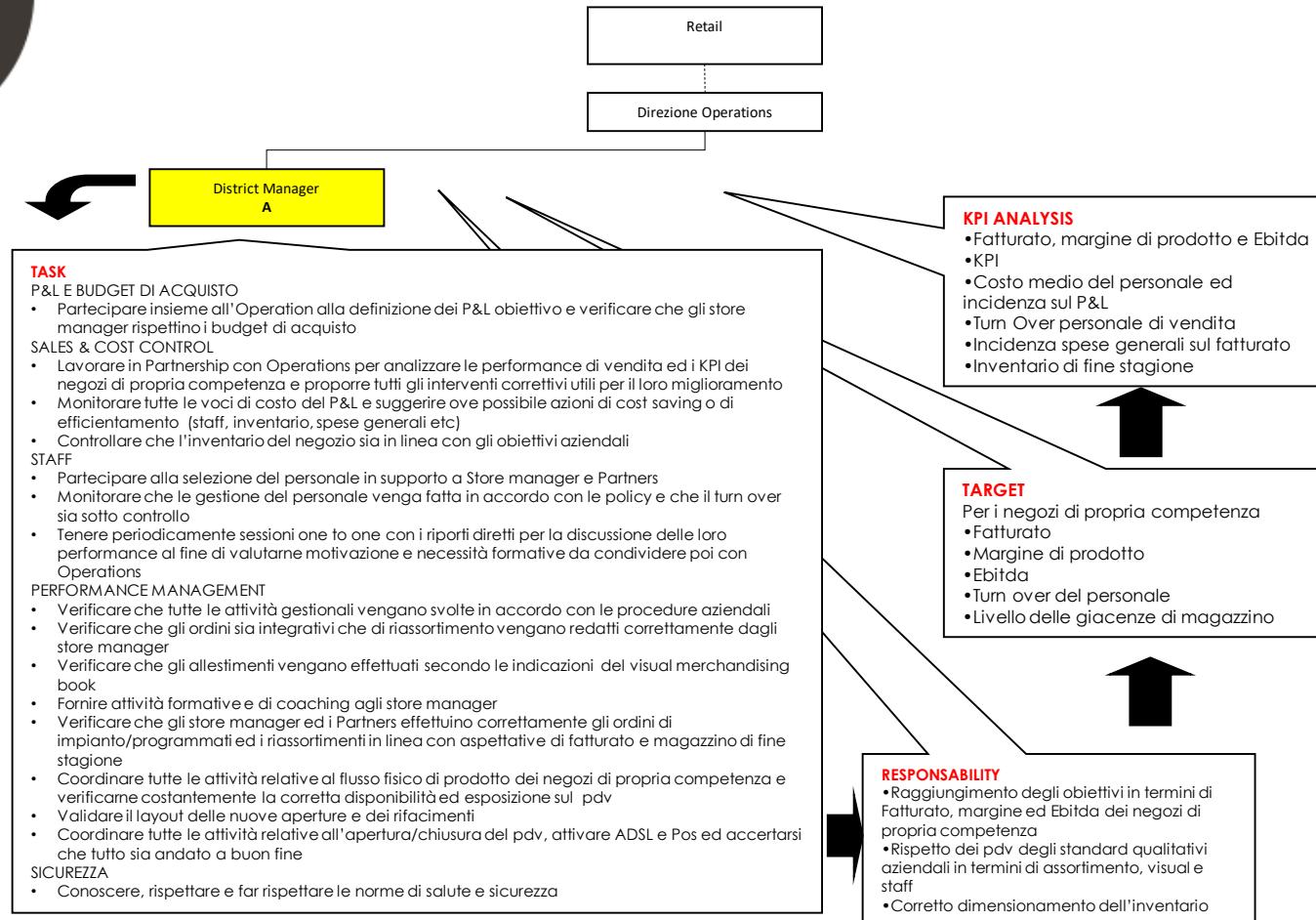
retail structure – to be

O bag



retail structure – to be

O bag



agenda

O bag

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development plan

O bag

Scenario 2017



ITALY

shops opened: 189
new opening: 17
beach stores: 16
Outlet: 8

FOREIGN

shops opened: 125
new opening: 57
beach stores: 2
Outlet: 4

territories

O bag

List of territories of the O bag stores

- U.S.
- Mexico
- Costa Rica
- Colombia
- Panama
- UK
- Benelux
- France
- Spain
- Portugal
- Italy
- Switzerland
- Austria
- Germany
- Poland
- Russia
- Ukraine
- Czech Republic
- Slovakia
- Slovenia
- Croatia
- Serbia
- Romania
- Hungary
- KSA

38 countries

- Bulgaria
- Greece
- Turkey
- Cabo Verde
- Kuwait
- Israele
- China
- Australia
- Malesya
- Nicaragua
- India
- Puerto Rico
- Chile

new opening in the 2017

O bag stores

O bag

COUNTRY	Wholesale	Retail Agreements	Master Franchises	Retail	To	HEADQUARTERS	LEGAL ENTITY	AGENT	DISTRIBUTOR
AUSTRIA	0	4		1	5		X		
BELGIO				2	2		X		
BULGARIA	4				4				X
CAPOVERDE	1				1				X
CINA			6		6	X			
COLOMBIA	3				3				X
COSTARICA		1			1	X			
CROAZIA				2	2		X		
CZECH REPUBLIC		4			4			X	
FRANCE		13		2	15		X		
GERMANY		6		4	10		X	X	
GREECE		2		1	3	X	X		
HUNGARY			5		5	X			
ISRAEL	1				1				X
ITALY		115		75	190		X	X	
KSA			2		2				
KUWAIT	1				1				X
MESSICO			5		5	X			
OLANDA				2	2		X		
POLAND	4	3			7	X			X
PORTUGAL		1			1	X			
ROMANIA			4		4	X			
RUSSIA	2				2				X
SERBIA					1	1			
SLOVAKIA					0			X	
SLOVENIA					1	1			X
SPAIN		18		6	24		X	X	
SVIZZERA				1	1		X		
TURKEY	4				4				X
UCRAINA	3				3				X
UK	1	1			2				X
USA		8		1	9		X		
AUSTRALIA		1			1				
MALESYA		1			1				
MALTA				1	1	X			
PANAMA	2				2				
TOTAL	26	178	22	100	326	8	13	5	10

List of territories in negotiation

- South Africa
- Marocco
- Tunisia
- Egypt
- Lebanon
- UAE
- Bahrein
- Oman
- Jordan
- Qatar
- Arzebaijan
- Kazakistan
- Iran
- Canada
- Virgin Island
- Brazil
- Argentina
- Venezuela
- Perù
- Ecuador
- Bolivia
- Uruguay
- Paraguay
- Ireland
- Norway
- Sweden
- Finland
- Danimark
- Lituania
- Estonia
- Latvia
- Belarus
- Moldova
- Montenegro
- kosovo
- Albania
- Cyprus
- Japan
- South Korea
- Singapore
- Indonesia
- Philippines
- New Zeland

