



spring '19
collection

O bag

.agenda

- | | | | |
|------------|-------------------|------------|------------------------------|
| .01 | company evolution | .06 | integrated marketing plan |
| .02 | scenario analysis | .07 | Marketing investments report |
| .03 | actions | .08 | new procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

.agenda

- | | | | |
|------------|-------------------|------------|------------------------------|
| .01 | Company evolution | .06 | Integrated marketing plan |
| .02 | scenario analysis | .07 | Marketing investments report |
| .03 | actions | .08 | new procedures |
| .04 | future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

Company evolution

.spring 2019 COLLECTION

- Organization implementation
- Strategic plan application
- Developing plan application
- New warehouse

Strategic plan application

- **territory: specific actions for Italy and foreign countries**
- **communication**
- **product / offer structure**
- **Informatics systems**
- **Evolution of digital channel**

Company evolution

.spring 2019 COLLECTION

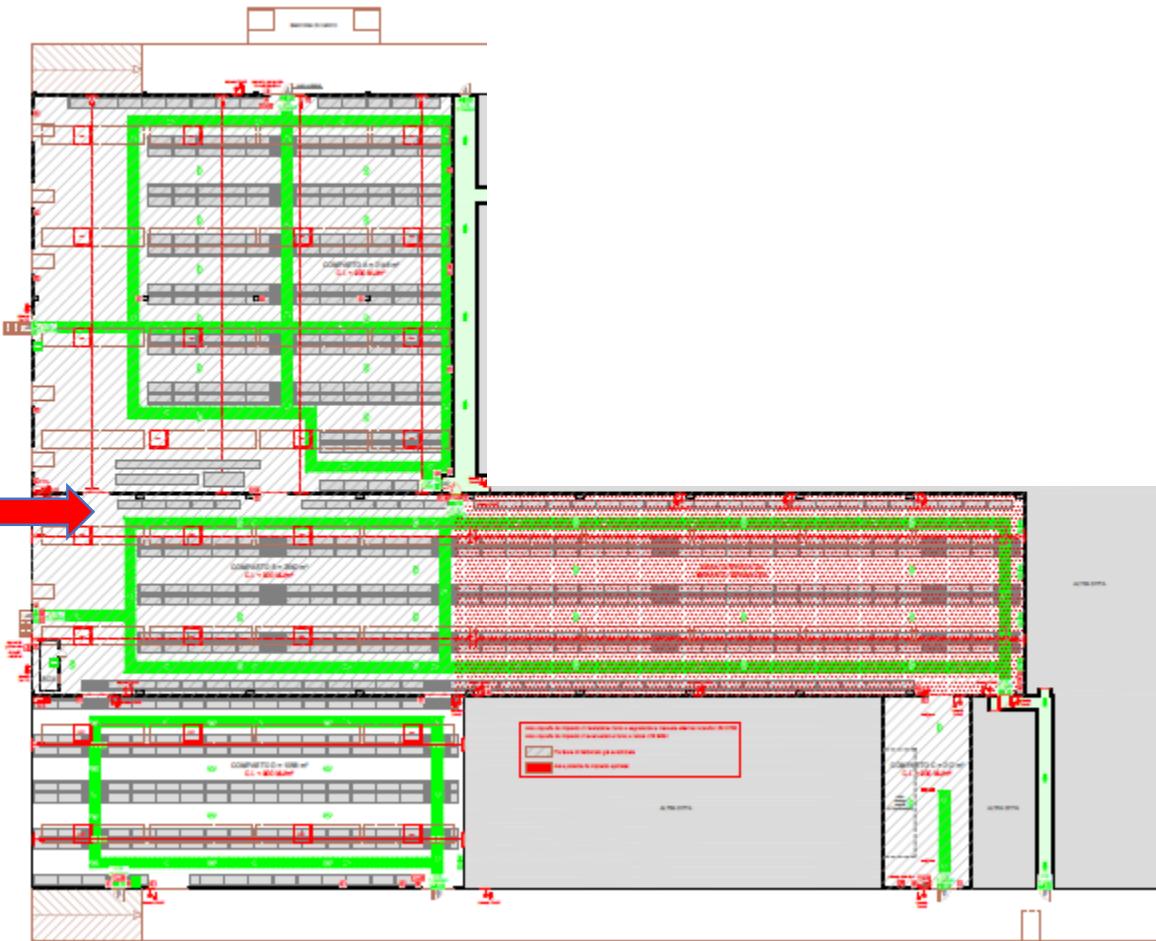
Developing plan updating

2018	APERTI	APERTURA	TOTALE	PIANO
ITALIA	5	8	13	
RESTO DEL MONDO	26	56	82	
TOTALE	31	64	95	120

Company evolution

.spring 2019 COLLECTION

- New warehouse
active since April



.agenda

- | | | | |
|------------|-------------------|------------|------------------------------|
| .01 | Company evolution | .06 | Integrated marketing plan |
| .02 | Scenario analysis | .07 | Marketing investments report |
| .03 | actions | .08 | New procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

Scenario analysis

.spring 2019 COLLECTION

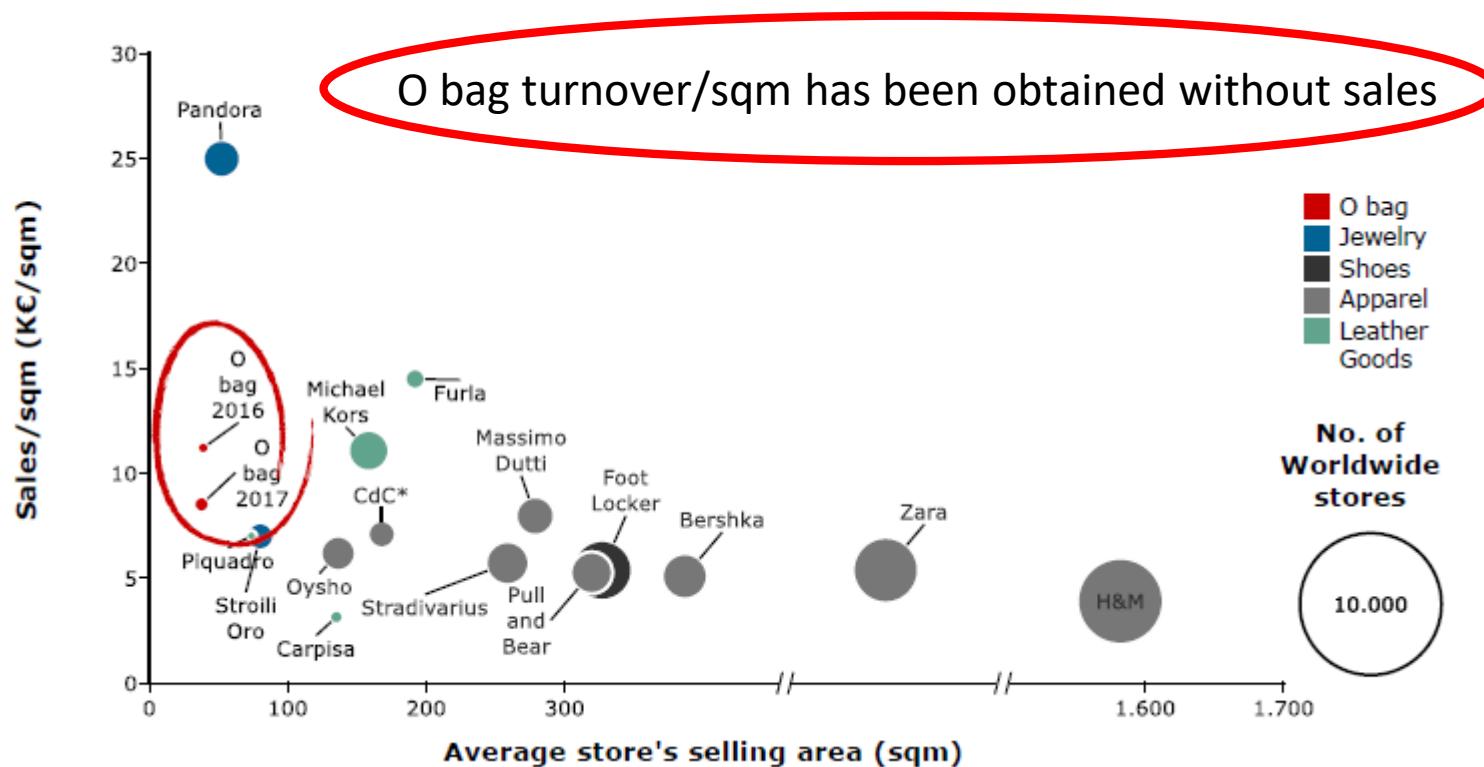
italiy

- Market turmoil
- O bag network adjustment
- Multibrand channel rationalisation
- Normalisation of return per sqm



Scenario analysis

.spring 2019 COLLECTION



Iconic bag trend

.spring 2019 COLLECTION

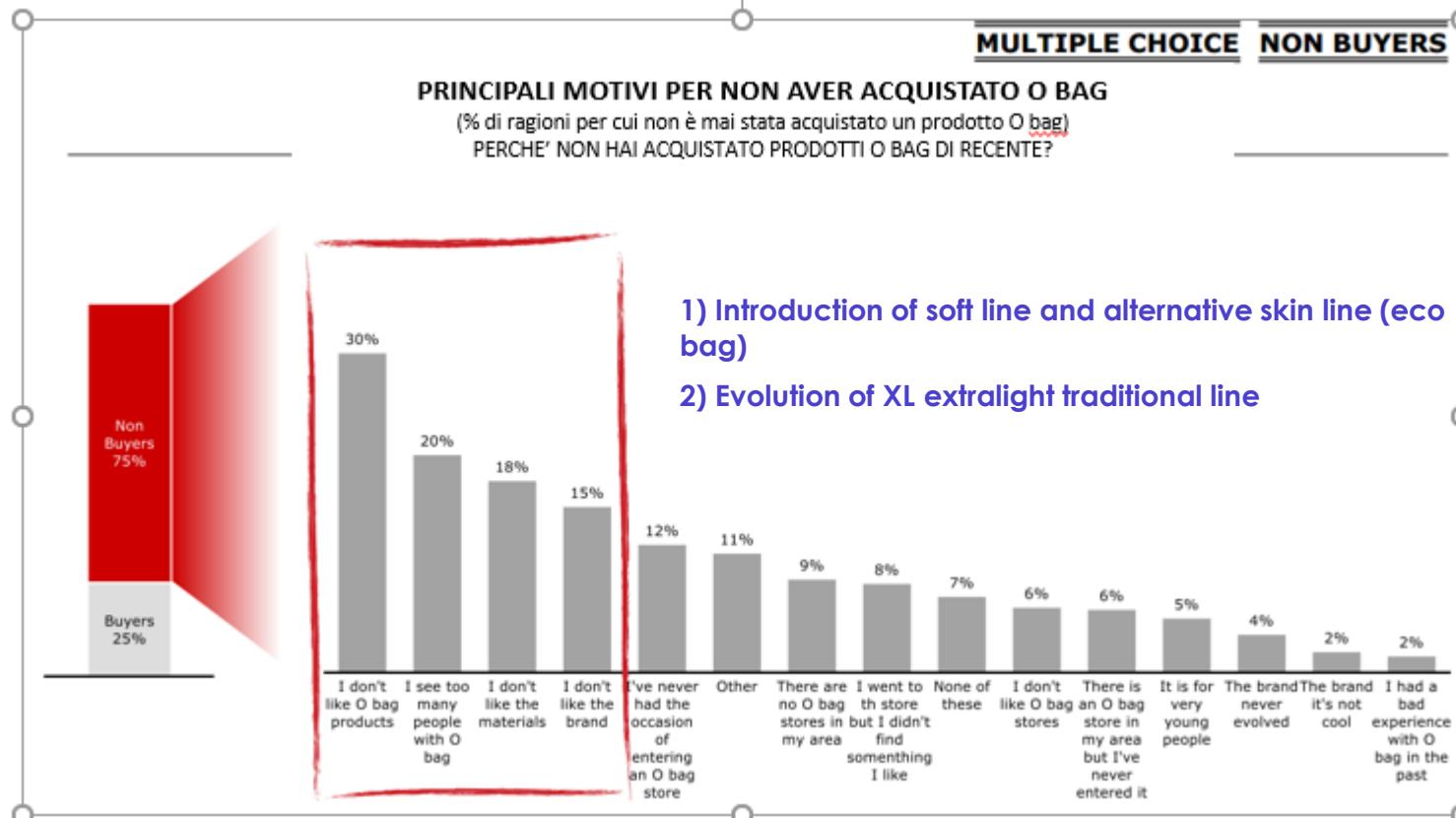
- 2016: O bag and O bag mini represented 50% of stores turnover.
- 2017: decreasing of request of iconic bags led to -30% on stores turnover
- 2018: for 150 stores, taken as example, the downturn is due to the decreasing request of iconic bags



- Other bags and products balance with their +15%
- second quarter trend different from the first one;
- good outcomes on product tests and change in offer

.agenda

- .01 Company evolution
- .02 Scenario analysis
- .03 actions
- .04 Future projects
- .05 Sales preparation
- .06 Integrated marketing plan
- .07 Marketing investments report
- .08 New procedures
- .09 best opportunities 2018
- .10 objectives



XL extralight material 3 new bags

.spring 2019 COLLECTION



- Reverse

- Spring 19 collection



- Queen

- Spring 19 collection



- Sheen

- Xmas capsule and Spring 19 collection



struttura collezione – nuovi modelli

.spring 2019 COLLECTION



Collection structure – new models

.spring 2019 COLLECTION



O bag double: evolution

.spring 2019 COLLECTION



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



start of a new line

Test outcomes- Soft project

.spring 2019 COLLECTION

Style	Order Qty	Received Qty	Sales	Sold Qty	% ST vs Order Qty	% ST vs Received Qty
Mild	252	233	8.888	202	80%	87%
Smooth	103	88	4.125	75	73%	85%
Trac Mild	234	215	4.320	180	77%	84%
Sweet	200	183	6.345	141	71%	77%
Tender	166	149	6.380	110	66%	74%
Trac Easy/Smooth	394	313	4.392	183	46%	58%
Easy	262	232	2.148	113	43%	49%
Totale complessivo	1.611	1.413	36.598	1.004	62%	71%

- test on 14 stores. Analysis on Padova, Arese and Orio Center
- period 20 March – 20 May
- % Average Sell Through of three store vs ordered 62%, vs received 71%
- Most sold bag: Mild (87%), then Smooth (85%) and Sweet (77%). The less sold bag is Easy (49%)

Focus Soft Project

.spring 2019 COLLECTION



Focus Soft Project - differences

.spring 2019 COLLECTION

Arese -Soft Project

Nave de Vero – without Soft Project

Merceologia	Produttiva	Stile	Dati				
			Sales	Sold Qty	Inc % Sales	Inc % Sold Qty	
Eva	BORSE	O BAG	14.308	411	26,3%	26,2%	
		O BAG MINI	13.627	369	25,1%	23,6%	
		O BAG '50	2.662	79	4,9%	5,0%	
		O POCKET	2.123	160	3,9%	10,2%	
		O MOON	2.105	56	3,9%	3,6%	
		O MOON LIGHT	1.304	44	2,4%	2,8%	
		O SQUARE	941	25	1,7%	1,6%	
		O BAG URBAN	937	25	1,7%	1,6%	
		O CITY	869	36	1,6%	2,3%	
		O CHIC	600	16	1,1%	1,0%	
		O BAG BEACH MINI	489	16	0,9%	1,0%	
		O BAG TOTE	405	6	0,7%	0,4%	
		O SWING	384	12	0,7%	0,8%	
		O BAG 50 SOFT	286	4	0,5%	0,3%	
		O BASKET	231	7	0,4%	0,4%	
		O BAG BEACH MICRO	214	8	0,4%	0,5%	
		ONE	119	1	0,2%	0,1%	
		O POCKET MICRO	91	7	0,2%	0,4%	
		O BAG BEACH	66	3	0,1%	0,2%	
		O BAG FLOWER HOLE	38	1	0,1%	0,1%	
Eva Totale		O FOLDER MINI	38	1	0,1%	0,1%	
		O FOLDER	38	1	0,1%	0,1%	
			41.876	1.288	77,1%	82,2%	
Soft	BORSE	O MILD	4.651	106	8,6%	6,8%	
		O TENDER	3.115	54	5,7%	3,4%	
		O SWEET	2.692	60	5,0%	3,8%	
		O SMOOTH	1.185	22	2,2%	1,4%	
		O EASY	828	36	1,5%	2,3%	
			12.470	278	22,9%	17,8%	
Soft Totale							
Total complessivo			54.346	1.566			

Merceologia	Produttiva	Stile	Dati				
			Sales	Sold Qty	Inc % Sales	Inc % Sold Qty	
Eva	BORSE	O BAG	19.288	543	39,8%	35,1%	
		O BAG MINI	13.343	387	27,6%	25,0%	
		O POCKET	2.489	177	5,1%	11,4%	
		O MOON	2.217	76	4,6%	4,9%	
		O BAG '50	1.957	55	4,0%	3,6%	
		O MOON LIGHT	1.764	72	3,6%	4,7%	
		O SQUARE	1.651	53	3,4%	3,4%	
		O BAG URBAN	1.544	50	3,2%	3,2%	
		O BASKET	627	19	1,3%	1,2%	
		O BAG BEACH MINI	625	27	1,3%	1,7%	
		O CITY	584	20	1,2%	1,3%	
		O CHIC	532	14	1,1%	0,9%	
		O BAG 50 SOFT	315	5	0,7%	0,3%	
		O BAG BEACH	297	12	0,6%	0,8%	
		O SWING	294	12	0,6%	0,8%	
		O BAG TOTE	289	4	0,6%	0,3%	
		O FOLDER	266	7	0,5%	0,5%	
		O BAG BEACH MICRO	150	6	0,3%	0,4%	
		ONE	119	1	0,2%	0,1%	
		O POCKET MICRO	73	6	0,2%	0,4%	
			Eva Totale		48.426	1.546	
			Totale complessivo		48.426	1.546	

Focus Soft Project Soft

.spring 2019 COLLECTION

Arese – with Soft Project

- Time: 20 March – 17 May
- The 77% of bags sales category is represented by XL Light models
- The Soft Project affects for the remaining 23% of bags segment
- The O Bag model decreases, reaching the 26% of the bags market

Nave de Vero – without Soft Project

- Time: 20 March – 17 May
- The Iconic O bag weighs for the 40 % of the whole bags sales



the Arese trends is +5% than Nave de Vero

Milano Via Tortona – design week 2018 .spring 2019 COLLECTION

Milano Via Tortona 2018

Produttiva	Sold Qty	Inc % Sold Qty	Sales	Inc % Sales
OROLOGI	386	43,86%	4.850	30,05%
BORSE	273	31,02%	7.624	47,23%
OCCHIALI	104	11,82%	2.143	13,28%
BRACCIALETTI	51	5,80%	470	2,91%
ACCESSORI	17	1,93%	162	1,00%
PORTAFOGLI	16	1,82%	381	2,36%
FOOD	12	1,36%	64	0,40%
SCARPE	11	1,25%	286	1,77%
URBAN HOME	10	1,14%	161	1,00%
Totale complessivo	880		16.141	

Milano Via Tortona 2017

Produttiva	Sold Qty	Inc % Sold Qty	Sales	Inc % Sales
BORSE	335	79,20%	9.717	88,69%
BRACCIALETTI	50	11,82%	470	4,29%
PORTAFOGLI	16	3,78%	418	3,81%
OROLOGI	10	2,36%	82	0,75%
SCARPE	5	1,18%	130	1,19%
OCCHIALI	4	0,95%	68	0,62%
ACCESSORI	3	0,71%	71	0,65%
Totale complessivo	423		10.957	

1. LFL +47% refers to the store O bag

2. Glasses Category

in 2018 recorded the 12% of global sales per piece and 13% on value

in 2017 recorded the 0,95% of sales per piece and 0,6 on value

3. The temporary Soft Store reached 24K € in just 5 days

4. LFL for the 2 stores is + 25%

New Visual Setting and new exhibitors

Milano Via Tortona – design week 2018

.spring 2019 COLLECTION



Product: Glasses Analysis

.spring 2019 COLLECTION

Jesolo 18 - 27 April 2018

Produttiva	Sold Qty	Inc % Sold Qty	Sales	Inc % Sales
BORSE	162	63,8%	4.508	79,9%
OROLOGI	51	20,1%	562	10,0%
ACCESSORI	26	10,2%	193	3,4%
SCARPE	8	3,1%	213	3,8%
PORTAFOGLI	5	2,0%	146	2,6%
BRACCIALETTI	2	0,8%	24	0,4%
Totale complessivo	254		5.645	

Jesolo 27 April - May 2018

Produttiva	Sold Qty	Inc % Sold Qty	Sales	Inc % Sales
BORSE	376	70,8%	10.125	80,1%
OROLOGI	69	13,0%	809	6,4%
ACCESSORI	38	7,2%	640	5,1%
SCARPE	14	2,6%	414	3,3%
BRACCIALETTI	12	2,3%	87	0,7%
OCCHIALI	11	2,1%	291	2,3%
PORTAFOGLI	6	1,1%	170	1,3%
URBAN HOME	5	0,9%	101	0,8%
Totale complessivo	531		12.637	

1. JESOLO: A restyling in store has been realized, elements of beach furniture have been added, the glasses exhibitor has been modified with a frontal exposure.
2. Significant revenue increase +124%
3. Increase in incidence of glasses +2,3%

Analysis Product: Glasses

.spring 2019 COLLECTION

Caorle 5-6 May before action

Produttiva	Sold Qty	Inc % Sold Qty	Sales	Inc % Sales
BORSE	41	85,4%	1.157	95,4%
OROLOGI	4	8,3%	24	2,0%
BRACCIALETTI	3	6,3%	32	2,6%
Totale complessivo	48		1.213	

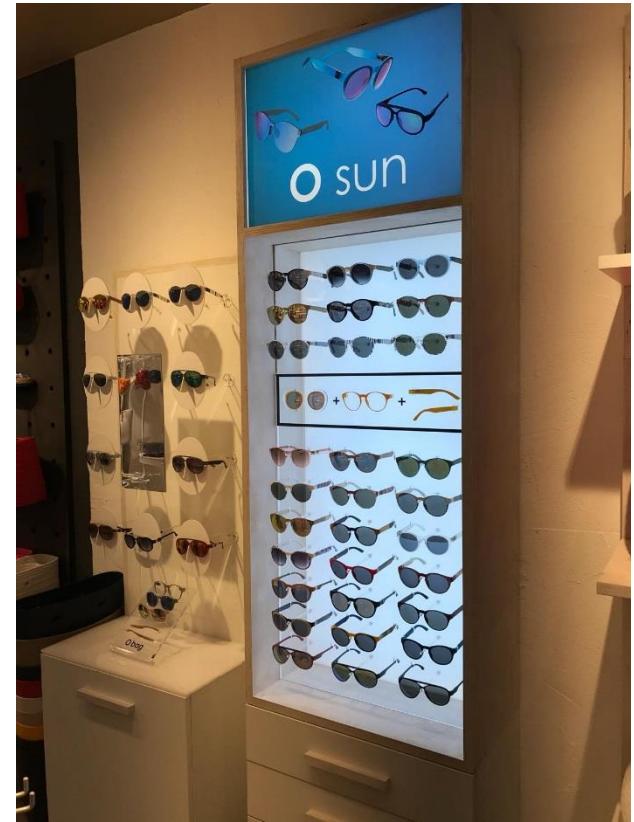
Caorle 12-13 May after action

Produttiva	Sold Qty	Inc % Sold Qty	Sales	Inc % Sales
BORSE	76	64,4%	2.046	72,6%
OROLOGI	17	14,4%	168	6,0%
OCCHIALI	12	10,2%	366	13,0%
BRACCIALETTI	8	6,8%	82	2,9%
SCARPE	3	2,5%	122	4,3%
ACCESSORI	1	0,8%	19	0,7%
PORTAFOGLI	1	0,8%	14	0,5%
Totale complessivo	118		2.817	

- 1) CAORLE: On 11° May we adopted the same lay-out strategy even for the Caorle's store, making it a store with a much more "beach" flavour. The introduction in store of the new glasses exhibitor was a successfull choice also for this store.
- 2) Significant revenue increase + 132%
- 3) increase in eyewear sector 0% to 13%

Stores Photos

.spring 2019 COLLECTION



New Exhibition criterias

.spring 2019 COLLECTION

Back to company DNA's

- Stores displacement by area / product line/category
- Interior shop display
- Shopwindow based on Collection theme / project
- different use of the parcom

New Approach to orders

Scheduled/Collection Orders

- Distribution of the semestral budget per collection / project
- identification of planned orders incidence and % of importance compared to Specific collection products
- Output subdivision by product category sector
- Inside the Bag Category: 2 segments: XL extralight - Soft
- Focus on iconic bag: O bag e O bag mini

Restocking orders

- Focus on the importance of restocking during the season

New Simulator SS 19

.spring 2019 COLLECTION

Incasso annuale	700.000	VAT				
Fabbisogno merce	318.182	NET VAT				
Primavera / Estate	50%	159.091				
Autunno / Inverno	50%	159.091				
Continuativo			Moda			
40%			60%			
63.636			95.455			
Programmato	Riass	Programmato	Riass			
25%	75%	75%	25%			
			%	Valore	Valore	
Valore	15.909	47.727	Spring	50%	35.795	
			Summer	24%	17.182	
			Beach	16%	11.455	
			Capsule	10%	7.159	23.864

.agenda

- | | | | |
|------------|---------------------|------------|----------------------------|
| .01 | Company's evolution | .06 | Integrated marketing plan |
| .02 | Scenario Analysis | .07 | Marketing investments plan |
| .03 | actions | .08 | New procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objects |

Future Projects

.spring 2019 COLLECTION

O bag

Desall is a start up born in
the H-Farm

Desall

Design + All

Desall is an Italian leading company in providing **digital services** dedicated to **innovation** and **participatory design**.

Desall exploits the potential of **open innovation** through a **digital platform** and an **international community**.

The extensive skills, experiences and diversified backgrounds of our designers and technicians allow to obtain a **greater number of solutions** developed with an "**outside the box**" approach, able to ultimately provide a **better quality** outcome.



International
community of creatives
and designers



Wide range of
solutions against a
limited investment



Market research through
feedbacks of designers from
all around the world



Brand awareness and talent
scouting through dedicated
channels and social media

100 000

members of the
community

+280

average of projects
submitted per contest

210

countries reached
on a global scale

+200

promo channels and
universities in our network

Future Projects

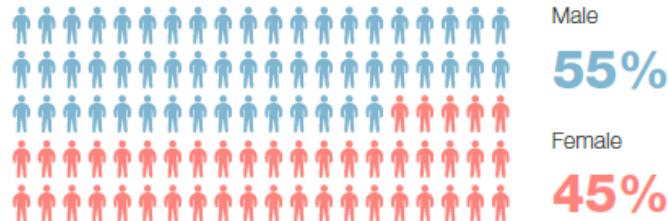
.spring 2019 COLLECTION

Community profiling

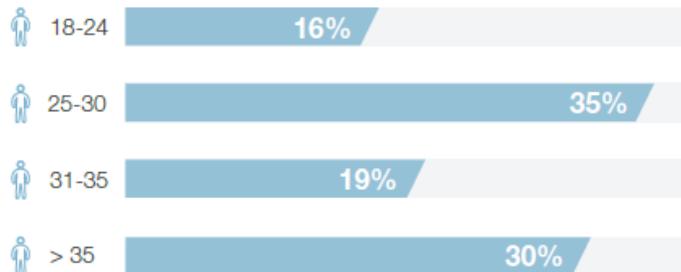
1st level - 100% of our members

The Desall community is young and international

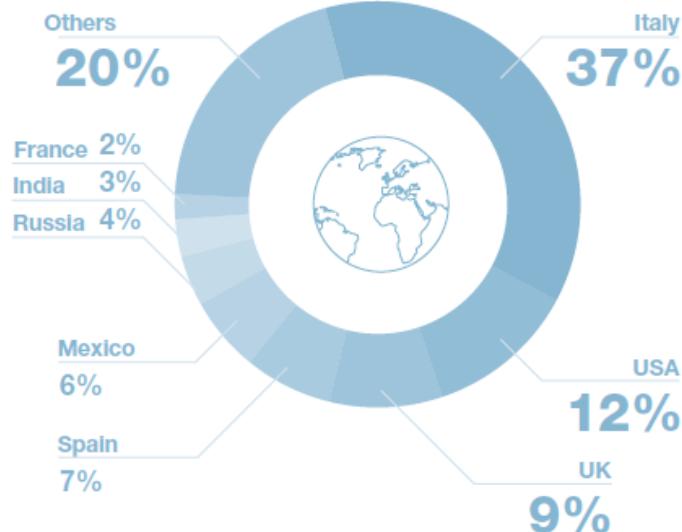
Gender



Age



Countries



Future Projects

.spring 2019 COLLECTION

Concrete In Design

Homeware Design

Concrete In Design, progetto promosso da **ITALCEMENTI** in collaborazione con Alessi e LPWK Design Studio con lo scopo di esplorare nuove applicazioni e potenzialità di i-design EFFE, la malta interamente studiata e ideata per rispondere alle esigenze di decorazione e stile legate al mondo del design.

Contest gallery: <http://bit.ly/ConcreteInDesign>



I a Trama e l'Ordine

illy City Mug

Graphic Design

illy City Mug, casting di illy finalizzato alla ricerca di proposte grafiche per una linea esclusiva di mug firmate illy e dedicate a sei città di fama mondiale: Roma, Milano, Parigi, Londra, San Francisco ed Hong Kong.

Contest gallery: <http://bit.ly/illymug>



Line Mug
by Mie Araki (USA)

ALESSI Italcementi Group

96 Paesi raggiunti

200 Partecipanti

302 Proposte

R-Evolutionary Baby Design

Babycare Design

Il contest R-Evolutionary Baby Design, promosso da **Artsana-Chicco**, ha invitato tutti i creativi a immergersi nel mondo del bambino per sviluppare spazi e prodotti evolutivi sul tema del relax dentro casa, pensati per la serenità e il benessere di bimbi dai 0 ai 12 mesi e di chi si prende cura di loro.

Contest gallery: [http://bit.ly/RRevolutionaryBabyDesign](http://bit.ly/REvolutionaryBabyDesign)



Baby Hug
For Alberto Ricchieson & Arianna Ricchieson (B&social)

chicco

89 Paesi raggiunti

97 Partecipanti

103 Proposte

Future Projects

.spring 2019 COLLECTION

Full Metal Frame

Fashion Design

Full Metal Frame, contest di product design promosso da Luxottica, per la selezione dei design per una linea di occhiali in metallo, da sole e da vista, che esalti lo stile essenziale e un innovativo sistema di chiusura brevettato. Contest gallery: <http://bit.ly/luxottica>



full metal frame - FEMALE line
by Andris Márkus (Hungary)



Node
by Iritan Bothe and Gábor Botteri (Italy)



full page
by Ruffini Design Studio (Italy)

LUXOTTICA®

98 Paesi raggiunti

201 Partecipanti

271 Proposte

Replay 24h shoe

Fashion Design

REPLAY, storico brand del panorama denim e casual wear, ha invitato tutti i creativi del mondo a disegnare un nuovo modello di scarpa 24 hours da uomo e da donna per un'esperienza REPLAY non-stop, night and day. Contest gallery: <http://bit.ly/REPLAY24h>



Borneo
by Federico Frelicca (Italy)



Oreback Woman
by Giuseppe Gicca (Italy)



WANDER man
by Rafaello Bonadies (Italy)

REPLAY

114 Paesi raggiunti

179 Partecipanti

442 Proposte

BREIL - What's next?

Jewellery Design

BREIL - What's next? è un contest di product design lanciato da BREIL, finalizzato alla raccolta di idee innovative per un gioiello da donna in acciaio in linea con le caratteristiche e i valori del brand, per riuscire a portare ancora oltre l'approccio innovativo del brand. Contest gallery: <http://bit.ly/BREILwhatsnext>



Inca Stone
by Massimiliano Bova (Italy)



Drops of color
by Serena Gippa (Italy)



OLYMPUS
by Simone Garetto (Italy)

BREIL

73 Paesi raggiunti

284 Partecipanti

606 Proposte

Vibram Rubber Skin Attitude

Business Innovation

Vibram ha lanciato un contest bifase per esplorare nuove applicazioni, prodotti e forme pensate appositamente per l'esclusiva Luxury Rubber, in occasione delle celebrazioni per l'80° anniversario del celebre disegno Carrarmato. Contest gallery: <http://bit.ly/VibramDesign>



Fase 1 : Idea Research
Ori Series by Antonio Curo (Italy)



Fase 2 : Design Research
Vibram Omobini by Rico Ari Wijaya (Indonesia)

VIBRAM

149 Paesi raggiunti

193 Partecipanti

261 Proposte



O bag

- restyling of the O bag model -
- New backpack model / unisex bag

Modularity & Customization

The customer has the possibility to combine different available components in order to create a unique and personalized product

Materials

The plastic material is the trait-d'union of all O bag products that gives a great recognizability to the brand, guaranteeing versatility and functionality

Democratic Price & Easy Fashion

O bag Mission is to offer «democratic» products with an easy fashion approach, based on variable price able to satisfy a wide range of customers

Design

O bag has its roots on Design: born in 2009 at Salone del Mobile with its iconic «O clock» continues to create products distinguishable for fashion and design



Future Projects

.spring 2019 COLLECTION

O bag's new course



Footwear Category:

- Entering of a new slipper model
- New shoes in Eva material
- Unisex Socks

Future Projects – O slipper

.spring 2019 COLLECTION

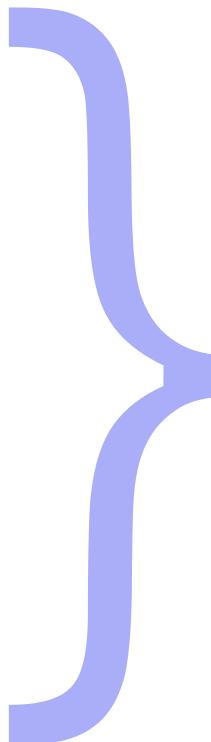
Footwear Category:

- Entering of new model Summer 19:
O slipper
- capsule SS 18 on 50 stores



Future Projects - O clock smart

.spring 2018 COLLECTION



.km



.step



.call



.app



.time



.photo



.kcal

Future Projects - O click shift – capsule Xmas^{spring 2018} COLLECTION



bracelet in acrylic in 4 colors:
black – white - bordeaux –
blu navy



case 4 colors:
gold - white - silver - black



strap in faux leather 6 colors
balck - white - bordeaux - blu
navy - natural - testa di moro



Future Projects - O click shift – charms collection

spring 2018 COLLECTION



Future Projects - O click shift packaging

.spring 2018 COLLECTION



Xmas packaging



seasonal packaging



Future projects- O clock date

.spring 2018 COLLECTION



Future projects- O hug

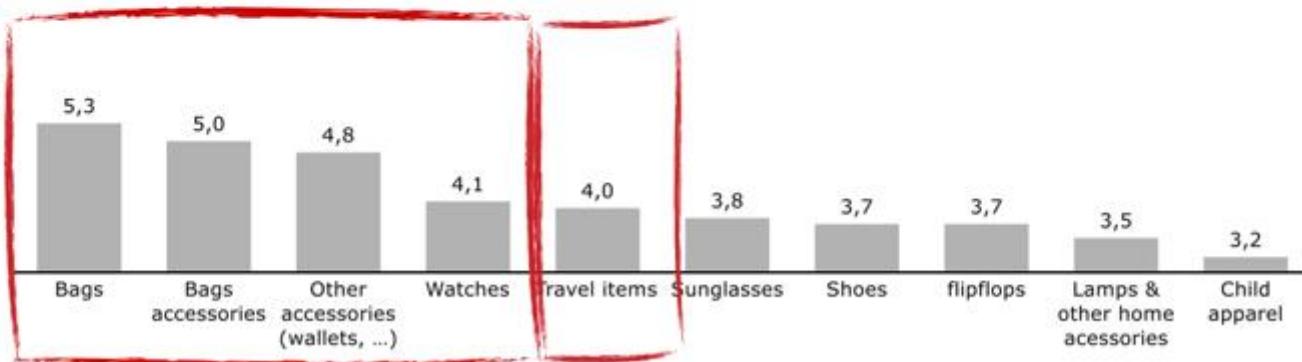
.spring 2018 COLLECTION



VOLONTA' DI POSSEDERE PRODOTTI O BAG

BRAND AWARE

QUANTO VORRESTI ACQUISTARE I PRODOTTI O BAG NELLE SEGUENTI CATEGORIE DA 1 A 10?

*Aware of o bag
(# 746)*

co-branding

.spring 2019 COLLECTION

O bag

Specialist in handbag / travel



Technology specialist



- Promo activity
- Travel product – by using an app
- To be- a tracking watch to be track by an app

.agenda

- | | | | |
|------------|-------------------|------------|-----------------------------|
| .01 | Company evolution | .06 | Integrated marketing plan |
| .02 | Scenario analysis | .07 | Marketing investment report |
| .03 | actions | .08 | New procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

Sales preparation July 2018

.spring 2019 COLLECTION

- Activity calendar
- Exposition scheme
- Internal visual
- POP material



Sales preparation July 2018

.spring 2019 COLLECTION

- Sales referred to the fashion not continuous
- Sales applied from 20% to 35% in two phases
- online and offline channel
- differentiation touristic shop to the not touristic one
- Sales in window
- Display shop – parcom new collection/ sales boisserie
- Sales start ferrent for every market (eg. Italy 6 July).
- Unified stop 30 August



