



A graphic illustration featuring four stylized female silhouettes standing side-by-side. Each silhouette is wearing a different patterned O bag handbag. From left to right: a dark green jacket with a red floral brooch; a black and white checkered vest; a green dress with pink flowers; and a white top with a black floral headband. The background is plain white.

fall '19
collection

O bag

.agenda

.01 General Overview

.02 Market Analysis

.03 Actions

.04 Collection

.05 Targets

.agenda

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.02 Market Analysis

.03 Actions

.04 Collection

.05 Targets

General Overview

territory / channel

Italy

Rest of the world

210 O bag store

- 115 retail
- 31 partnership
- 86 franchising
- 9 outlet
- 300 wholesale customers

213 O bag store

- 36 retail
- 17 partnership
- 150 franchising
- 10 outlet
- 36 new opening franchising**

169 wholesale customers

+ Countries with wholesale distribution

General overview

Europe

Spain

Portugal

France



32 O bag store

- 15 retail
 - 2 partnership
 - 13 franchising
 - 2 outlet
- 52 wholesale customers

2 O bag store

- 2 retail

17 O bag store

- 3 retail
 - 13 franchising
 - 1 outlet
- 31 wholesale customers

General Overview



General Overview

U.S.

Europe

CANADA

UNITED STATES

Benelux

Poland

BRAZIL

Czech Republic



7 O bag store

- 5 partnership
- 2 outlet
- 5 wholesale customers



11 O bag store

- 9 franchising
- 2 outlet
- + wholesale distribution



6 O bag store

General Overview

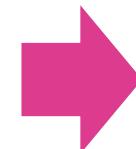
Europe

Ukraine

Romania

Hungary

Bulgaria



7 O bag store

4 O bag store

9 O bag store

4 O bag store

+ wholesale distribution

+ wholesale distribution

General Overview



General Overview

Asia / Oceania

China

UNITED STATES

Malesya

Philippines

India

Australia



17 O bag store

master retail agreement



3 O bag store



2 O bag store



1 O bag store



1 O bag store

General Overview



General Overview

Opening soon

in negotiation

- South Africa
- Canada
- Thailand
- Egypt
- Vietnam
- Japan
- South Korea
- Russia
- Santo Domingo

.agenda

.01 General Overview

.02 Market Analysis

.03 Actions

.04 Collection

.05 Targets

Market Analysis

Market Trend

O Bag Brand Trend

Trend motivation O bag

Actions

Market Trend – Retail Segment

- General turbulence in European markets
- Change of attitude of the final consumer that changes the consumption's trend
- New balance between online sales and physical in-store sales



8 months of promotion activities and
4 months of sales



High turbulence in retail channel

O bag Market Trend

2018 for the brand it is characterized by a two-speed trend

Mature Markets



- Sales Standardization
- The adjustment speed of the trend is directly proportional to the success of the brand in the launch phase

New Markets



- High demand of O bag products
- Development plan: growth
- spontaneous and growing demand for opening new markets

Trend Motivation - Network O bag

little depth of stocks of the best sellers
and continuous

error in the programmed order sent and in the communication
of the season budget.

taking into consideration only the programmed orders the
consequence is a programming error of the company in the
production launch

Deliveries Delays

Production Problems (Soft line)

Sales campaigns indefinitely opened – no certain closure date
customers with little respect for the rules do not place
scheduled orders and face the seasons with restocking
campaign, subtracting products from others

.agenda

.01 General Overview

.02 Market Analysis

.03 Actions

.04 Collection

.05 Targets

Actions

Market Analysis

- opening of distribution for new merchandise families different from the current ones
 - channels to be explored
- shared stocks on Carry Over/Continuativo products
- New in-store activities calendar
- restyling concept
- communication activities

actions

our distribution of monobrand shops and image multibrand stores meets the exhibition needs of the bags category but is not sufficiently adequate for all the other

monobrand



- prevalence bags
- insufficient clocks department
- poor representation of other families (wallets, glasses and slippers ect.)

multibrand



- prevalence bags
- insufficient clocks department
- poor representation of other families (wallets, glasses and slippers ect.)

actions

the search for a specialized distribution for each product product family is necessary

shop / distribution type



- watches: watch or jewelery shops
- footwear / slippers: sea and footwear shops
- glasses: sea / optical shops
- lamps: lighting / interior design distribution

Carry over articles

actions

- sharing of the best sellers articles - that should never be missing in the store
- Purchase request – booking availability via weborder

Carry over articles

Best sellers articles

O bag .scocche body



code OBAGB001 EVS00

descrizione scocca O bag XL extralight
matерiale XL extralight
abbbinamenti

description body O bag XL extralight
material XL extralight
components



col. 371
latte
milk



.Continutivo



col. 017
blu navy
blue navy



.Continutivo

col. 055
nero
black



.Continutivo



col. 071
rocce
rock



.Continutivo



col. 078
sabbia
sand



.Continutivo

O bag mini .scocche body



code OBAGB002 EVS00

descrizione scocca O bag mini XL
extralight
matерiale XL extralight
abbbinamenti

description body O bag mini XL extralight
material XL extralight
components



col. 371
latte
milk



.Continutivo



col. 017
blu navy
blue navy



.Continutivo



col. 078
sabbia
sand



.Continutivo



col. 071
rocce
rock



.Continutivo



col. 055
nero
black



.Continutivo

grafite

Carry over articles

Best sellers articles

O bag beach mini .scocche body



col. 017
blu navy
blue navy



col. 055
nero
black



col. 078
sabbia
sand



.Continuativo



.Continuativo



.Continuativo

code OBAGB018 EVS03

descrizione scocca O bag beach mini XL
extralight midollino
materiali XL extralight
abbinamenti

description body O bag beach mini XL
extralight midollino
material XL extralight
components

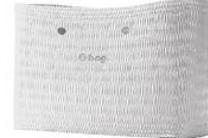


col. 371
latte
milk



.Continuativo

O bag beach .scocche body



col. 017
blu navy
blue navy



col. 055
nero
black



col. 078
sabbia
sand



.Continuativo



.Continuativo



.Continuativo

code OBAGB012 EVS03

descrizione scocca O bag beach XL
extralight midollino
materiali XL extralight
abbinamenti

description body O bag beach XL
extralight midollino
material XL extralight
components



col. 371
latte
milk



.Continuativo

Carry over articles

Best sellers articles

O pocket .scocche body



code OBAGB206 EVS00

descrizione scocca O pocket XL
extralight
materiale XL extralight
abbinamenti

description body O pocket XL extralight
material XL extralight
components



col. 017
blu navy
blue navy



.Continuativo



col. 055
nero
black



.Continuativo



col. 071
roccia
rock



.Continuativo

O swing .scocche body



code OBAGB021 EVS03

descrizione scocca O swing XL extralight
midollino
materiale XL extralight
abbinamenti

description body O swing XL extralight
midollino
material XL extralight
components



col. 017
blu navy
blue navy



.Continuativo



col. 055
nero
black



.Continuativo



col. 078
sabbia
sand



.Continuativo



col. 371
latte
milk



.Continuativo

Carry over articles

Best sellers articles

ecopelle martellato .manici e tracolle handles and shoulder straps



code HLESG000 ECS01

descrizione manico lungo ecopelle
materiale: materiale ecopelle
abbbinamenti:

description
material faux leather
components



col. 058
bianco
white

.Continuativo



col. 054
naturale
natural

.Continuativo



col. 055
nero
black

.Continuativo



col. 054
testa di moro
dark brown

.Continuativo



col. 055
tortora
tortoise

.Continuativo

pelle .manici e tracolle handles and shoulder straps



code HLESQ000 PES00

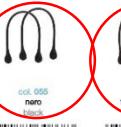
descrizione manico lungo pelle
materiale pelle
abbbinamenti:

description
material leather
components



col. 054
naturale
natural

.Continuativo



col. 055
nero
black

.Continuativo



col. 054
testa di moro
dark brown

.Continuativo

corda .manici e tracolle handles and shoulder straps



code HLESG000 ROS00

descrizione manico lungo corda
materiale corda
abbbinamenti:

description
material rope
components



col. 058
bianco
white

.Continuativo



col. 059
blu
blue

.Continuativo



col. 054
naturale
natural

.Continuativo



col. 056
nero
black

.Continuativo

goccia lungo ecopelle .manici e tracolle handles and shoulder straps



code HLESX200 ECS00

descrizione manico extra slim goccia
lungo ecopelle
materiale ecopelle
abbbinamenti:

description
material faux leather
components



col. 058
bianco
white

.Continuativo



col. 059
blu
blue

.Continuativo



col. 058
ecru
cream

.Continuativo



col. 059
grigio
gray

.Continuativo



col. 056
nero
black

.Continuativo



col. 054
testa di moro
dark brown

.Continuativo

Carry over articles

Best sellers articles

pelle .manici e tracolle handles and shoulder straps



col. 054
naturale
natural

050400 21063
.Continutivo

col. 055
nero
black

050400 21042
.Continutivo

col. 064
testa di moro
dark brown

050400 21039
.Continutivo

code HLESGC00 PES00

descrizione manico corto pelle
materiale pelle
abbbinamenti

description
material leather
components

corda .manici e tracolle handles and shoulder straps



col. 058
bianco
white

050500 21070
.Continutivo

col. 059
blu
blue

050500 21071
.Continutivo

col. 064
naturale
natural

050500 21060
.Continutivo

code HLESGC00 ROS00

descrizione manico corto corda
materiale corda
abbbinamenti

description
material rope
components



col. 055
nero
black

050500 21015
.Continutivo

ecopelle martellato .manici e tracolle handles and shoulder straps



col. 058
bianco
white

050600 21042
.Continutivo

col. 054
naturale
natural

050600 21012
.Continutivo

col. 055
nero
black

050600 21039
.Continutivo

code HLESQG00 ECS01

descrizione manico corto ecopelle
martellato
materiale ecopelle
abbbinamenti

description
material faux leather
components



col. 054
teta di moro
dark brown

050600 21060
.Continutivo

col. 056
torta
torta

050600 21013
.Continutivo

goccia corto ecopelle .manici e tracolle handles and shoulder straps



col. 058
bianco
white

050600 21050
.Continutivo

col. 059
blu
blue

050600 21051
.Continutivo

col. 058
ocra
earthy

050600 21052
.Continutivo

code HLESX800 ECS00

descrizione manico extra slim goccia
corto ecopelle
materiale ecopelle
abbbinamenti

description
material faux leather
components



col. 039
grigio
grey

050600 21002
.Continutivo

col. 055
nero
black

050600 21003
.Continutivo

col. 064
teta di moro
dark brown

050600 21004
.Continutivo

Carry over articles

Best sellers articles

tracolla catena goccia forata .manici e tracolle handles and shoulder straps



code SHOUC400 MTS01

descrizione tracolla catena goccia forata
lungo metallo galvanizzato
materiale metallo
abbigliamento

description
material metal
components

tracolla catena lunga .manici e tracolle handles and shoulder straps



tracolla catena con fascia .manici e tracolle handles and shoulder straps



code SHOUC106 ECS01

descrizione tracolla catena con fascia
lunga o pocket ecopelle vernice
materiale ecopelle
abbigliamento

description
material faux leather
components

tracolla catena con fascia .manici e tracolle handles and shoulder straps



Carry over articles

Best sellers articles

tracolla catena clip lunga .manici e tracolle handles and shoulder straps



col. 054
natural



col. 055
nero
black



col. 054
torta di moro
dark brown

code SHOUC317 EC800

descrizione tracolla catena clip lunga
scopale
materiali scopale
abbigliamento

description
material faux leather
components

tracolla con fibbia .manici e tracolle handles and shoulder straps



col. 055
nero
black



col. 084
testa di moro
dark brown

code SHOUG617 EC500

descrizione tracolla con fibbia lunga
scopale
materiali scopale
abbigliamento

description
material faux leather
components

tracolla lunga .manici e tracolle handles and shoulder straps



col. 058
bianco
white



col. 055
nero
black

code SHOUG006 TES01

descrizione tracolla lunga o pocket
tessuto canvas
materiali canvas
abbigliamento

description
material canvas
components

Carry over articles

Best sellers articles

tracolla catena clip lunga .manici e tracolle handles and shoulder straps



col. 054
natural



col. 055
nero
black



col. 054
torta di moro
dark brown

code SHOUC317 EC800

descrizione tracolla catena clip lunga
scopelle
materiali scopelle
abbigliamenti

description
material faux leather
components

tracolla lunga .manici e tracolle handles and shoulder straps



col. 058
bianco
white



col. 055
nero
black

code SHOUG006 TES01

descrizione tracolla lunga o pocket
tessuto canvas
materiali canvas
abbigliamenti

description
material canvas
components

tracolla con fibbia .manici e tracolle handles and shoulder straps



col. 055
nero
black



col. 064
torta di moro
dark brown

code SHOUG617 EC500

descrizione tracolla con fibbia lunga
scopelle
materiali scopelle
abbigliamenti

description
material faux leather
components

clip ecopelle opaca + argento .accessorio accessory



col. 055
nero
black

code OBAGA000 ECS42

descrizione accessorio clip ecopelle
opaca + argento
materiali ecopelle
abbigliamenti

description
material faux leather
components

Carry over articles

Best sellers articles

zip canvas .sacche interne inner bags O bag



Barcode

.Continutivo

Barcode

.Continutivo

Barcode

.Continutivo

code OBAGS001 TES01

descrizione sacca interna zip tessuto
cavità
materiali tessuto
abbigliamento

description
material fabric
components



Barcode

.Continutivo

Barcode

.Continutivo

zip canvas .sacche interne inner bags O bag mini



Barcode

.Continutivo

Barcode

.Continutivo

Barcode

.Continutivo

code OBAGS002 TES01

descrizione sacca interna zip o bag mini
cavità
materiali tessuto
abbigliamento

description
material fabric
components



Barcode

.Continutivo

coulisse canvas .sacche interne inner bags O swing



Barcode

.Continutivo

Barcode

.Continutivo

code OBAGS121 TES01

descrizione sacca interna coulisse o
swing tessuto canvas
materiali tessuto
abbigliamento

description
material fabric
components

Carry over articles

Best sellers articles

dial pavè .meccanismo dial



code OCLKD001 MES02

descrizione o clock meccanismo pavè
materiali
abbbinamenti O clock

description o clock dial pavè
material
components O clock

dial cristal .meccanismo dial



code OCLKD001 MES09

descrizione o clock meccanismo cristal
materiali
abbbinamenti O clock

description o clock dial cristal
material
components O clock

dial glitter .meccanismo dial



code OCLKD001 MES10

descrizione o clock meccanismo glitter
materiali
abbbinamenti O clock

description o clock dial glitter
material
components O clock

Carry over articles

Best sellers articles

dial mirror .meccanismo dial



code OCLKD001 MES03

descrizione o clock meccanismo mirror
matereale abbinamenti O clock

description o clock dial mirror
material components O clock



col. 004
argento
silver



col. 044
lime
lime



col. 063
ottanio
titanium



col. 183
violet
violet

dial soleil .meccanismo dial



code OCLKD001 MES04

descrizione o clock meccanismo soleil
matereale abbinamenti O clock

description o clock dial soleil
material components O clock



col. 004
argento
silver



col. 020
bronzo
bronze



col. 061
oro
gold

dial tone on tone .meccanismo dial



code OCLKD001 MES06

descrizione o clock meccanismo tone
on tone
matereale abbinamenti O clock

description o clock dial tone on tone
material components O clock



col. 006
bianco
white



col. 041
grigio scuro
dark gray



col. 055
nero
black



col. 009
oceano
ocean



col. 071
rocia
rock



col. 008
tortora
tortoise

dial numeri .meccanismo dial



code OCLKD001 MES07

descrizione o clock meccanismo numeri
matereale abbinamenti O clock

description o clock dial numeri
material components O clock



col. 004
argento
silver



col. 008
bianco
white



col. 013
blu capri
blue capri



col. 041
grigio scuro
dark gray



col. 055
nero
black

Carry over articles

Best sellers articles

silicone .cinturino strap



code OCLKS007 SIS01

descrizione o clock cinturino cover
silicone
material silicon
abbinamenti O clock

description o clock strap cover silicone
material silicone
components O clock



gener S



gener S



gener S



gener M



gener M



gener M



gener L



gener L



gener L



gener S



gener S



gener S



gener S



gener M



gener M



gener M



gener M



gener L



gener L



gener L



gener L



Carry over articles

Best sellers articles

soleil .meccanismo dial



code OCLKD101 MES04

descrizione meccanismo great soleil
materiale
abbigliamento O clock

description dial great soleil
material
components O clock



col. 004
argento
silver



col. 008
blu
blue



col. 020
bronzo
bronze



col. 055
nero
black

.Continuativo

date tone on tone .meccanismo dial



col. 008
bianco
white



col. 030
grigio
grey



col. 055
nero
black

.Continuativo

.Continuativo

.Continuativo

code OCLKD104 MES06

descrizione meccanismo great date tone
on tone
materiale
abbigliamento O clock

description dial great date tone on tone
material
components O clock

tone on tone .meccanismo dial



col. 008
bianco
white



col. 030
grigio
grey



col. 055
nero
black

.Continuativo

.Continuativo

.Continuativo

date soleil .meccanismo dial



col. 008
blu
blue



col. 055
nero
black

.Continuativo

.Continuativo

code OCLKD104 MES04

descrizione meccanismo great date soleil
materiale
abbigliamento O clock

description dial great date soleil
material
components O clock

Carry over articles

Best sellers articles

silicone .cinturino strap



col. 008
bianco
white

col. 041
grigio scuro
dark grey

col. 065
nero
black

gener S

gener S

gener S

code OCLKS107 SIS01

descrizione o clock cinturino great cover
silicone
matereile silicone
abbigliamento

description o clock strap great cover
silicone
material silicone
components O clock

gener M

gener M

gener M

gener L

gener L

gener L



flower slim .bracciali bracelets



col. 056
nero
black

gener S

col. 069
oceano
ocean

gener S

col. 071
rocce
rock

gener S

code OBRFC002 SIS01

descrizione o bracelet flower slim
silicone
matereile silicone
abbigliamento

description o bracelet flower slim silicone
material silicone
components

gener M

gener M

gener M



flower big .bracciali bracelets



col. 055
nero
black

col. 056
oceano
ocean

col. 071
rocce
rock

gener S

gener S

gener S

code OBRFC003 SIS01

descrizione o bracelet flower big silicone
matereile silicone
abbigliamento

description o bracelet flower big silicone
material silicone
components

gener M

gener M

gener M



col. 059
oceano
ocean

gener S



col. 071
rocce
rock

gener S



gener M

gener M



gener L

gener L



col. 086
tortora
tortoise

gener S



col. 143
neve
snow

gener S



gener M

gener M



gener L

gener L



col. 086
tortora
tortoise

gener S



col. 143
neve
snow

gener S



gener M

gener M



gener L

gener L



Carry over articles

Purchase request (RDA action)

- possibility to insert a purchase request on the continuous articles present with quantity 0 on weborder
- allows the reservation by the customer and consequently a planning for the company on the programming

Carry over articles

opening sales campaign from 25-28 continuous

- we will open a sales campaign on all the ongoing articles in order to be able to provide these over the next 3/4 weeks

new in-store activity calendar

in store planning realized according to the needs of the markets

- **North Europe Shops**
- **South Europe Shops**
- **Seasonal Shops**

in store planning fw 18 – north Europe – south europe - seasonal

in store planning fw 18 – north europe – south europe - seasonal

FLASH	CHRISTMAS														XMAS 15/11											
CAPSULE XMAS	XMAS CAPSULE O SHEEN															O SHEEN 29/11										
	XMAS CAPSULE DOUBLE																DOUBLE 06/12									
	XMAS CAPSULE SOFT																									
	XMAS CAPSULE O CLICK SHIFT IN STORE																									
CAPSULE ANTICIPI SS19	ZAINI SOFT																								SOFT SS19 10/01	
REASSORT	REASSORT		CARRY OVER / BEST SELLER																							
PROMOTION	SINGLE PROMO															SINGLE DAY PROMO (11/11) (prezzo promo + una riduzione di)	BLACK WEEKEND 23/11-26/11									
	Borsa del mese															SPECIAL PRICE - 20%		SPECIAL PRICE - 20%		SPECIAL PRICE - 20%						
	PROMO															BUY MORE SAVE MORE 28/09 -		FAMILY & FRIENDS 30% 29/10 - 9/11								
	MID SEASON SALE																									
	Card															BONUS BENVENUTO 10 € SU ACQUISTO MINIMO 30 € (SOLO ITALIA)										
	PROMO GIFT																									
	SALE FW18																									
																									SALE 4/01	SALE

in store planning ss 19 – south europe .fall 2019 COLLECTION

	JAN				FEB				MAR				APR				MAY				JUN				JUL						
	30-5	6-12	13-19	20-26	27-2	3-9	10-16	17-23	24-2	3-9	10-16	17-23	24-30	31-6	7-13	14-20	21-27	28-4	5-11	12-18	19-25	26-1	2-8	9-15	16-22	23-29	30-6	7-13	14-20	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
MARKET INSIGHT EVENTS																															
ACTIVITIES																			EASTER												
SALE	PROMOTION FW 18	SALE		SALE																											
SPRING	START-UP 3 STORIES																														
	INTEGRATION STORY 1 - SPRING BLOOMS									15/02																					
	INTEGRATION STORY 2 - TANGERINE										28/02																				
	INTEGRATION STORY 3 - ULTRA VIOLET												28/03																		
SUMMER	START-UP 3 STORIES																														
	STORY 1 MEDITERRANEO																		24/04												
	STORY 2 HAVANA SWING																		09/05												
	BEACH																			30/05					20/06						
CAPSULE	CAPSULE SOFT		10-01																												
	VALENTINE					31-01																									
	CAPSULE SPRING TBG												14/03																		
	CAPSULE SPRING TBG													11/04																	
	CAPSULE SUMMER TBG																			06/06											
TRANSITION	SOFT FW19																									11/07					
REASSORT	REASSORT						CARRY OVER / BEST SELLER																								
PROMOTION	PROMOTION SS19																									SALE					

in store planning ss 19 – north europe .fall 2019 COLLECTION

in store planning fw 19 – south europe .fall 2019 COLLECTION

	JUL				AUG				SEPT				OCT				NOV				DEC				JAN						
	1-7	8-14	15-21	22-28	29-4	5-11	12-18	19-25	26-1	2-8	9-15	16-22	23-29	30-6	7-13	14-20	21-27	28-3	4-10	11-17	18-24	25-1	2-8	9-15	16-22	23-29	30-5	6-12	13-19	20-26	27-2
	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5
MARKETING/IGHT/EVENTS																			HALLOWEEN			BF									
ACTIVITIES	PROMOTION SS 19	SALE	SALE	SALE																											
FALL	START-UP 3 STORIES																														
	INTEGRATION STORY 1 ATHLETICURE																														
	INTEGRATION STORY 2 BLACK&WHITE																														
	INTEGRATION STORY 3 FLORAL MILITARY																														
WINTER	START-UP 3 STORIES																														
	STORY 1																		STORY 1 17/10												
	STORY 2																		STORY 2 07/11												
CAPSULE FALL/WINTER	CAPSULE TBD																														
	CAPSULE TBD																														
	CAPSULE TBD																														
	CAPSULE TBD																														
FLASH	CHRISTMAS																						XMAS 23/11								
CAPSULE XMAS	XMAS CAPSULE																														
	XMAS CAPSULE																														
	XMAS CAPSULE																														
TRANSITION	SOFT FW19																														
REASSORT	REASSORT																		CARRY OVER / BEST SELLER												
PROMOTION	PROMO																														
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in store planning fw 19 – north europe .fall 2019 COLLECTION

in store planning fw 19 – seasonal

.fall 2019 COLLECTION

new in-store activity calendar

windows calendar divided into 4 creativities per semester

- | actual | to be |
|--|---|
| <ul style="list-style-type: none">- realization of 8/10 windows per semester- limited budget to make the purchase accessible to customers- made in Italy- sales campaign to quantify the order - some customers do not buy it- delays- little emotional image | <ul style="list-style-type: none">- realization of 4 creativities per semester- SS: transition - Spring - Summer - Beach- FW: transition - Fall - