

O bag
WINTER 2017
PRESENTATION

agenda

O bag

- project progress
- new products
- brand extension
- integrated marketing plan SS 2017 and FW 2017
- new concept store O bag store beach
- orders
- analysis consumer target
- Winter 2017 collection, Christmas flash and summer capsule
- semester objectives

agenda

O bag



project progress



new products



brand extension



integrated marketing plan SS 2017 and FW 2017



new concept store O bag store beach



orders



analysis consumer target



Winter 2017 collection, Christmas flash and summer capsule



semester objectives

new headquarters

O bag

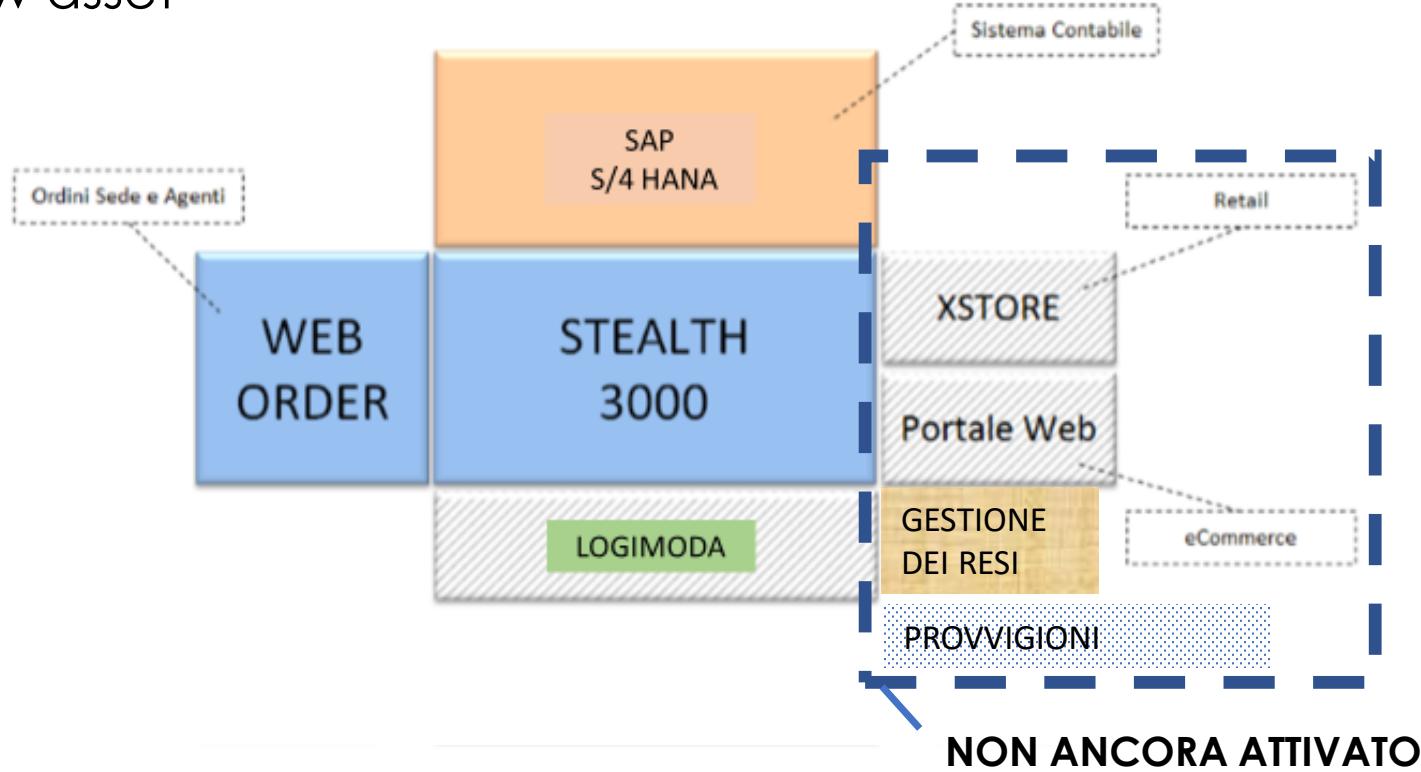
- OFFICES : 2.000 MQ
- LOGISTICS : 6.000 MQ
- NEW AREA : 2.000 MQ
- SHOWROOM: 500 MQ
- PHOTOGRAPHY STUDIO: 500 MQ



new IT tools

O bag

new asset



development plan

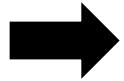
COUNTRY	UNTIL 31.12.2014	31.12.2015	I° HALF 2016	31.12.2016	PLAN
USA	1	4	8	10	TBD
MESSICO	0	0	2	4	19
LATIN AMERICA	3	3	3	5	TBD
SPAIN	8	12	19	23	100
FRANCE	2	8	10	13	100
UK	1	2	3	3	TBD
GERMANY	0	1	1	4	100
BENELUX	0	0	1	2	22
POLAND	0	3	5	7	19
CZECH REPUBBLIC	0	2	6	5	20
BALCAN AREA	0	0	2	4	22
ROMANIA	0	1	2	2	16
UNGHERIA	0	3	5	5	15
BULGARIA	3	3	4	4	6
UCRAINA	0	0	1	3	15
RUSSIA	0	0	2	2	TBD
KSA	0	0	1	1	120
CINA	0	0	1	4	125
AUSTRIA	0	3	3	4	9
SVIZZERA	0	0	1	1	17
TURCHIA	0	1	2	3	TBD
ITALIA	35	132	162	182	250
ROW	8	8	8	9	TBD
TOTAL	61	186	252	300	975



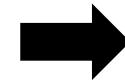
priority scenario

O bag

2016



priority

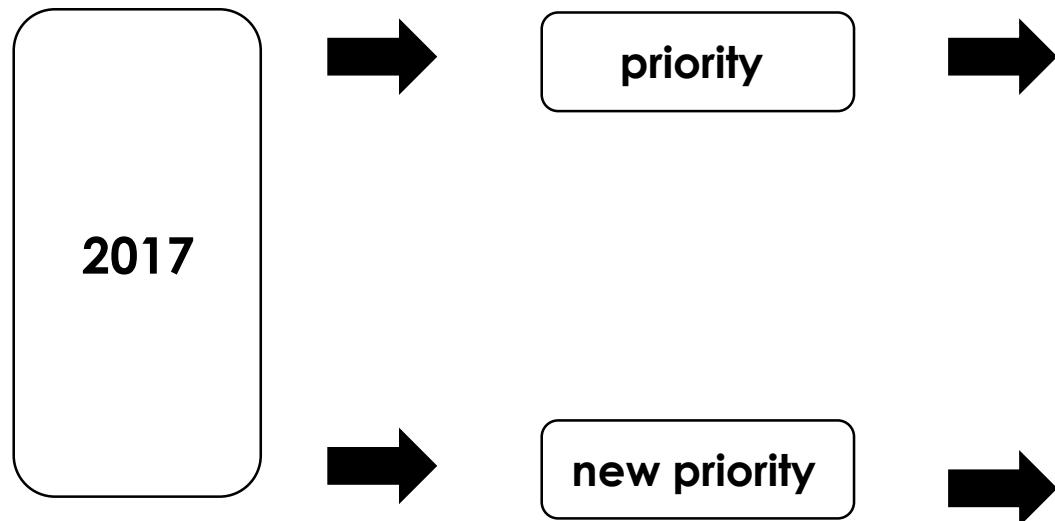


- italia
- francia
- spagna
- svizzera
- balcani
- USA
- medio oriente
- cina
- messico



priority scenario

O bag



- italia
 - francia
 - spagna
 - svizzera
 - balcani
 - USA
 - medio oriente
 - cina
 - messico
 - germania
 - benelux
 - austria



Omnichannel System

Omnichannel system in order to improve the Customer Experience, reach your Client and give support to the dos on sales.

Tools

- A.** buy online – in store pick up;
- B.** book online and buy in store (connect the client to the shop);
- C.** return in store;
- D.** replace products online;
- E.** Click and Collect: sale assistant links the eshop through a tablet realizing a unique user experience, proceeding the order in store for the Client or in other occasions such as events, the salesperson could:
 - log on;
 - choose a client or register;**
 - book products through the eshop and pay in store;
 - purchase receipt;
 - deliver a booking reservation to another address, similar to the online experience and consistent with the brand image.



omnichannel tools - configurator

O bag

- In order to realize a new shopping experience, consistent with the philosophy behind the product and the brand, it is important to simplify the composition of the product and give suggestions on purchases.
- Through the configurator it is possible to drive the user experience and strengthen **the relationship between the client and the brand**.

omnichannel tools - planning

O bag

PREPARATORY

replacement cashier with the possibility of carrying out online transactions and using mobile devices (mobile tablet – ipad – android)

Xstore '16 / locator
tax free

recorded warehouse

TIMING

March

Configurator
for ALL PRODUCT CATEGORIES

April

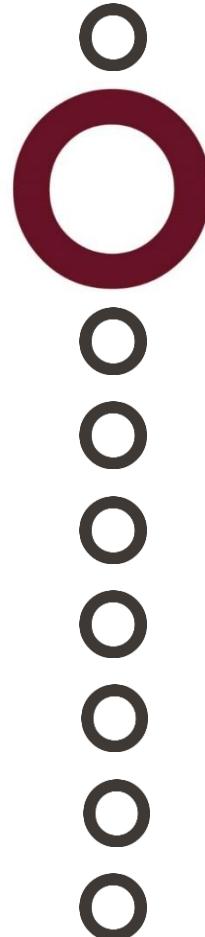
NEW APP / test on shops

May - June

go live

agenda

O bag



project progress

new products

brand extension

integrated marketing plan SS 2017 and FW 2017

new concept store O bag store beach

orders

analysis consumer target

Winter 2017 collection, Christmas flash and summer capsule

semester objectives

chronology

O bag

2009 O clock



2012 O bag



2013 O pocket



2013 O bracelet



2014 O sun



2016 O shoes



End of 2016 O hug



category segmentation

O bag

O bag

product portfolio

.bags

.clocks

.glasses

.wallets

.accessories

.footwear

1 livello

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

- clock icon
- clock great
- click
- chive

- sun
- sun aviator

- hug woman
- hug man

- bracelet
- collane
- charms
- pochette e porta
- cellulare
- portachiavi
- braccialetti

- shoes

2 livello

product offer

O bag

borse



o bag



o bag mini



o basket



o chic



o pocket



o bag '90



o folder



o bag soft



One



o bag moon



o bag moon light



o square

orologi



o clock



o clock great



o chive



o click

occhiali



o sun



o sun aviator

portafogli



o hug

accessori



o bracelet



charm



Pochette



Phone case

calzature



o shoes

product offer

O bag



assumptions

- introduction of the new sunglasses model for the SS 17 (MIDO fair)
- the woman O hug will develop following the good performance achieved
- the man O hug will be interrupted until the new design will be defined
- insert the new bag shapes (Summer and Fall)
- launch of the new summer capsule O bag moon / O bag moon light
- implementation of the footwear project

new summer products

O bag

O swing



O drillas



footwear project

O bag





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new category

O bag



objectives

- new category **home**
- increase the business
- following the concept **O bag**
- launch of the new categories during
the Milan design week

new category segmentation

O bag

products portfolio

.bags

.clocks

.glasses

.wallets

.accessories

.footwear

.home

1 livello

living

lighting

moving

2 livello

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

- clock icon
- clock great
- click
- chive

- sun
- sun aviator
- sun shine

- hug woman
- hug man

- collane
- charms
- pochette e porta cellulare
- portachiavi
- braccialetti

- shoes
- drillas

- pouf
- clock wall
- lunch box
- lamp

3 livello

lunch box

O bag

benefits

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

consolidation of the origin of the design segmentation

innovation capacity

scouting of the 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 new target

O bag

lamp

concept

MULTISENSORY DELIGHT

COINVOLGIMENTO DI PIU' SENSI

GIOIA
PIACERE

LUCE

"smell the sound
and rock your light"





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windows calendar transition

O bag

9 JAN – 18 JAN



TRANSITION

19 JAN – 1 FEB



O SQUARE

2 FEB – 15 FEB



VALENTINE'S
DAY

windows calendar spring 2017

O bag

16 FEB – 8 MAR



STORY
SPRING

CRUISE
CODE

9 MAR – 29 MAR



CAPSULE
O BAG MOON

30 MAR – 19 APR



STORY
SPRING

LYRICAL
NATURE

windows calendar summer 2017

O bag

20 APR – 10 MAY



STORY
SUMMER

SAINT-
TROPEZ

11 MAY – 31 MAY



STORY
SUMMER

EAST INDIES

1 JUN – 28 JUN



BEACH
COLLECTION

29 JUN – 19 JUL



BEACH
COLLECTION

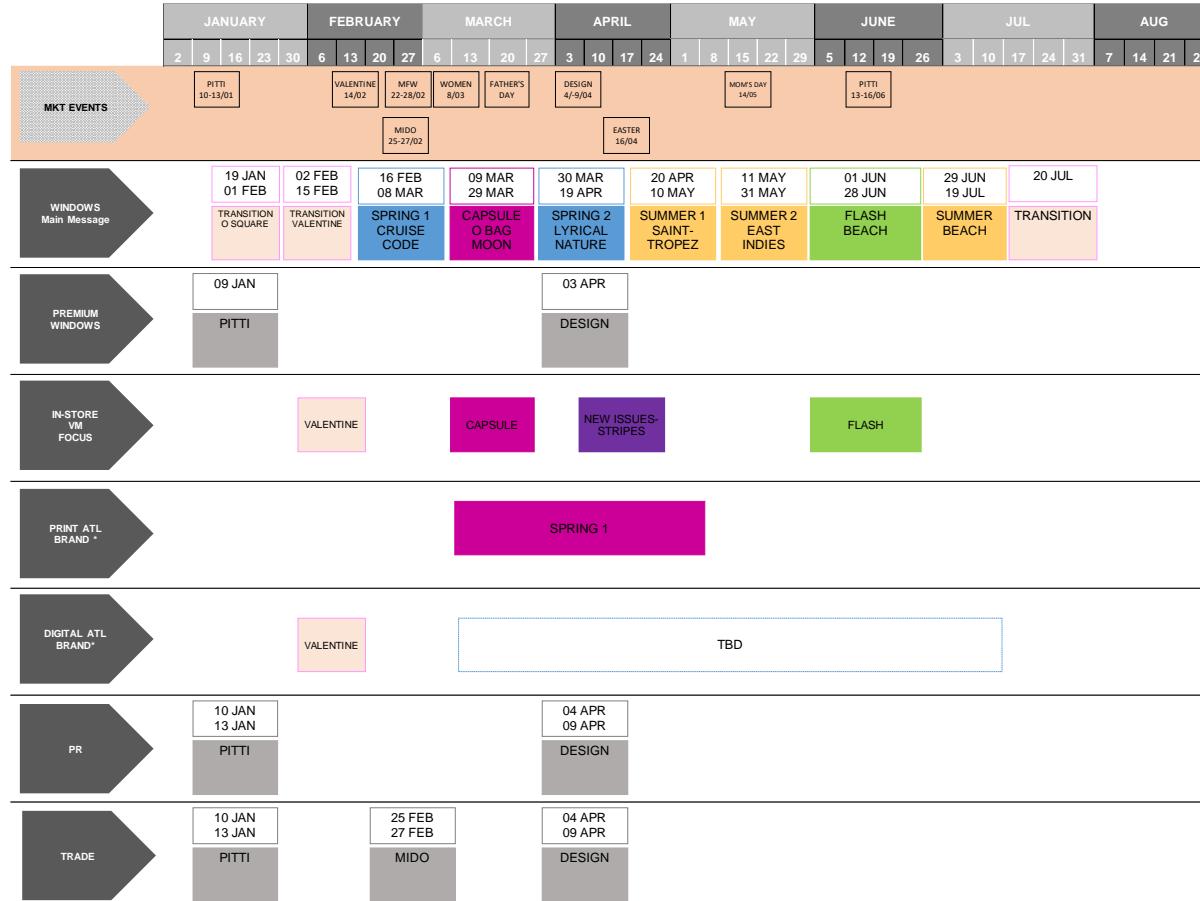


in-store planning ss 2017

	JAN					FEB					MAR					APR					MAY					JUN					JUL					AUG				
	2-8	9-15	16-22	23-29	30-5	6-12	13-19	20-26	27-5	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					
	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	30	31	32	33	34	35					
ACTIVITIES	MARKET INSIGHT EVENTS					PITTI 91				VALENTIN E	MIDO	MFW	WOMEN'S DAY	FATHER'S DAY		DESIGN WEEK	EASTER 16/4			MOM'S DAY				PITTI 92																
TRANSITION	TRANSITION		TRANSITION 9/1																																					
TRANSITION	O SQUARE			TRANSITION 19/1																																				
TRANSITION	VALENTINE'S DAY				TRANSITION 2/2																																			
SPRING	START UP - INTEGRAZIONE TEMA 1 CRUISE CODE									CRUISE CODE 16/2	START UP 3 TEMI + CONTINUATIVI + INTEGRAZIONE 1																													
SPRING	INTEGRAZIONE TEMA 2 - LYRICAL NATURE													LYRICAL NATURE 30/3																										
SPRING	INTEGRAZIONE TEMA 3 - GLOBAL BEATS																																							
SUMMER	START UP 1 + INTEGRAZIONE TEMA 1 - SAINT TROPEZ														SAIN- TROPEZ 20/4	START UP 2 TEMI + CONTINUATIVI + INTEGRAZIONE 1																								
SUMMER	INTEGRAZIONE TEMA 2 - EAST INDIES															EAST INDIES 11/5																								
FLASH	BEACH																			BEACH 1/6				STORY 29/6																
CAPSULE	O BAG MOON									MOON 9/3						NEW ISSUE - STRIPES																								
CAPSULE	NEW PRODUCTS																																							
REASSORT	REASSORT																																							
SAVE MONEY	SELECTION SS 17										SAVE MONEY 1															SAVE MONEY 2														
TRANSITION	TBD																									STORY 20/7														

mkt calendar ss 2017

O bag



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

windows calendar fall 2017

O bag

20 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 OCT – 25 OCT



STORY
WINTER

METROPOLIS

26 OCT – 15 NOV



STORY
WINTER

ART LOVER

16 NOV – 6 DEC



FLASH
XMAS

14 DEC – 10 JAN



FLASH
XMAS

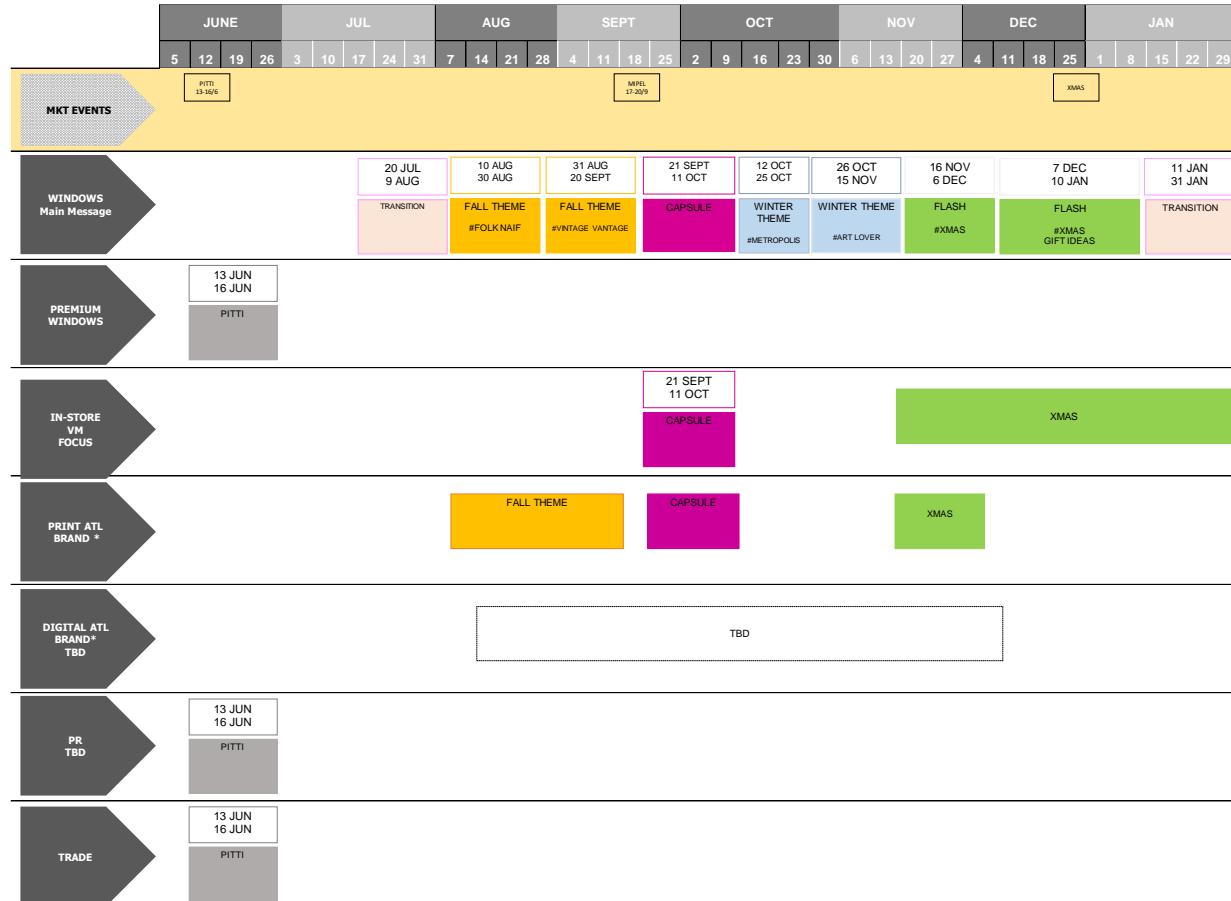
GIFT
IDEAS



in-store planning fw 2017

mkt calendar fw 2017

O bag



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



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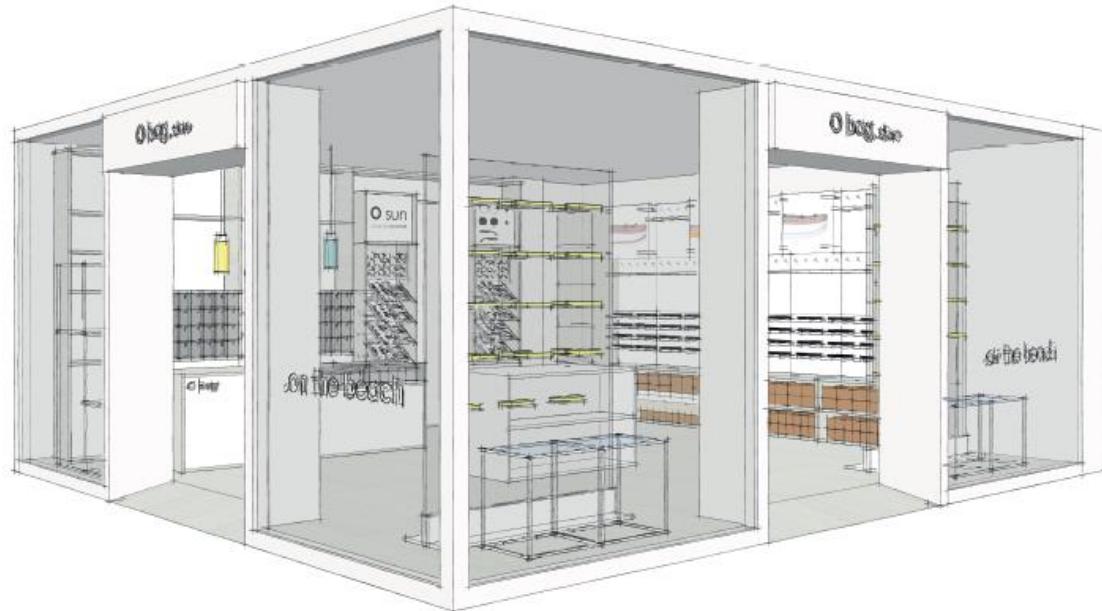
Roma Termini temporary store

O bag



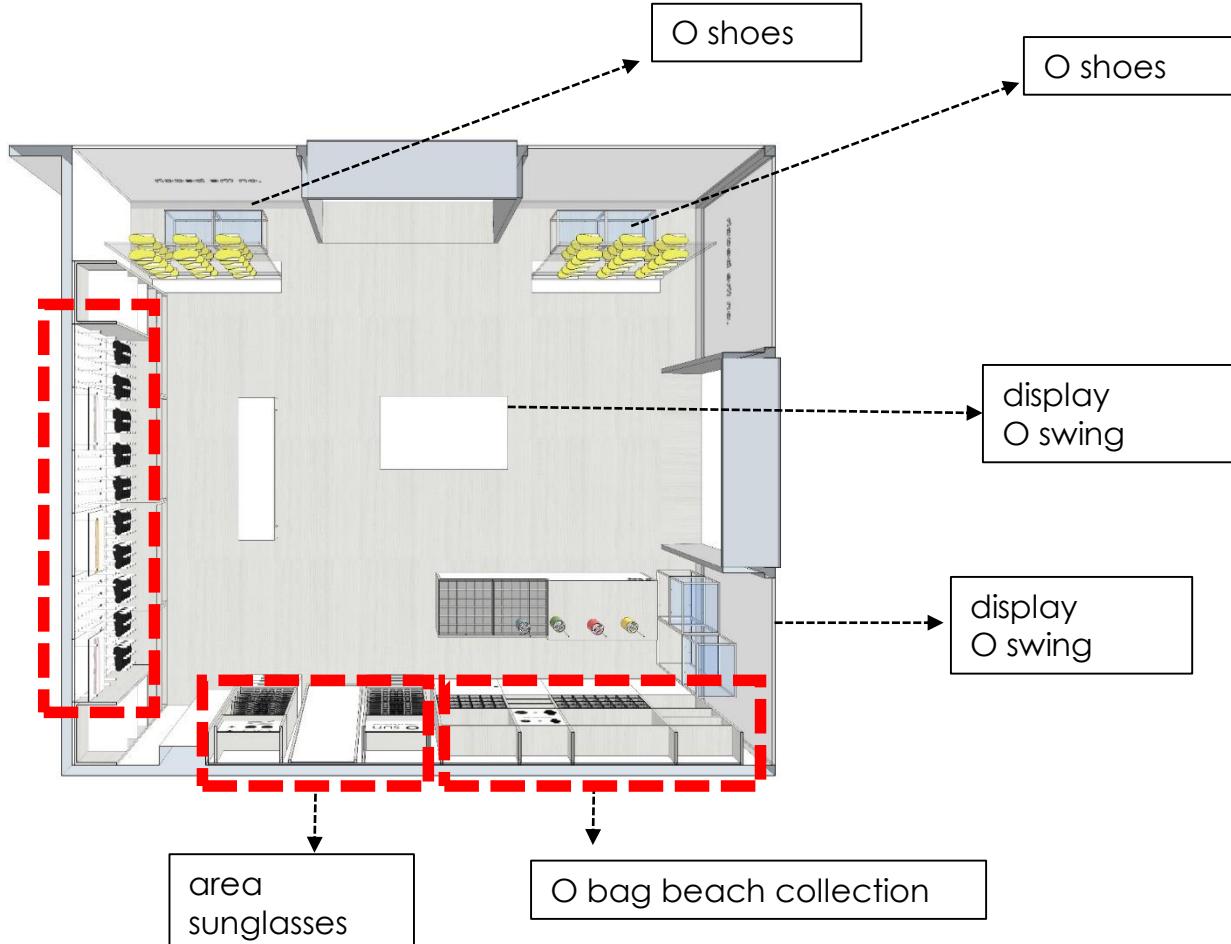
Roma Termini temporary store

O bag



Roma Termini temporary store project

O bag





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orders

O bag



forecast imprecision → wrong budgeting, wrong distribution of the product groups mix

stockroom unbalanced → value and product groups

wrong orders → ordering for collection with no control of the stock level notice and without the forecast of the sales of the must have items

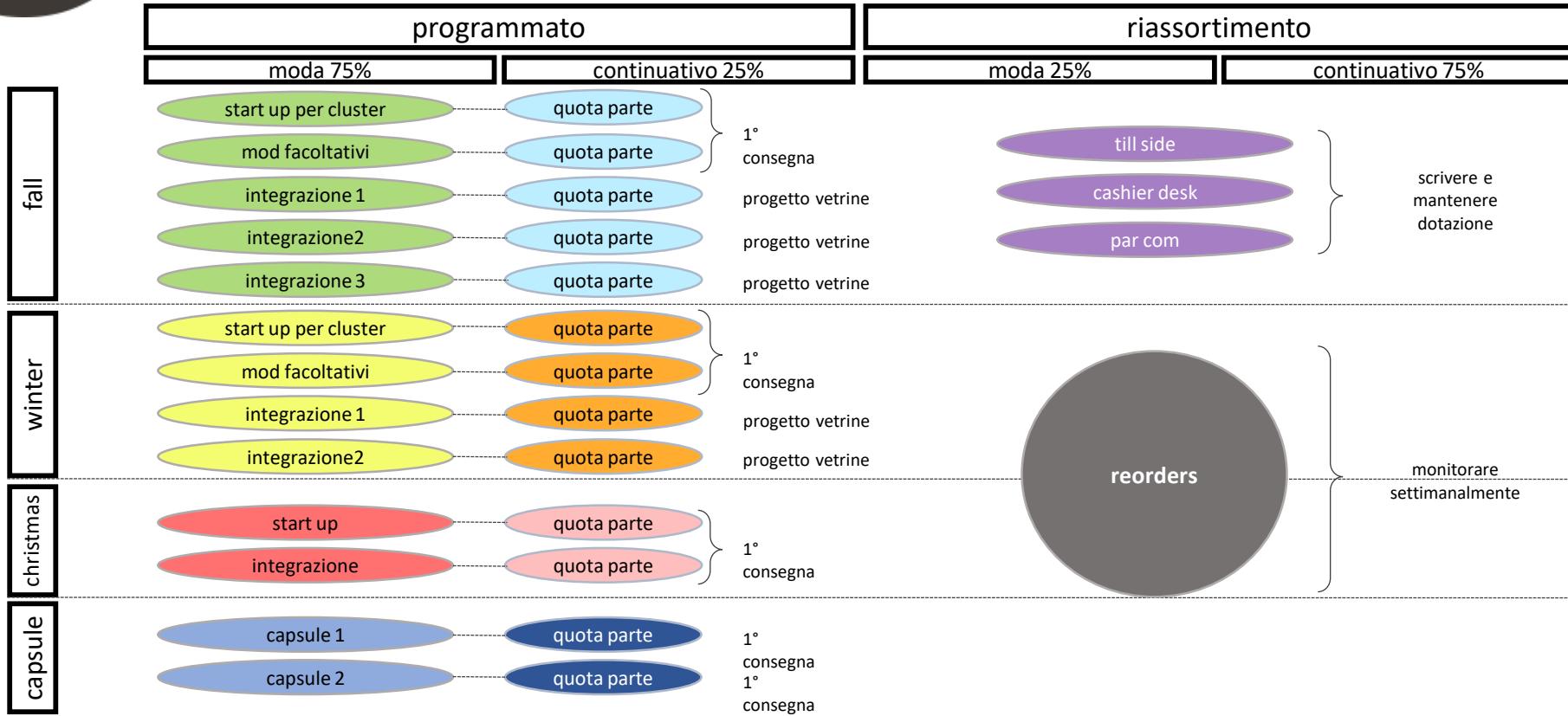
who does what → the process is unclear



orders

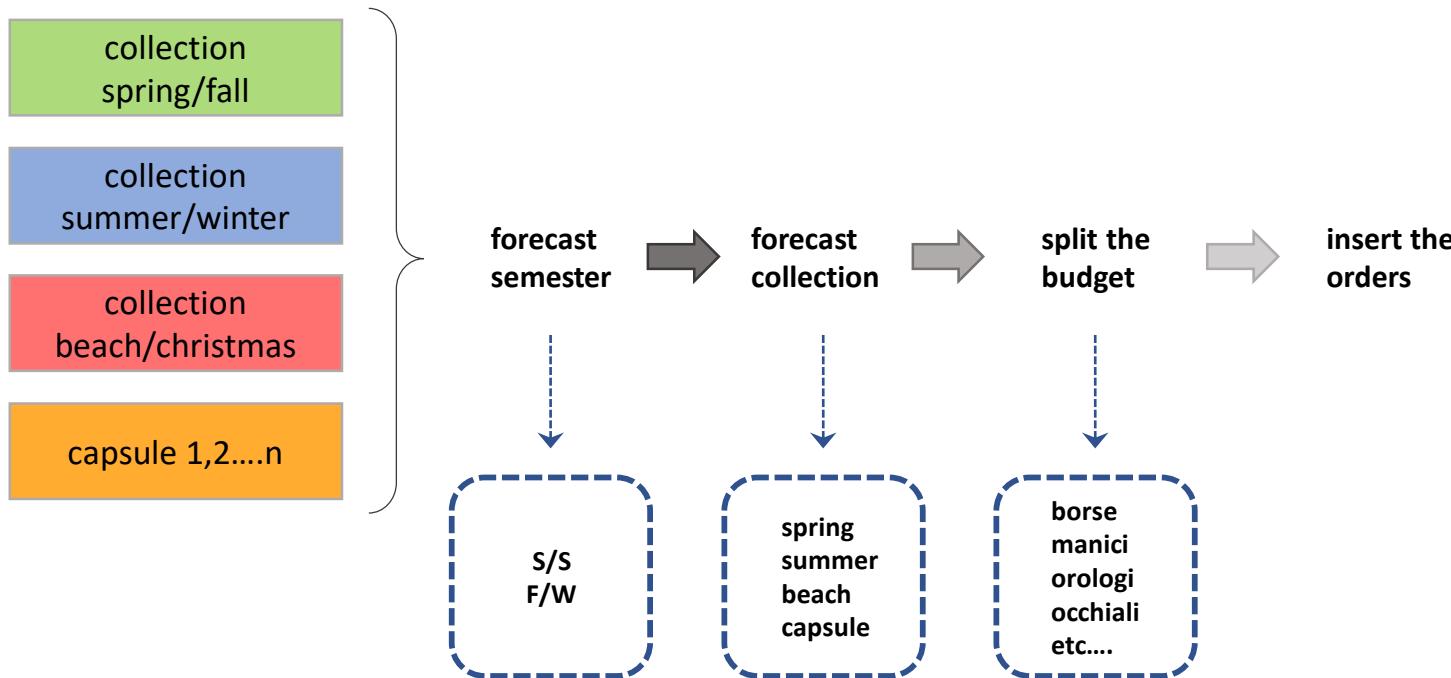
process	responsability		support		
Budget of the shop	retail partnership franchising	direzione retail partner franchisee	direzione retail agente		
Budget for collection	→	collezioni	retail partnership franchising		
		direzione retail direzione retail franchisee	district partner agente		
Budget for categories / products and items	borse manici/tracolle accessori orologi braccialetti occhiali portafogli calzature home	→ incidenza per modello → inc. per lunghezza/articolo → inc. per tipologia/articolo → incidenza per modello → incidenza per tipologia/modello	retail partnership franchising	direzione retail partner franchisee	district/store manager district/store manager agente/store manager
Insert the orders	retail partnership franchising	store manager (SM) store manager (SM) store manager (SM)	district (DM) partner franchisee/agente		
Season progress and weekly reorders	retail partnership franchising	SM supp. DM SM supp. partner SM supp.franchisee	→ allineamento settimanale direzione retail → allineamento mensile direzione retail → allineamento mensile direzione commerciale		

half year program



orders process

O bag

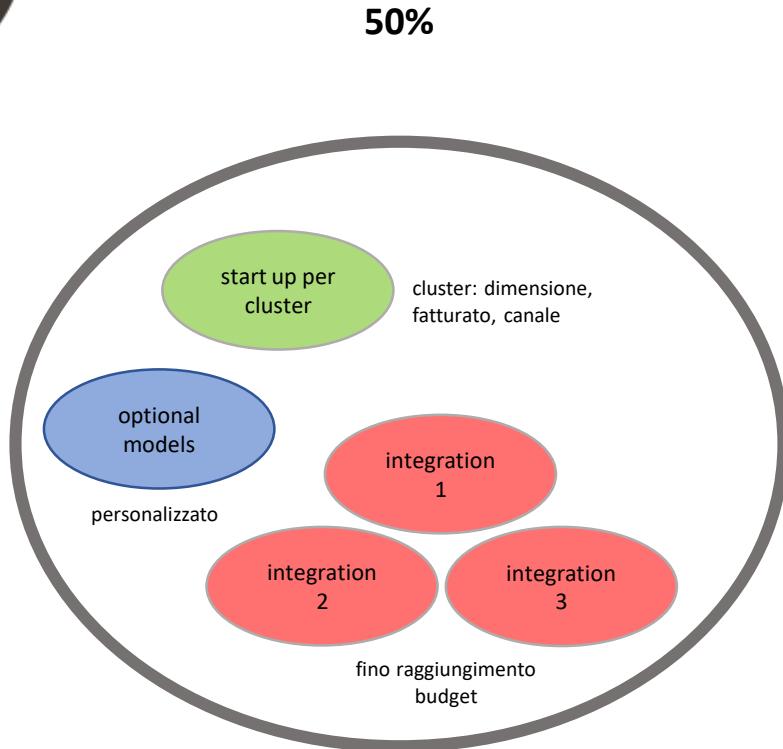


new
opening

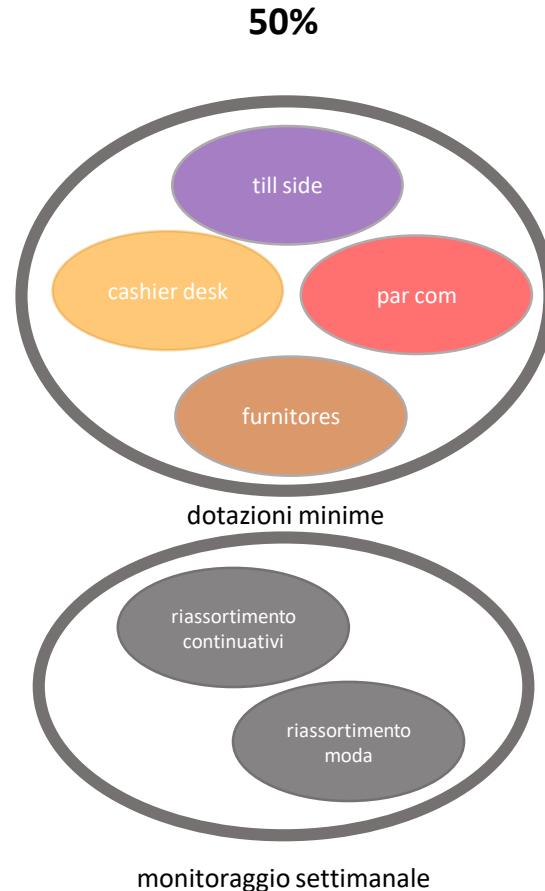
existing
shop

example main collection

O bag



ordine programmato: 75% moda, 25% continuativo

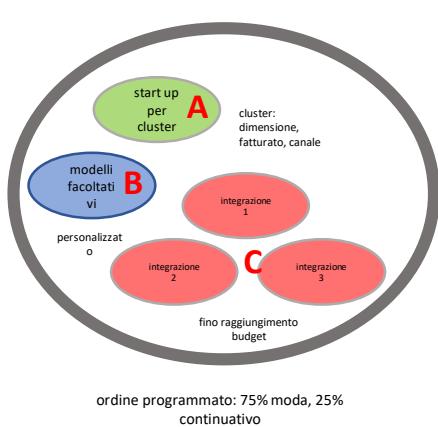


monitoraggio settimanale



existing shop

50%



50%



- 1 choose (cluster)the start up orders: turnover, size, shop, distribuiton channel

A

- 2 insert the optional models following your sales analysis

B

- 3 insert the 1,2,3 integration in the same time of the windows calendar

C

- 4 check the status of the par com, cashier desk and the till side

D

- 5 check the status of the continuativi and add the integration in order to complete the products

- 6 organize the seasonal program for the "must have" and check them weekly

assumption: O bag accepts new opening every month

O bag

considering the date of the new opening



from February to March
from August to September

continuativi orders +
spring or fall

from April
from October

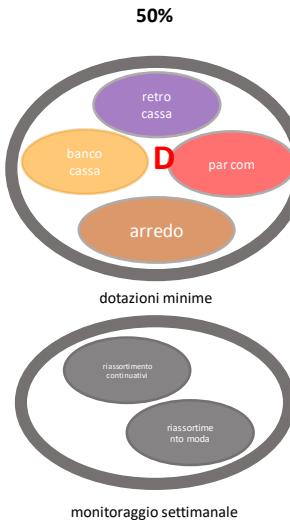
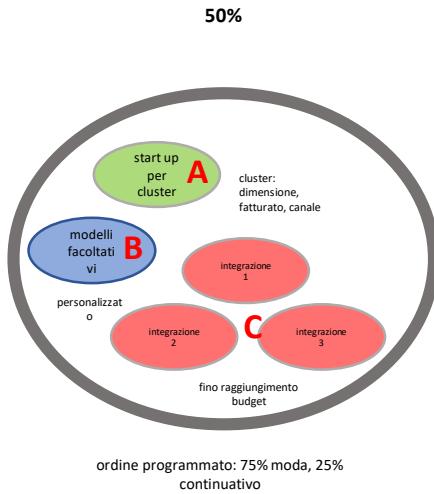
continuativi orders +
summer or winter

from May to July
from November to January

continuativi orders +
summer / beach or winter/christmas

new shop

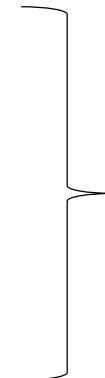
O bag



- 1 choose (cluster) the start up orders: turnover, size, shop, distribution channel A
- 2 insert the optional models following the **forecast** B
- 3 insert the 1,2,3 integration in the same time of the windows calendar C
- 4 check the status of the par com, cashier desk and the till side D
- 5 insert the continuativi provided from the company and add the integration in order to complete the products
- 6 organize a **minimum** program for the "must have" and check them weekly

The project comes from the need to support the stores

- drop on floor of the new proposals
- focus on the brand extension
- small stockroom



it is necessary to look for
action to accelerate the
rotation of some products.

save money

O bag

It is the beginning of a method:

- the price factor as winning solution
- adaptation of the price in store
- stock available in the company
- adjustment of the sell-in
- margin is safed



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

NB 30 days in advance will be communicated the list of the items



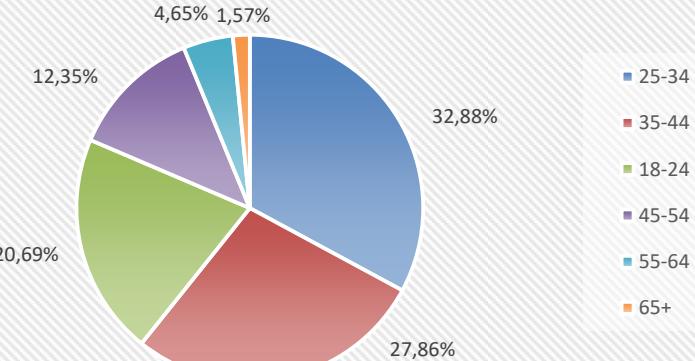
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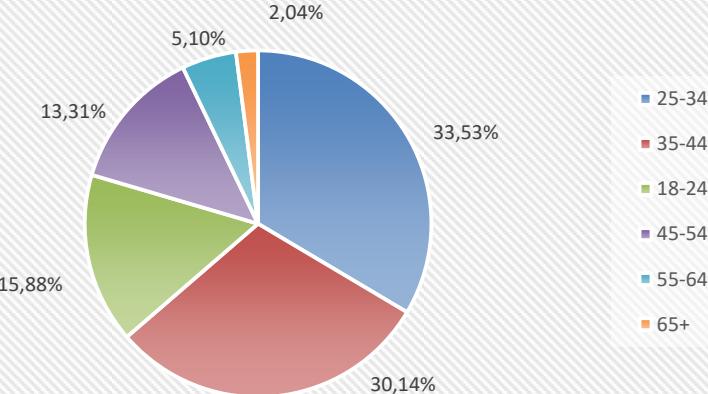
analysis consumer target

O bag

Accessi



Acquisti



- target: age 25-44 y.o. represents 60% of the accesses in Obag.it
- target: age 25-44 target represents 64% of the online purchases



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O bag
WINTER 2017

COLLEZIONE

O bag



HANDLES

Micro handle, handle and shoulder strap with carabiner closure.

CATEGORIES

- O bag: trims, street
- O bag mini: trims, inner bag with zip or coulisse, street
- O pocket: flaps
- O city: inner bags
- O folder mini: flaps
- O bag moon: inner bags
- O bag moon light: inner bags
- O bag soft
- accessori: pochette, pom pom

COLORS



black



milk



black&white

METROPOLIS

This theme is characterized by sophisticated taste and sought-after nuances.

Inspired by the '20s movies, the theme suggests the atmosphere of the city, dominated by skyscrapers, cars and colors.

Creativities and graphic contrasts as 'working woman' style: micro diamond pattern, polka dots, 3D and denim effect waves.

The fabrics are wool and technical nylon for the trims, flannel for the inner bags and the eco fur accessories are in eco lapin.

The color palette is refined and combines black with milk hue and burgundy.

Contemporary and stylish!

collection – metropolis

O bag



O bag

nylon with pois - trims

3D effect - trim



embroidered denim- trim

micro rhombus - trim



soft lines eco fur - trims



micro rhombus - street

collection – metropolis

O bag

O bag mini



3D effect - trim



micro rhombus - trim



eco laser lapin - trims



embroidered denim- insert with coulisse



nylon with pois - inserts



micro rhombus - street

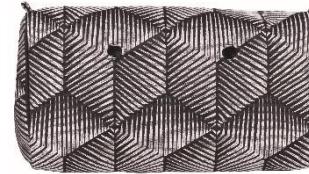
collection – metropolis

O bag

O city



embroidered denim - insert



3D effect - insert

O bag moon
light



embroidered denim - insert



micro rhombus - insert

O bag soft



nylon with pois - body

collection – metropolis

O bag

O pocket



embroidered denim - flap



3D effect - flap



micro rhombus - flap



eco lasered lapin - flap

O folder mini



micro rhombus - flap

O bag

collection – metropolis

handles



eco leather handles + shoulder strap
with 3D effect



eco leather handles + shoulder strap with
micro rhombus



eco leather short micro handles



eco leather short micro handles with 3D effect

accessories



nylon with pois - pochette



eco fur pom pom

collection – metropolis

O bag

O clock



mosaic



rosone

O bag



HANDLES

Manico con tracolla
aggancio moschettone

CATEGORIES

- O bag: trim, inner bag, street
- O bag mini: trim, inner bag with zip or coulisse, street
- O pocket: flap
- O city: inner bag, flap
- accessori: pochette, portachiavi

COLORS



biscuit



sangria



teal



burgundy

ART LOVER

A fascinating journey through the history of art to discover the tradition of mosaic.

Different elements characterize this ultra-feminine story.

Golden details are protagonists in kaleidos motifs and striped pattern.

The color palette is rich, like a kaleidoscope in which bright colors like sangria are mixed with purple and more neutral colors as biscuit, teal and burgundy.

collection – art lover

O bag



O bag

kaleidos fabric - trims



eco fur - trim



flannel - inserts



golden lines - street



O bag mini

kaleidos fabric - trims



eco fur - trim

collection – art lover

O bag

O bag mini



flannel - inserts



golden lines - street

O city



microfiber - inserts



flannel - inserts



golden lines - flaps

collection – art lover

O bag

O pocket



golden lines - flaps



kaleidos fabric - flap



eco fur - flap

handles



eco leather short micro handles



golden lines eco leather short micro handles

collection – art lover

O bag

accessories



kaleidos fabric - pochette

eco fur – pom pom



golden lines key case

collection – art lover

O bag



O clock



mosaic



rosone



O bag
FLASH
CHRISTMAS
2017

O bag



CATEGORIES

- O bag: trim, inner bag
- O bag mini: trim, inner bag with zip or coulisse
- O pocket: flap
- O city: inner bag
- O bag moon: inner bag
- O bag moon light: inner bag
- O bag soft
- accessori: pom pom

COLORS



CHRISTMAS

Elegant nuances on soft fabrics for an atmosphere of "midnight dream."

The accessories have a precious look and capture the attention during the holidays and give a touch of magic.

Quilted manufacturing is mixed with smooth and embossed textures.

Soft velvet, wool and faux fur from the romantic mood are combined with rock details as the macro applications.

Dark colors like black, blue and purple eggplant, are combined with a more delicate palette with phard and grey.

collection – *christmas*

O bag



O bag

quilted velvet - trims

origami fabric - trim

agugliato - trim



big braids wool - trims



eco fur - trims



velvet - insert



origami fabric - insert

collection – *christmas*

O bag

O bag mini



quilted velvet - trims



agugliato - trim



big braids wool - trims



eco fur - trims



velvet insert



origami fabric - insert



eco fur inserts with coulisse

collection – *christmas*

O bag

O city



origami fabric - insert



agugliato - insert



quilted velvet - inserts



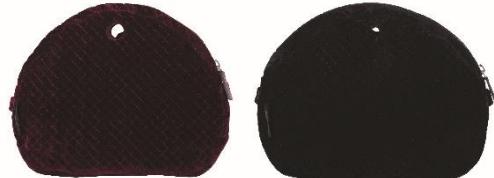
eco fur - insert

O bag moon



velvet - insert

O bag moon
light



checked velvet - inserts

collection – *midnight dream*

O bag

O pocket



origami fabric - flap



agugliato - flap



velvet + rocks - flaps



eco fur - flaps

collection – *christmas*

O bag

O bag soft



origami fabric - body

accessories



eco fur – pom pom

collection – *christmas*

O bag



O clock

micro fantasia tone on tone



O clock great

micro fantasia tone on tone

O bag
SUMMER
CAPSULE
2017

collection – O bag moon & O bag moon light

O bag



STRIPES CAPSULE

The "stripes" capsule was presented first at Pitti Immagine Uomo 91.

O bag moon, the handbag with an original spherical shape, is comfortable to carry by hand with colored handles and rigid rings that enrich the rubber body, but also versatile thanks to the maxi removable and replaceable strap with stripes.

It is also offered in the small version: O bag moon light, the mini shoulder bag with round shape and the essential simplicity.

O bag
**SUMMER
CAPSULE
2017**

NEW PRODUCTS

O bag

collection – O drillas



O drillas, the new **O bag** espadrilles!
Funny, colored and cool!

The rope and fabric laces are used to customize the jute sole and to transform the espadrilles in the perfect sandals for the summer!

Many fabrics, colors and variants to mix, for the new italian design flatorm but made in Spain.

collection – O drillas

O bag

O drillas
high



O drillas
low



collection – O drillas

O bag



O drillas

ribbons



ropes

charms

collection – O swing

O bag



O swing, the baguette bag with a particular textured: knitted effect.

A feminine shape to use with the large shoulder strap and to personalize with inner bag with coulisse and colored charms.

collection – O swing

O bag

O carry



inserts with coulisse



shoulder strap



agenda

- project progress
- new products
- brand extension
- integrated marketing plan SS 2017 and FW 2017
- new concept store O bag store beach
- orders
- analysis consumer target
- Winter 2017 collection, Christmas flash and summer capsule
- semester objectives

objectives

- Winter 2017 orders loading within 31 March
- Spring 2018 presentation in May
- objectives 2017 and progress of the development plan
- new orders process
- orders quality



.thank you