Sales preparation July 2018

.spring 2019 COLLECTION

Possibility to buy 2.000€ packs to face the sales



- Model kit
- Handles and shoulder strap kit
- Bodies kit
- O clock kit
- ect.
- ect



kit offerti a sconto al fine di mantenere la marginalità abituale

.agenda

- | | | | |
|------------|-------------------|------------|-----------------------------|
| .01 | Company evolution | .06 | Integrated marketing plan |
| .02 | Scenario analysis | .07 | Marketing investment report |
| .03 | actions | .08 | New procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

integrated marketing plan

.spring 2019 COLLECTION

FW 18 SEASONAL IN-STORE PLANNING ITALIA

2010



integrated marketing plan

.spring 2019 COLLECTION

SS 19 SEASONAL IN-STORE PLANNING ITALIA

2019

	JAN				FEB				MAR				APR				MAY				JUN				JUL								
	1-7	8-14	15-21	22-28	28-4	5-11	12-18	19-25	26-1	2-8	9-16	16-23	23-29	30-8	7-13	14-20	21-27	28-3	4-10	11-17	18-24	25-1	2-8	9-16	16-22	23-29	30-5	6-12	13-19	20-26	27-3		
SALE	1	2	3	4	5	6	8	7	8	9	10	11	12	13	14	15	16	18	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
SALE	SALE				SALE												SALE																
SPRING	SALE	15/02	28/02	11/04																													
SUMMER	SALE																																
CAPSULE	SALE																																
WINTER	SALE																																
SALE	SALE				SALE				SALE				SALE				SALE				SALE				SALE								



marketing calendar .transition 2019

.spring 2019 COLLECTION

1 JAN – 26 FEB

1 JAN – 31 JAN

1 FEB – 14 FEB

14 MAR

28 MAR

SALE

-30% -35%

SALE

SALE

SALE/SALDI



O bag soft



VALENTINE'S DAY

CAPSULE
TBD

CAPSULE
TBD

marketing calendar .spring 2019

.spring 2019 COLLECTION

8 JAN – 14 FEB



NEW COLLECTION

14 FEB – 27 FEB



story spring
SPRING BLOSSOM

28 FEB – 10 APR



story spring
TANGERINE

11 APR – 24 APR



story spring
ULTRA VIOLET

.agenda

- | | | | |
|------------|-------------------|------------|-----------------------------|
| .01 | Company evolution | .06 | Integrated marketing plan |
| .02 | Scenario analysis | .07 | Marketing investment report |
| .03 | actions | .08 | New procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

What we have done during the H1 2018

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

Influencers

**Role in our communication strategy:
design represent a core value of the brand
but we should communicate fashion and
feminity.**

The aim is to:

- increase **brand desire**, give to the consumers inspiration of how to wear O bag in order to fulfill the lack of the «institutional shootings»
- **generate engagement**
- support the **launch of new products/ shapes**

So...we have selected a portfolio (more than a unique one) of influencers that truly like O bag brand and products. We have inspired their pictures giving an initial mood and trend.



Italian influencers

These are the influencers we have been working for 4 months (from feb. 2018). They have different profiles, ages and personalities. Our intention is to get impact and exposure in different cities, age ranges and potential consumers.



Vittoria Deganello
414k



Sophietta
239k



Anna Penello
196k



Arianna Calvitti
253k



Ludovica Valli
1,4mil



Chiara Carcano
215k



Alice Basso
501k



Costanza Caracciolo
795k



Giorgia Di Basilio
133k



Serena Enardu
190k



Gio Lucini
417k



Alessia Melpi
123k



Giorgia Calderulo
224k



Nicole Mazzocato
1,2mil



Sophia Galazzo
502k



Chiara Biasi
1,8mil



Valentina Melpignano
120k

How we have used the influences to support a product launch: O bag urban

Push in a strong way and with high frequency the same model: more than 140k likes.

For the launch of the new shape O bag urban, all our influencers posted in the same period (april – may) the new bag in different mood.



24k like



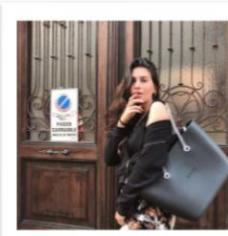
5k like



4k like



11k like



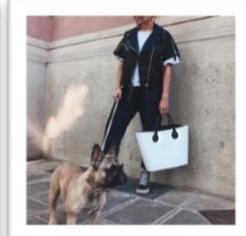
17k like



3k like



23k like



7,5k like



3k like



5 like



30k like

Portuguese and german influencers

Influencers are the first touch point to talk to Portuguese and German consumers.

At this stage we are choosing “local” influencers; girls with different reach and personality.

To get a “truly” involvement of global/WW influencers is needed an appropriate budget and organization.



Portugal

Doubletrouble
43,7k



Pipatavarezz
21,2k



Sara Rodriguez
54k



Sophiepirrung
71,6k



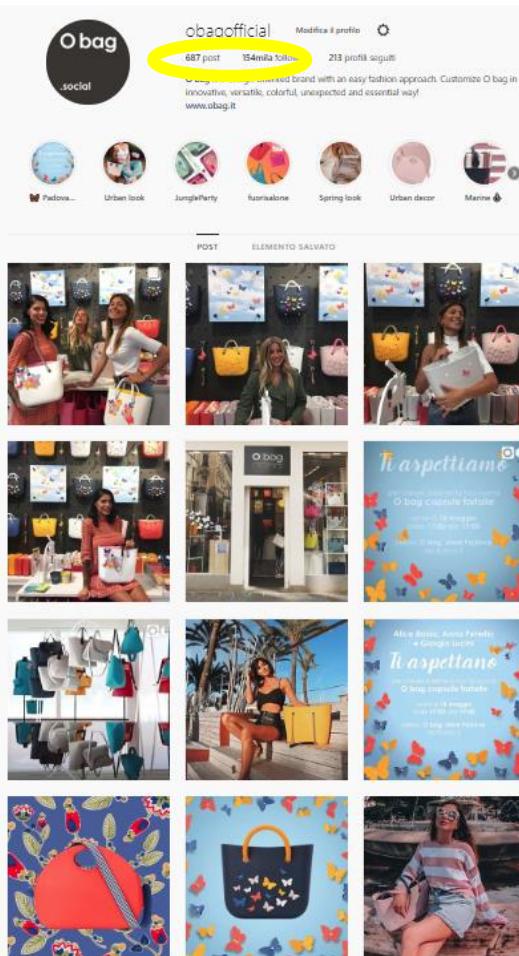
Torinasir
41,1k



Stylemocca
39,6k

Germany

Instagram - @obagofficial



A collage of images from the O bag Instagram feed. It includes a post titled 'How we are working on?' with a list of bullet points, several photos of bags in various settings, and a photo of a woman sitting on a beach chair holding a yellow O bag.

- Images: **fun and colorful mixing** images and bags
- **Short videos: gif** images of the products moving
- News: store openings, new collections/new capsule, events
- We add informations and details useful to the Customer

The image shows the Instagram profile for Carpisa (@carpisaofficial). The profile picture is a red circle with the brand name 'CARPISA'. The bio reads: 'Carpisa Lots of colors and a brand new design for #CarpisaSpringCollection. Shop now all our favorite items on like2b.uy/carpisaofficial'. The stats show 2.124 post, 213 mila follower, and 41 profili seguiti. Below the bio is a list of followers.

The image shows the Instagram profile for Coccinelle (@coccinelleofficial). The profile picture is a pink circle with the brand name 'COCCINELLE'. The bio reads: 'CoccinelleOfficial Coccinelle is a leading leather handbags and accessories brand. www.coccinelle.com'. The stats show 3.028 post, 192 mila follower, and 488 profili seguiti. Below the bio is a list of followers.

Other brands example

Facebook - @Obag

O bag .social

new SUMMER colors

Acquista ora

Home

Informazioni

Foto

Videos

Eventi

Premiati

Note

Post

Servizi

Vetina

Gruppi

Offerte

Lavoro

Community

Mi piace Seguire Condividi Acquista ora

Community

Mi piace a Irene Chiarelli Cesarini e 1 altro amico

Scrivere un messaggio

Post a 135.85 persone

Seguire 19.819 persone

Crea una community intorno alla tua Puglia creando e partecipando ai gruppi

Informazioni

Mi piace a Irene Chiarelli Cesarini

Di fatto una persona ha messo in evidenza questo post

http://www.obag.it Promuovi il sito Web

Invitare a commentare

Scopri le nostre offerte

Post

Obag store CZ

Mi piace Mostra tutti

Foto

Video

evento O bag store Padova - capsule farfalle

li aspettiamo

per creare insieme la tua nuova O bag capsule farfalle

venerdì 18 maggio dalle 17:00 alle 19:00

O bag introduce O bag soft

O bag urban

Mostra tutti

14 32 214

O bag .social

Visualizza traduzione

Copertina 779 persone

Metti in evidenza il post

Commenta

Condividi

Condiviso da 15

Scrivere un commento

Giuseppe Francesco Barranquilla Prado Mi piace Rispondi Invia messaggio

O bag Ciao Giuseppe! Il prezzo della borsa completa è 299.000 compresa Iva.

O bag Pubblicato da Irene Cesarini 12 maggio alle ore 14:16

Blooming garden on vichy pattern

#obag #obagsocial #igify #lovers #blooming #summer #newcollection #obagzurz #mymatch Visualizza traduzione

Copertina 10.412 persone

Metti in evidenza il post

10 20 2

October
2017
101k

May
2018
135k

Print ADV

In this first semester, O bag has confirmed its presence in fashion italian magazines with a monthly and weekly planification. The frequency has been important and reactive in term of relevance.
We have done in total 52 pages.



We have chosen at the beginning of planification images with O bag moon, fifty and pocket from the fashion collection (in season).

Then we have pushed the new shape O bag urban, as we have done with influencers.

The creativity has concerned the presence of colored circle. **The circle represents the O of O bag that means: One, Original and Own.**

In this way we wanted to underline our brand values.

Magazines:

Elle
Glamour
Amica Accessori
Gioia
F
Grazia
D di Repubblica
Io donna
Tu Style
Cosmopolitan
Vanity Fair



Press coverage

We have obtained 143 editorials in Italy



GIOIA!



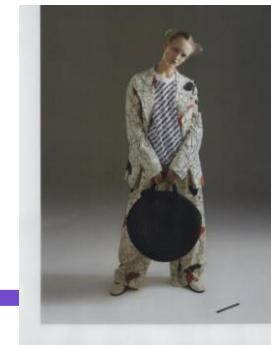
VANITY FAIR



ELLE



GIOIA!



GIOIA!



GIOIA!



GLAMOUR



F



GRAZIA



IO DONNA



GRAZIA

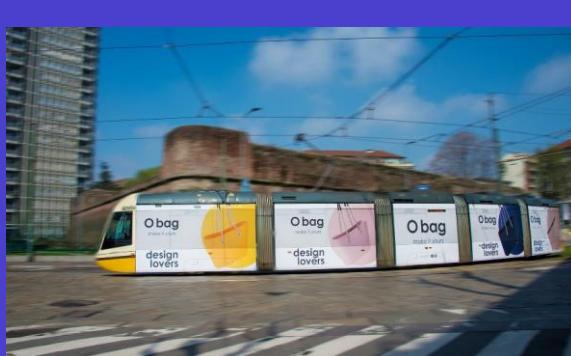
Outdoor campaing: Milan

OOH BUS campaign: great impact presence in the heart of our cities. surprise effect that nowaday is increasingly difficult to achieve.

It is a communication that revitalizes the city and that, unlike other media, is in direct contact with the public and the people who move.



Darsena



Sirietto

For the first time we have invested in billboard in the bus.

During April O bag was present with an important **outdoor campaign in the buses of Milan (Italy): Sirietto and Darsena.**

During this month of great movement and touristic flow, the new O bag urban and the O clock watches will pass through the streets of Milan.



Select cities highly visited.
Double purpose: reaching both the International Trade and Consumers.

Outdoor campaing: Germany

In April O bag was present with an important outdoor campaign with megalight, pillars columns and infoscreen in the street and train stations of Germany cities like: Munchen, Hannover, Regensburg and Erlangen.

We focused on the entire product range of O bag world, from the iconic O bag to watches.



Institutional events: Fuori Salone 2018, April - Milan

We lauched the brand new collection O bag soft during Salone del Mobile in Milan.

We organized a meet & greet event with some influencer and VIP.
The venue of the event was the roof top of Magna Parsa Suite Hotel.



We are glad
to introduce

O bag soft
and

Spring '18 Collection
product experience

19 Aprile 2018
HOTEL MAGNA PARS SUITES | ROOF DECK
Via Forcella 6 - MILANO
ore 18:30-20:30

#besoft #obagproductexperience

Institutional events: March 2018 - Madrid

Last March we organized a private lunch with Cristina Reyes @cristinareyesro.

She is a celebrities's stylist and influencer, who has a great image in Spain and on the media.

She is O bag brand ambassador in Spain, she is helping us to build the brand and have more brand awareness in Spain.



The **event** consisted in a lunch with Cristina's friends (10 celebrities / influencers).

Cristina explained her passion for O bag, the brand values and how it works making an exhibition with some models. After the exhibition, each celebrities choosed its own O bag, becoming style advisor of the brand and future ambassadors.

She is still explaining the brand, the values, how to create your own O bag model, the looks, styles, the materials, posting on her social media.

Store events: Padova butterfly capsule

Last Friday we hosted a event in Padua store.

3 of our influencers personalized and created their own O bag with butterfly patchs. It was funny moment for our customers and a different way to introduce a special capsule.



PR agencies

ITALY

Studio Nazari in Milan, that is taking care of PR and relation with media and press agencies.

STUDIO NAZARI
PUBBLICHE RELAZIONI

SPAIN

VIACOMUNICACION. The collaboration started in 2017 with a strong focus on social media platforms, the influencers support and press exposure.
They also take about @Obagspain Instagram (to be improved).



Sustainability «Chiudi il cerchio»



The recycle campaign «**Chiudi il cerchio**» is still on going in the Italian stores. We still communicate it throughout web site, social post and press coverage.

The Company believes a lot in this activation to confirm the interest and commitment in sustainability, to reduce the ambiental impact.

We have **recycled around 500 bags**, and the result of the recycle is a **carpet-puzzle** that we are sending for free to all the kindergard and school that requested it by online form.

Also a **keychain** will be realized and give as a gift in store and online.



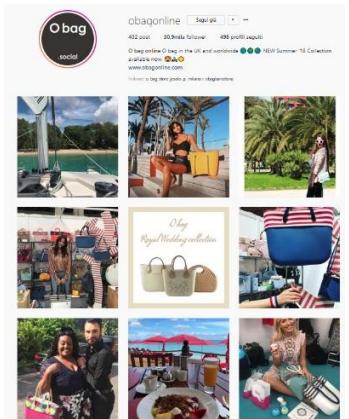
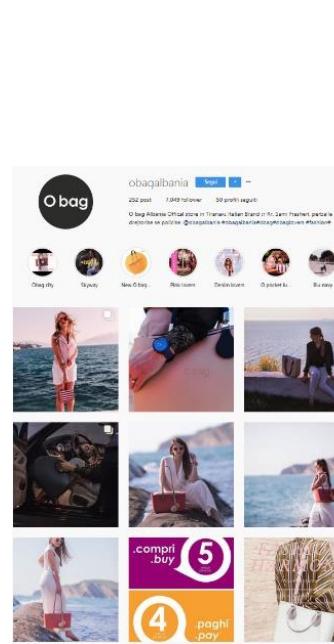
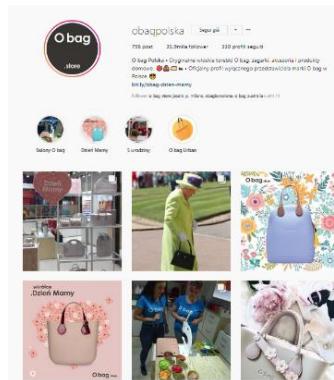
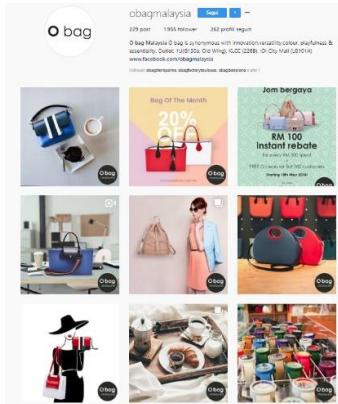
Sustainability – Fur Free program

To reinforce our fur free program, from fall/winter 2018 collection, all our ecofur products and accessories will have a special tag with "fur free" logo.



What about countries not directly managed?

O bag communication dept. tries to coordinate marketing dept. of not directly managed countries (distributors). Our goal is to share strategy, image, short videos, brand values, press release, windows display, ideas, etc. to get a unique brand philosophy and essence.



Some example: China, Poland, UK, Albania, Malaysia

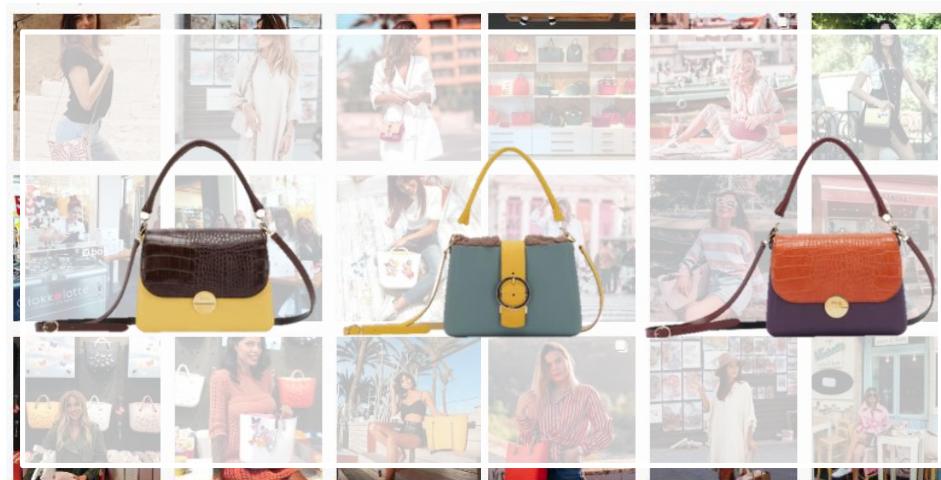
What we plan to do along H2 2018

	ITALY	SPAIN	PORTUGAL	FRANCE	GERMANY
influencer	✓	✓	✓		✓
social media	✓	✓			
ADV print, billboard, media	✓	✓		✓	✓
event	✓	✓			
co-marketing	✓				
storytelling	✓	✓	✓	✓	✓
website	✓	✓	✓	✓	✓
talent	✓				
PR agency	✓	✓		✓	✓

Influencers

We'll continue collaborating with many Italian influencer.
We plan to increase the activities for Spain, Portugal and Germany.

Support the launch of the new shape Glam and Knit.



Outdoor campaing

Select cities highly visited such as: Rome, Florence, Paris and Madrid.

Double purpose: reaching both the International Trade and Consumers.

The product focus should be both:
O bag essential and new O bag soft concept.

Events

Good performance from H1, suggests to follow the organization of the in-store/local events for the launch and the roll-up of new capsule, in order to:

- establishment O bag as brand leader in the customization
- reinforcement the concept of O bag as a lab

O bag store in Capri will celebrate the opening inauguration on July 6°.

Journalist and influencers will attend to the event.



Co-marketing

O bag

future co-marketing activities



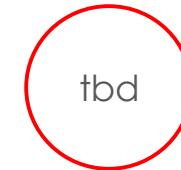
Disney
MICKEY
THE TRUE ORIGINAL



vodafone



promo %



travel project



watches project



e-commerce



windows

Storytelling

Creating of the new soft and eco leather line “alternative skin” – with innovative material aligned with the essence of the brand (ex. rubberized textiles), O bag wants to increase the offer of new products.

From solid and squared shape to soft and touchable “fluid” materials and design.



Website

New website to increase UX, sales, engagement.

In order to increase the online purchases from our e-shop, the Magento online platform is now integrated with Stealth system, in a day by day work .

The benefits concern:

- process flow automatization
- continuous and constant availability of products.

We are now working on a new layout to improve the e-shop performance and provide a more efficient user experience «UX», smarter and user friendly.

The UX allow to meet the exact needs of the customer, offering a seamless of different services, including engineering, marketing, graphical and industrial design, and interface design.

Talent



From April to June, O bag will be studied by architects, designers and students during the workshop «Se una cosa non esiste, la si progetta e crea», organized by the Archt. Paolo De Lucchi in collaboration with O bag.

The participants will have the opportunity to present to the O bag management the project of a new product that, if considered interesting and industrializable, could be produced and marketed in the O bag stores.



TOPIC *Il meglio degli anni '90, Be up...*

GLAMOUR

GIOVANNI GASTEL

PORTFOLIO BIO CONTACT

BEAUTY REPORTER

ACCESSI | REGISTRATI



PR agency

GERMANY

As for Italy and Spain, recently we come into an agreement with a German PR agency that will help us to spread the O bag DNA and concept in the country.

FRANCE

Meanwhile, we are scouting a France PR agency.

Future strategy



.agenda

- | | | | |
|------------|-------------------|------------|-----------------------------|
| .01 | Company evolution | .06 | Integrated marketing plan |
| .02 | Scenario analysis | .07 | Marketing investment report |
| .03 | actions | .08 | New procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

To be definition of new procedure for the returns

1. Unsuitable quality for a "full price" store

- Goods received from the central warehouse
- Goods returned by a final consumer once the commercial terms have expired (unsuitable quality post-consumer)

2. Return autorisation

- Needs: to trace the various types of returns from the moment they arrive in the central warehouse; avoid handling unauthorized returns in the central warehouse.

3. Packaging needs

- Exigence: to accelerate the possibility of re-using goods of suitable quality> the determination that a product is not suitable for sale will not belong to Logistics personnel

4. Software

- Future possibility to use Weborder as platform for those who do not use X Store / Stelth
- Retail opportunity to handle a platform where all the informations and requests of returns from final customers are placed in

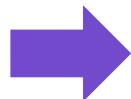
.agenda

- | | | | |
|------------|-------------------|------------|-----------------------------|
| .01 | Company evolution | .06 | Integrated marketing plan |
| .02 | Scenario analysis | .07 | Marketing investment report |
| .03 | actions | .08 | New procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

best news of 2018

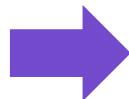
.spring 2019 COLLECTION

product



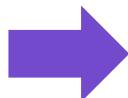
- soft line and alternative skin introduction

market



- New shop in Capri
- Acceleration Chinese market
- Alibaba opportunity
- ECI good performances

International agreements



- Concluded agreements in Iran, UAE, Thailandia
- Almost completed agreements in Japan and India

.agenda

- | | | | |
|------------|-------------------|------------|-----------------------------|
| .01 | Company evolution | .06 | Integrated marketing plan |
| .02 | Scenario analysis | .07 | Marketing investment report |
| .03 | actions | .08 | New procedures |
| .04 | Future projects | .09 | best opportunities 2018 |
| .05 | Sales preparation | .10 | objectives |

objectives

.spring 2019 COLLECTION

- Place teh orders within 6 July 2018
- Alignment company politics
- Use the tools presented to improve the results

spring 19 -themes

.spring 2019 COLLECTION

- Ultraviolet
- Tangerine
- Spring bloom