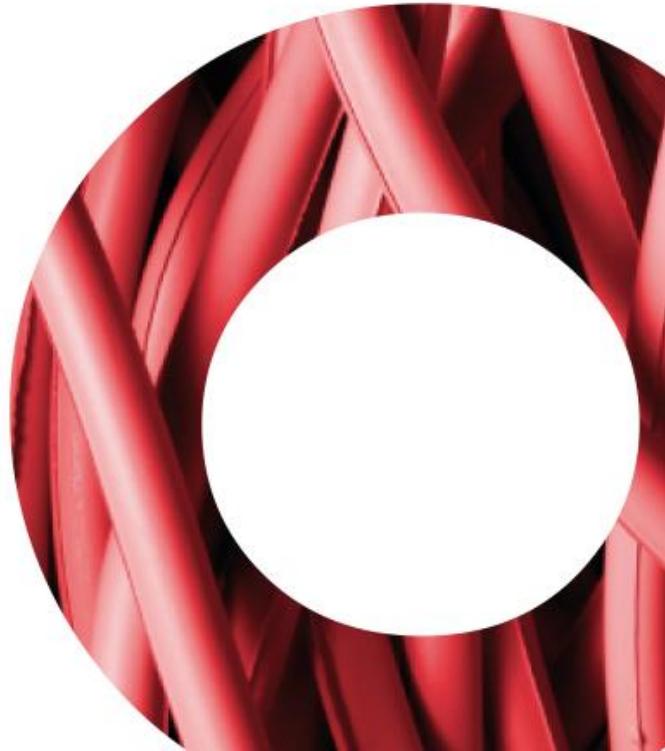
agenda

O bag

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general objectives

- complete the product offer
- reduce the category mix
- increase the coverage market distribution
- attract new consumers



category segmentation 2016

O bag

O bag

product portfolio

1 level

.bags

.watches

.eyewear

.wallets

.accessories

.footwear

2 level

- bag icon
- bag mini
- bag beach
- bag '50
- bag soft
- basket
- chic
- city
- pocket
- folder

- clock icon
- clock great
- click
- chive

- sun
- sun aviator

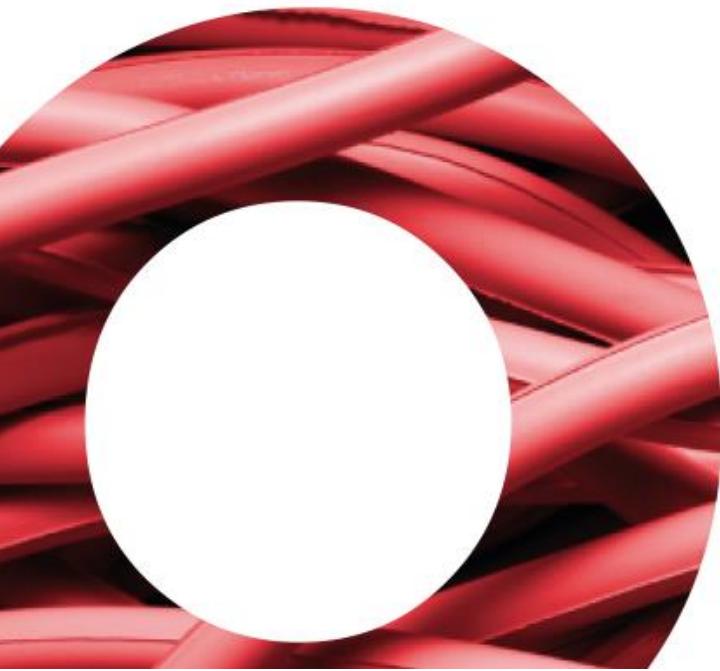
- hug woman
- hug man

- necklaces
- charms
- pochette and cell holder
- key rings
- bracelets

- shoes

new category

O bag



K-objectives

- new category **home** ○
- increase the business ○
- enhance and power the **O bag** concept ○

product offer

O bag

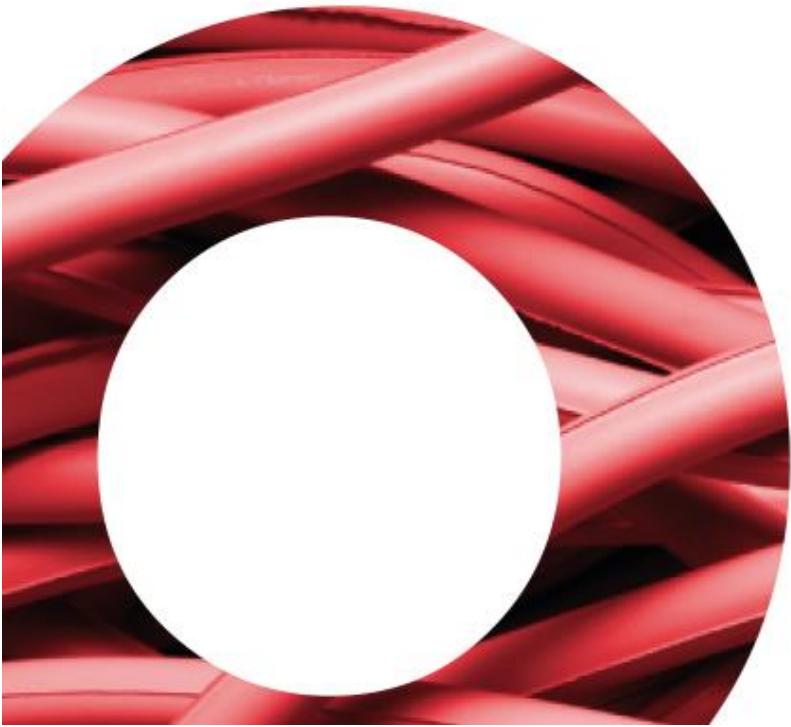
O living



O pouf

product offer

O bag



focus

research and innovation



sustainability



design roots



product offer

O bag

O living



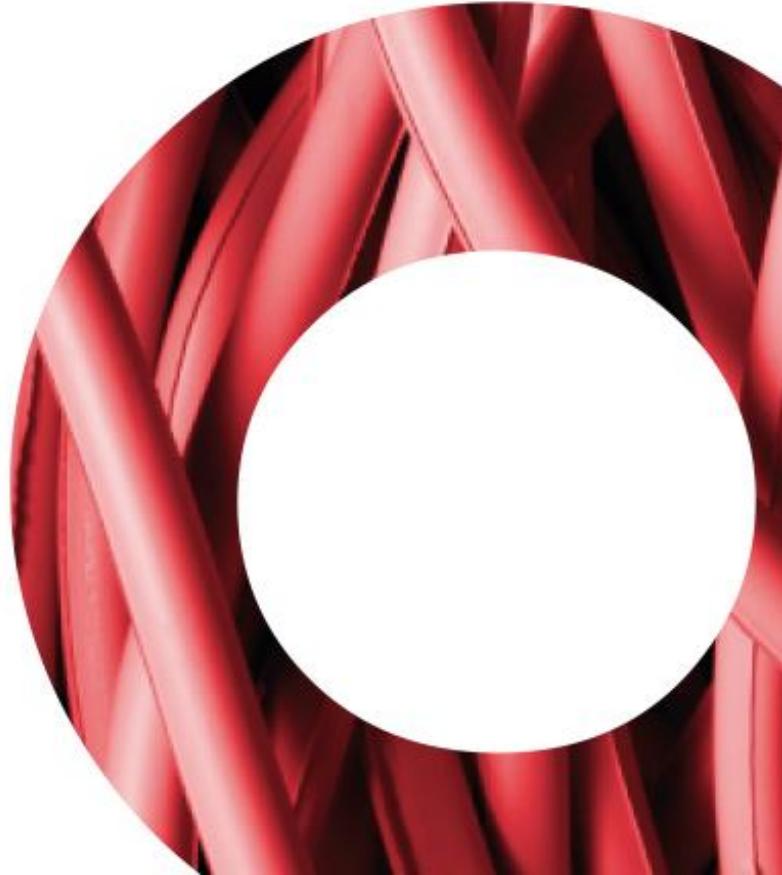
O clock wall

product offer

O bag

focus

- O clock size XL
- strengthening icon product
- coloured and interchangeable silicone shell



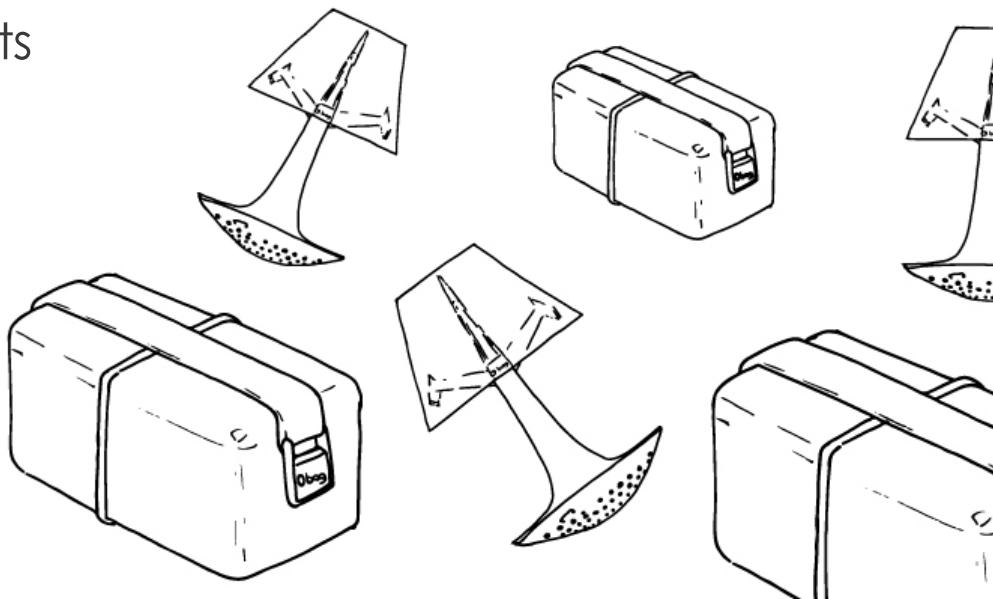
O bag

news at fuorisalone 2017

common concept

- moving and changing objects
- play and fun
- democratic design

design
in motion



news at fuorisalone 2017

O bag

O moving



O eat

news at fuorisalone 2017

O bag

benefits

entry in a new category with the know-how of a reliable partner

design roots

innovation capacity

scouting new distribution channels

O bag

guzzini 
MADE IN ITALY SINCE 1912

link to a young brand influenced by cutting edge international fashion design

new distribution channels opportunity

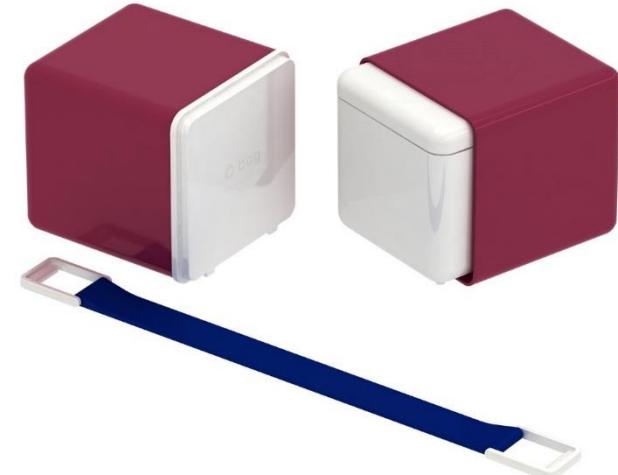
connection with a new target

news at fuorisalone 2017

O bag



customizable



.taste it easy

news at fuorisalone 2017

O bag

description

designed and functional lunch box

coloured, modular and 100% customizable

simplify every day life and portable

healthy eating because you control what is in your lunch

components:

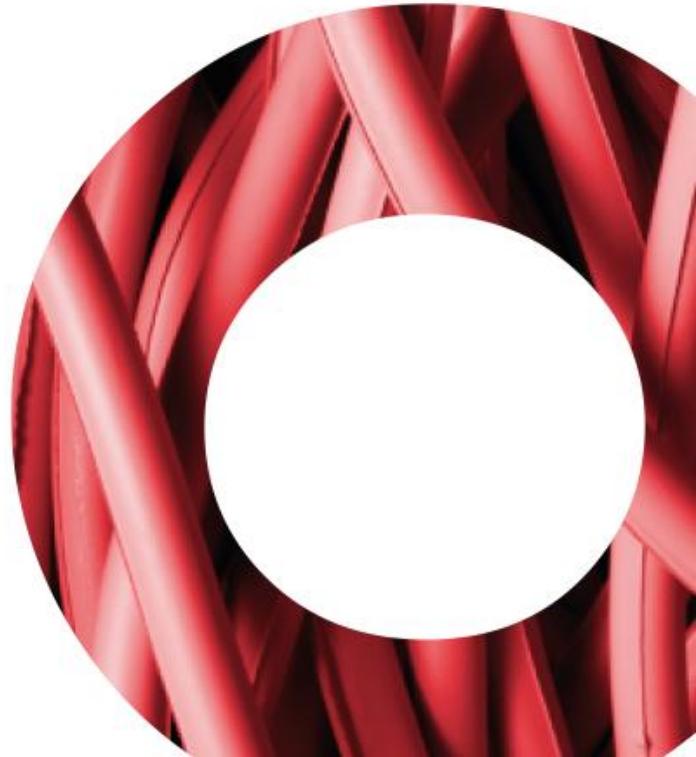
- 2 external containers, multiple colours
- 2 inner containers
- lid
- high quality plastics

complies with all international food regulations: microwave and dishwasher safe

capacity:

- 2 containers: 110 mm x 110 mm x 110 mm
- 2 containers, 2x80 cl each, 1l and 60cl total

interchangeable silicone band



news at fuorisalone 2017

O bag

comm issues O eat

O drop on floor starting from September 2017 (Capsule fall)

O distribution: through AGENCY as customizable product, in O bag store, multibrand stores and concept stores (no apparel, no accessories)

O distribution: through COMPANY in online e-shop

O distribution: through Guzzini, as assembled product, in large-scale retail distribution, according company terms

O sell-in through kit (6 colours):

- 24 coloured boxes/shell with relevant divider
- 30 inner containers
- 12 band
- free reassorts in season

O sell-in campaign until May 30th

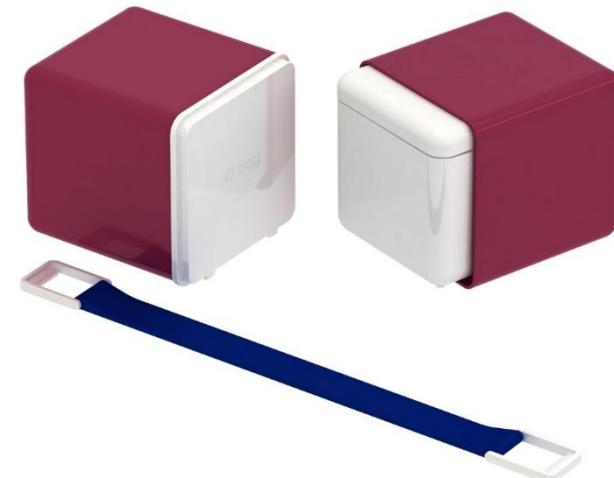


news at fuorisalone 2017

O bag

pricing O eat

box/shell + divider	10€
inner container (2 pcs)	8+8€
band	6€
O eat	32€



news at fuorisalone 2017

O bag

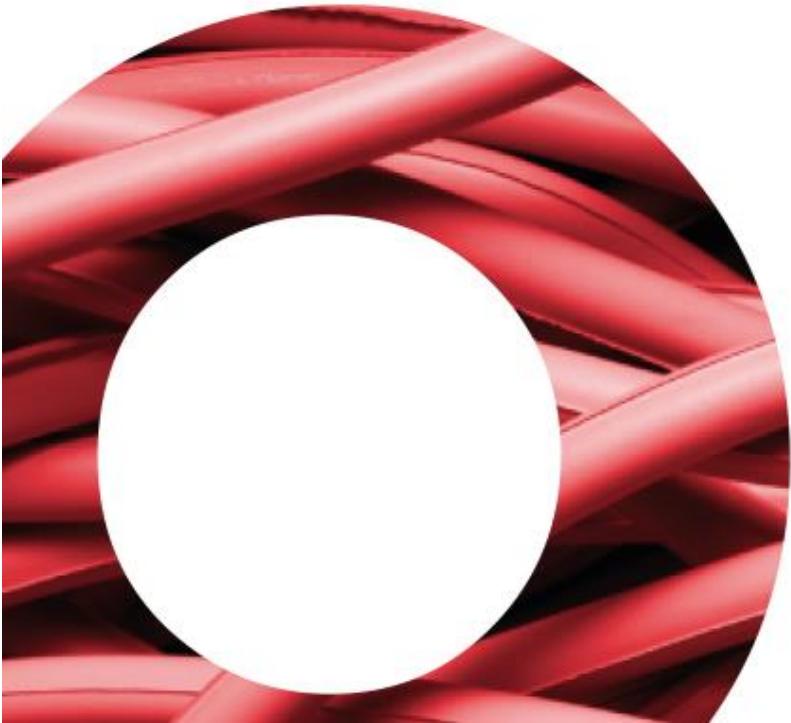
O lighting



O joy

news at fuorisalone 2017

O bag



focus

research and innovation



portable and multifunctional design



design roots



news at fuorisalone 2017

O bag



multifunctional and modular



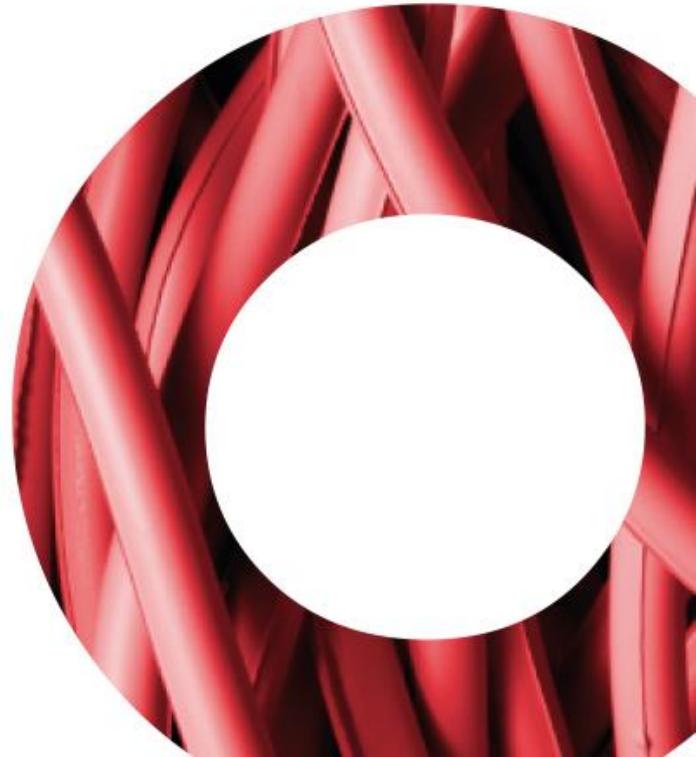
.multisensory delight

news at fuorisalone 2017

O bag

description

- smart and multisensory object
- coloured, modular and 100% customizable
- lamp with an LED bulb
- a fragrance diffuser
- a music speaker with Bluetooth technology and a USB port
- movement, rocking gently on its spherical base



news at fuorisalone 2017

O bag

comm issues O joy

O drop on floor starting from September 2017 (Capsule fall)

O distribution: through AGENCY as customizable product, in O bag store, multibrand stores and interior stores

O distribution: through COMPANY in online e-shop

O distribution: as assembled product, in large-scale retail distribution, according company terms

O sell-in kit (6 colours):

- 18 lamps
- 36 fragrances (sachets)
- 6 charger
- stand
- free reassort for each component – fragrances minimum 1 kit made of 6 sachets

O sell-in campaign until May 30th



news at fuorisalone 2017

pricing O joy

lampshade	19€
stem	starting from 27€
audio	20€
fragrances	12€ (x1) 19€ (x2)
base in pmma	19€
charger	18€

O joy with fragrances	starting from 59€*
O joy with portable audio	89€*



* colors white and anthracite

new segmentation

O bag

O bag

product portfolio

1 level

.bags

.watches

.eyewear

.wallets

.accessories

.footwear

.home

2 level

living
moving
lighting

- bag icon
- bag mini
- bag beach
- bag '50
- bag soft
- basket
- chic
- city
- pocket
- folder
- One
- bag moon
- bag moon light
- square
- swing

- clock icon
- clock great
- click
- chive

- sun
- sun aviator
- sun shine

- hug woman
- hug man

- necklaces
- charms
- pochette and cell holder
- key rings
- bracelets

- shoes
- drillas

- pouf
- clock wall
- eat
- joy

3 level



agenda



project progress



integrated marketing plan SS 2017 - FW 2017 – SS 2018



Disney project, FW 2017 capsule



SS 2017 capsule, Spring 2018 collection



semester objectives

windows calendar spring 2017

O bag

16 FEB – 8 MAR



STORY
SPRING

CRUISE
CODE

9 MAR – 29 MAR



STORY
SPRING

LYRICAL
NATURE

30 MAR – 19 APR



CAPSULE

O BAG MOON

windows calendar summer 2017

O bag

20 APR – 10 MAY



STORY
SUMMER

SAINT-
TROPEZ

11 MAY – 31 MAY



NEW
PRODUCTS

1 JUN – 21 JUN



BEACH
COLLECTION

22 JUN – 12 JUL



CAPSULE
FLOWER
POWER

13 JUL – 26 JUL



BEACH
COLLECTION

in-store planning ss 2017

O bag

ACTIVITIES / MONTH

TRANSITION

SPRING

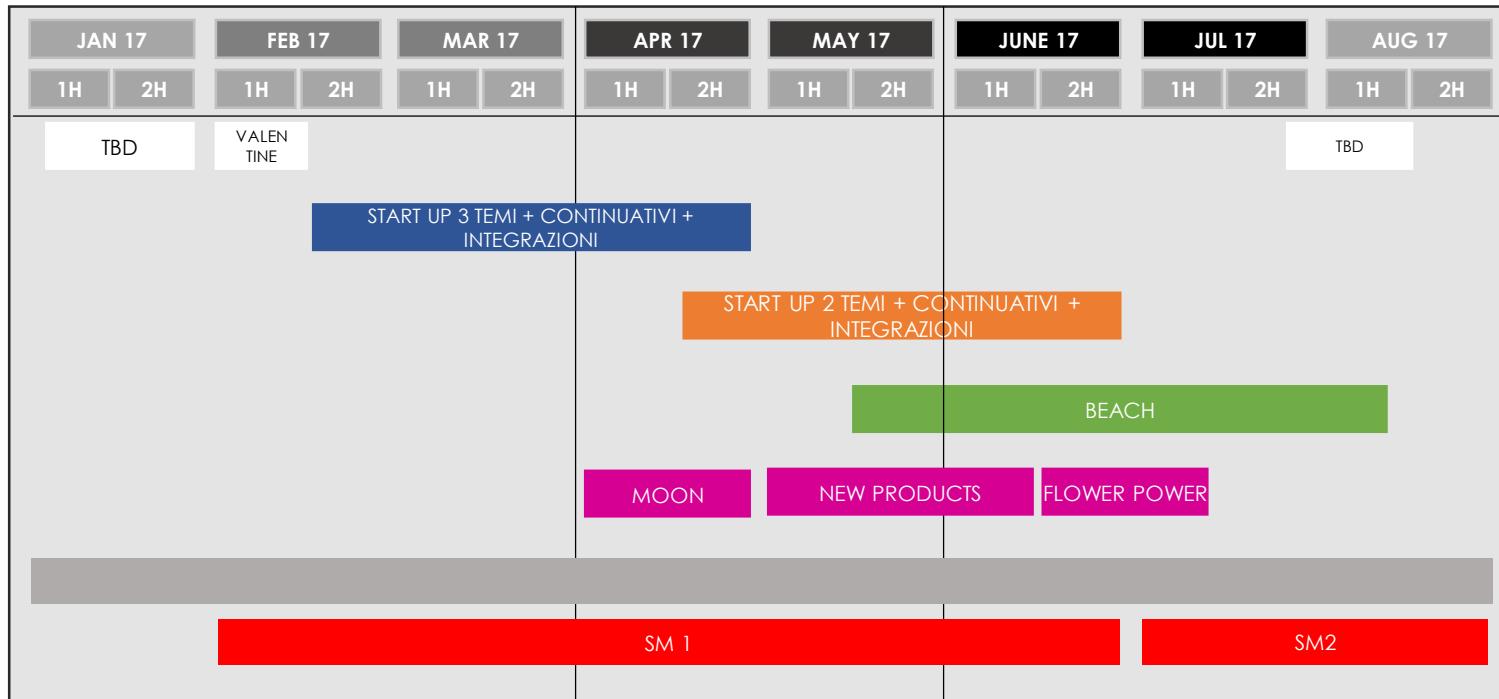
SUMMER

FLASH

CAPSULE

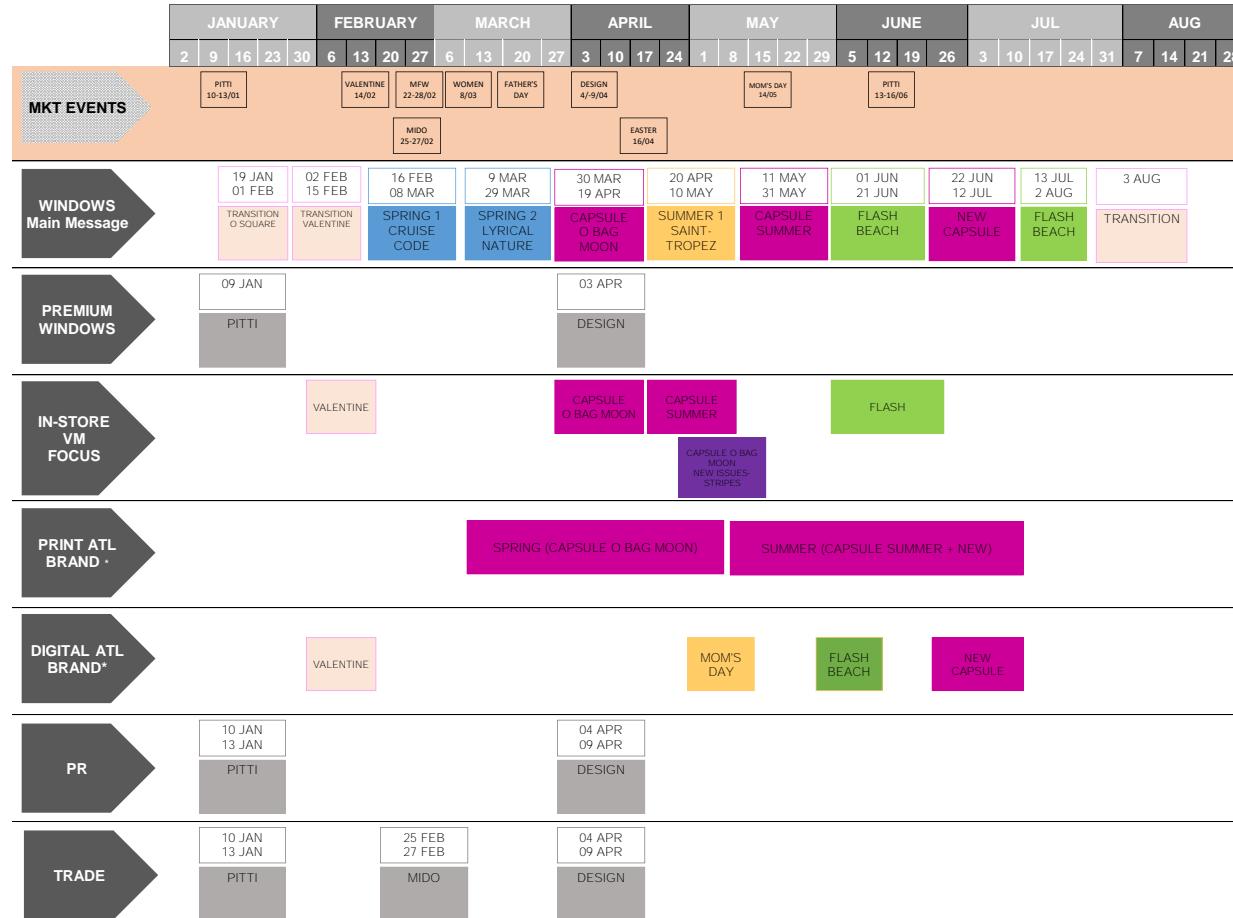
REASSORT

SAVE MONEY



mkt calendar ss 2017

O bag



* ATL BRAND & DIGITAL ATL BRAND: VALID ONLY FOR SELECTED COUNTRIES

windows calendar fall 2017

O bag

27 JUL – 9 AUG

TRANSITION

10 AUG – 30 AUG



STORY FALL

FOLK
NAIF

31 AUG – 20 SEPT



STORY FALL

VINTAGE
VANTAGE

21 SEPT – 11 OCT

CAPSULE

windows calendar winter 2017

O bag

12 OTT – 25 OTT



STORY
WINTER

METROPOLIS

26 OTT – 15 NOV



STORY
WINTER

ART LOVER

16 NOV – 6 DIC



FLASH
XMAS

7 DIC – 10 GEN



FLASH
XMAS

GIFT
IDEAS

in-store planning fw 2017

O bag

ACTIVITIES / MONTH

TRANSITION

FALL

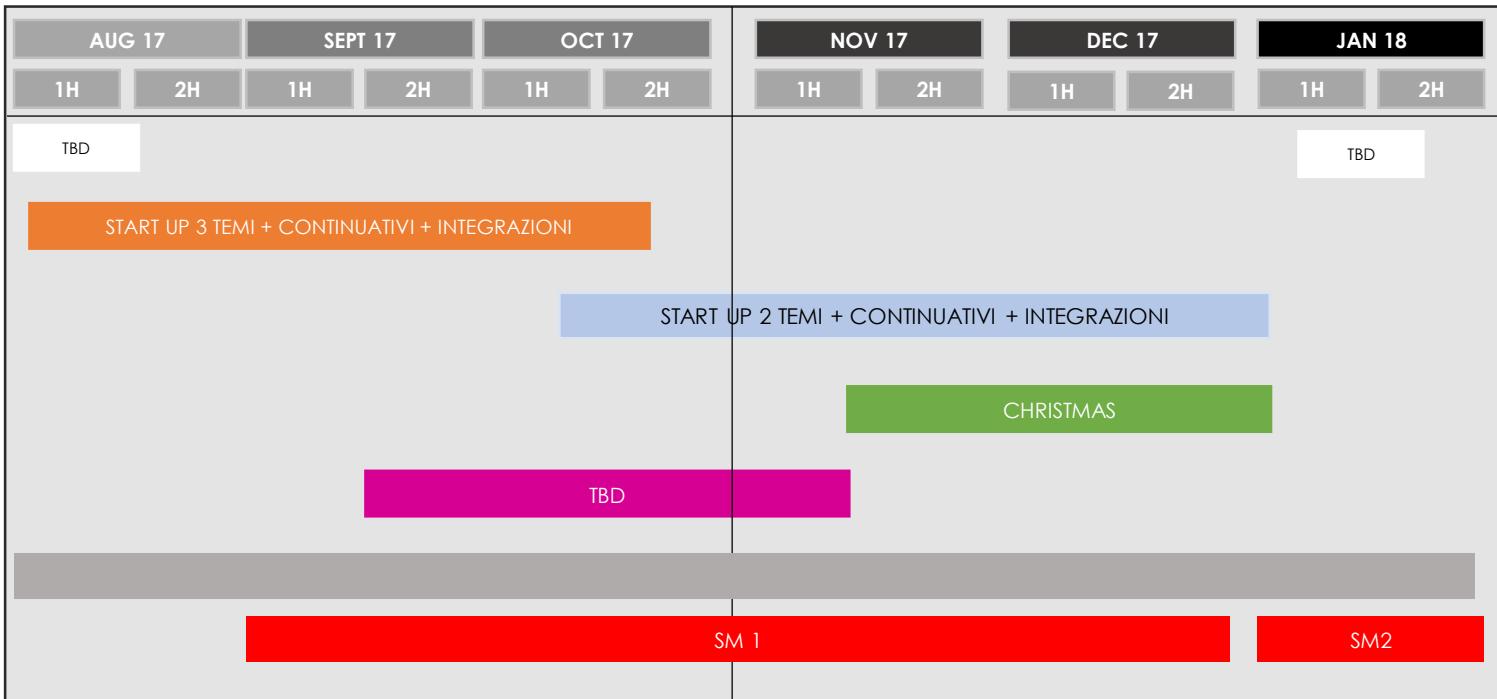
WINTER

FLASH

CAPSULE

REASSORT

SAVE MONEY



mkt calendar fw 2017

O bag

	JUNE				JUL			AUG			SEPT			OCT				NOV			DEC			JAN											
	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29
MKT EVENTS		PITTI 15-16/6												MIPPEL 17-20/9		MFWE2017												XMAS							
WINDOWS Main Message										27 JUL 9 AUG	10 AUG 30 AUG	31 AUG 20 SEPT	21 SEPT 11 OCT	12 OCT 25 OCT	26 OCT 15 NOV	16 NOV 6 DEC			7 DEC 10 JAN	11 JAN 31 JAN															
PREMIUM WINDOWS		13 JUN 16 JUN	PITTI																																
IN-STORE VM FOCUS														21 SEPT 11 OCT	CAPSULE												XMAS								
PRINT ATL BRAND *														FALL THEME	CAPSULE												XMAS								
DIGITAL ATL BRAND* TBD																TBD																			
PR TBD		13 JUN 16 JUN	PITTI																																
TRADE		13 JUN 16 JUN	PITTI											8 SEPT 12 SEPT	MAISON & OBJECT	15 SEPT 18 SEPT	HOMI																		

* ATL BRAND & DIGITAL ATL BRAND: VALID ONLY FOR SELECTED COUNTRIES

windows calendar transition 2018

O bag

11 JAN – 31 JAN

1 FEB – 14 FEB

RE-NEW YOUR
BAG

VALENTINE'S
DAY

windows calendar spring 2018

O bag

15 FEB – 28 FEB



STORY
SPRING

COLORS IN
NYC

1 MAR – 21 MAR



STORY
SPRING

DEAUVILLE

22 MAR – 4 APR



STORY
SPRING

URBAN
DECOR

5 APR – 18 APR

CAPSULE

windows calendar summer 2018

O bag

19 APR – 9 MAY

10 MAY – 30 MAY

31 MAY – 20 JUN

21 JUN – 11 JUL

12 JUL – 25 JUL

STORY
SUMMER

STORY
SUMMER

BEACH
COLLECTION

CAPSULE

BEACH
COLLECTION

in-store planning ss 2018

O bag

ACTIVITIES / MONTH

TRANSITION

SPRING

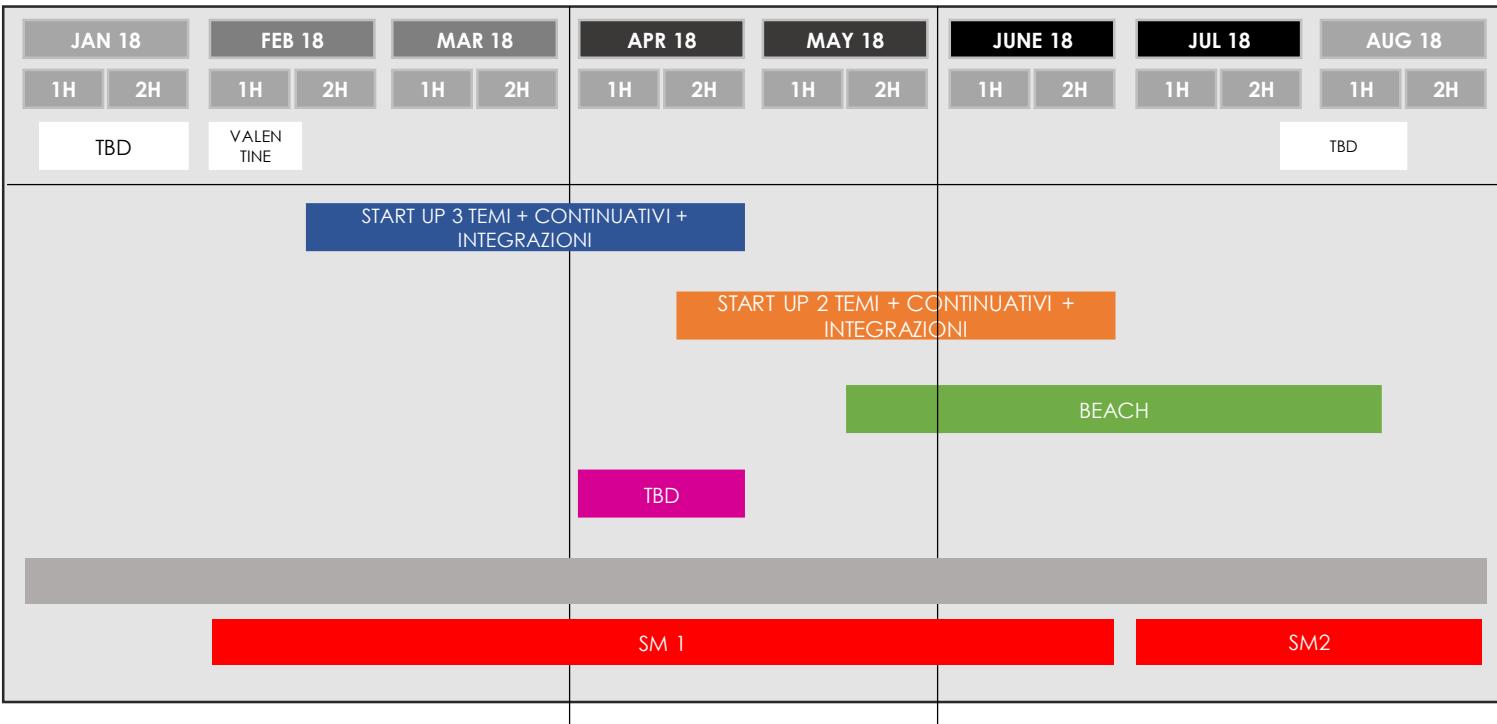
SUMMER

FLASH

CAPSULE

REASSORT

SAVE MONEY



mkt calendar ss 2018

O bag

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JUL				AUG						
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27
MKT EVENTS	PITTI 9/12/01	VALENTINE 14/02	MFW 21-27/02	WOMEN 8/03	FATHER'S DAY					DESIGN 17/22/04				MOM'S DAY 13/05				PITTI																	
WINDOWS Main Message	11 JAN 31 JAN	01 FEB 14 FEB	15 FEB 28 FEB	1 MAR 21 MAR	22 MAR 4 APR	5 APR 18 APR	19 APR 9 MAY	10 MAY 30 MAY	31 MAY 20 JUN	21 JUN 11 JUL	12 JUL 25 JUL	26 JUL																							
PREMIUM WINDOWS	09 JAN						17 APR							DESIGN																					
IN-STORE VM FOCUS		VALENTINE				CAPSULE				FLASH					FLASH																				
PRINT ATL BRAND *							TBD																												
DIGITAL ATL BRAND*			VALENTINE				TBD																												
PR	09 JAN						17 APR							DESIGN																					
TRADE	09 JAN						17 APR							DESIGN																					

* ATL BRAND & DIGITAL ATL BRAND: VALID ONLY FOR SELECTED COUNTRIES



agenda

- project progress
- integrated marketing plan SS 2017 - FW 2017 – SS 2018
- Disney project, FW 2017 capsule
- SS 2017 capsule, Spring 2018 collection
- semester objectives

- wide to new product categories – **bags and accessories**
- launch **back to school** collection- in store from August 2017
- main target GIRL **6 – 12 years**
- launch **christmas** collection - in store from mid of November 2017
- main target GIRL **6 – 12 years**
- launch **spring 2018** collection

new segmentation

O bag

O bag

product portfolio

1 level

.bags

.watches

.eyewear

.wallets

.accessories

.footwear

.home

.children

2 level

living

moving

lighting

Disney

3 level

- O bag icon
- O bag mini
- O bag beach
- O bag '50
- O bag soft
- O basket
- O chic
- O city
- O pocket
- O folder
- One
- O bag moon
- O bag moon light
- O square
- O swing

- O clock icon
- O clock great
- O click
- O chive

- O sun
- O sun aviator
- O sun shine

- O hug woman
- O hug man

- necklaces
- charms
- pochette and cell holder
- key rings
- bracelets

- O shoes
- O drillas

- O pouf
- O clock
- wall
- O eat
- O joy

O clock
O pocket
charms
accessories



O bag
CAPSULE
FW17

Disney project – back to school

O bag

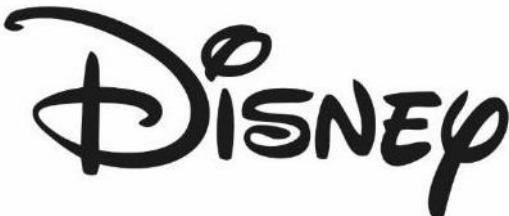
.HIGHLIGHT

O pocket
accessories

.COLOUR PALETTE

Main colours:
smoke rose, yellow, denim

Secondary colour:
fuchsia

O bag
for


Disney project – back to school

O bag

O pocket



saffiano print flaps + patch



eco saffiano print flaps

rubber flaps + vintage patch

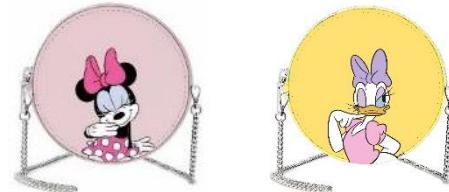


denim flaps + soft touch patch

Disney project – back to school

O bag

coin purse



saffiano print

charms



3D rubber + eco leather + patent leather bow



agenda

- project progress
- integrated marketing plan SS 2017 - FW 2017 – SS 2018
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- SS 2017 capsule, Spring 2018 collection
- semester objectives



O bag
CAPSULE
SS17

capsule ss 2017

O bag



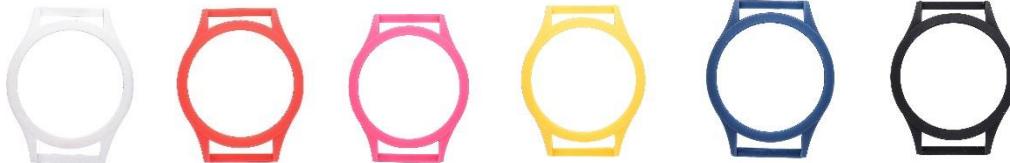
O clock

cinturini



O clock shift

band



cover

The logo features a large black circle centered on a vertical yellow and magenta split background. Inside the black circle, the brand name "O bag" is written in white lowercase letters. Below it, the words "SPRING 2018" are displayed in bold, yellow and magenta letters respectively. At the bottom of the circle, the words "COLLECTION" are written in white uppercase letters.

O bag
SPRING 2018
COLLECTION

collection – colors in New York

.HIGHLIGHT

O pocket mini
O bag moon texture frame

.COLOUR PALETTE

Main colours:
white, black, red, yellow
cedar, sangria

secondary colour:
dark green

Citizen theme for the season attack. A perfect new york look for the first theme of the season.

The new spring collection has strong contrast colours combine with timeless black&white look.

Originality and sophistication for an unprecedented elegance.

Stripes and bicolor contrasts, vichy, optical patterns and geometrical prints.
Cordura and nylon inserts, handles and shoulder straps with ribbon or solid colour.

#thecity



collection – colors in New York

O bag

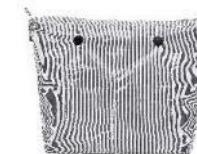
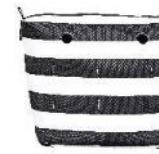


O bag

body with studs

collection – colors in New York

O bag

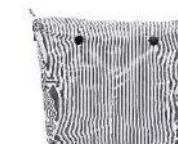


O bag

fabric inserts with rhombus

fabric inserts with bicolor stripes

nylon inserts



O bag mini

fabric inserts with rhombus

fabric inserts with bicolor stripes

nylon inserts



O city

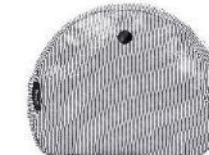
vichy fabric insert

nylon fabric insert

collection – colors in New York

O bag

O bag
moon light



O bag

vichy fabric trim



O bag mini

geometric fabric trims

vichy fabric trim

O bag

collection – colors in New York

O bag tote



nylon



nylon + pvc

O pocket &
O pocket micro



fabric flaps with stripes + eco leather



vichy flap



geometric fabric flaps



nylon flaps + pvc



O bag

collection – colors in New York

handles and
shoulder strap



shoulder strap + ribbon



rhombus shoulder straps



geometric shoulder straps



eco leather modular handles + clip



eco leather handles

accessories

eco leather charm + studs + plex charm



pochette
(for O bag and O square)

important note: illustrative purposes only. This presentation is not representative of the whole collection and all sku. Please refer to the catalogue.

collection – colors in New York

O bag



O clock



jungle



flowers



lines



O clock great



date satin



O bag

collection – Deauville

.HIGHLIGHT

O bag tote

.COLOUR PALETTE

Main colours:
white, red, bluette, navy
blue, sand

Secondary colour:
light blue

Theme inspired to Deauville, the north sea city of the France.
The secondary theme of the season is distinguish by simple elegant details.
The prints are minimal and the fabric are light as canvas and seersucker.
Linear straps interchange white, red, blue and sand bands with light blue
details. Large and tight strips, coulisse and ropes feature inserts, trims and
shoulder straps. The handles are in rubber.

#stripey



collection – Deauville

O bag



O bag

fabric insert with stripes

fabric insert with tight stripes



O bag mini

fabric inserts with stripes

nylon inserts with couisse



O city

fabric inserts with stripes

fabric insert with large stripes

canvas insert with ribbon

important note: illustrative purposes only. This presentation is not representative of the whole collection and all sku. Please refer to the catalogue.

O bag

collection – Deauville

O bag moon



fabric insert with large stripes



denim insert

O swing



fabric insert with stripes



fabric insert with stripes and couisse



O bag tote



fabric with stripes



nylon

O bag

collection – Deauville

O bag &
O bag mini



trim with stripes

O pocket &
O pocket micro



luxury flaps



denim flap + ribbon

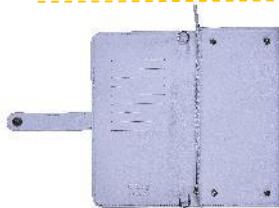


flap with large stripes



flap with ribbon

O hug



eco leather inner part



luxury band
(for O hug)

O bag

collection – Deauville

handles and
shoulder strap



mariner shoulder straps



shoulder strap with strips



mariner bicolor shoulder strap
(for O square)



rubber shoulder straps
(for O bag bucket and O bag tote)



rubber modular handles + clip



rubber handles



soft touch handles with chain



pom pom rafia
(for O bag and O square)



pochette

accessories

important note: illustrative purposes only. This presentation is not representative of the whole collection and all sku. Please refer to the catalogue.

collection – Deauville

O bag



O clock



lines + flower



O clock



O clock

collection – *Urban Decor*

O bag

.HIGHLIGHT

O pocket mini
O bag moon texture frame

.COLOUR PALETTE

Main colours:
white, rosa smoke, light
blue, sky way, graphite,
metal champagne

Secondary colour:
light yellow

Rich theme with prints and patches all-over. Pattern and flowers texture become romantic detail that embellish bags and accessories. Pastel nuance as smoke rose and sky way are combine with new nuances as metal champagne and yellow. Focus on bouclé and broderie anglaise fabrics, pvc flowers and butterfly patches.

#fleurs

collection – Urban Decor

O bag



O bag

bouclé decor insert



O bag mini

fabric insert with butterfly patch



O city

bouclé decor insert

collection – Urban Decor

O bag

O bag moon &
O bag moon light



bouclé decor inserts



O bag tote

soft touch effect

O bag

collection – Urban Decor

O bag &
O bag mini



metal broderie anglaise trims

O pocket &
O pocket micro



fabric flaps with butterfly



metal broderie anglaise flap



eco leather flaps + pvc flowers

collection – Urban Decor

O bag

handles and
shoulder strap



eco leather shoulder strap + pvc



eco leather shoulder strap
(for O bag bucket and O bag tote)



pvc shoulder strap



eco leather short handles



short chained eco leather

collection – Urban Decor

O bag



O clock

flowers

meadows

petals



O clock great

diamonds

agenda

O bag

- project progress
- integrated marketing plan SS 2017 - FW 2017 – SS 2018
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- SS 2017 capsule, Spring 2018 collection
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objectives

- upload the orders Spring 2018 within the 30th of June
- Summer 2018 presentation in July
- 2017 target and business plan
- following the new budget criteria



O bag
SPRING 2018
THANK YOU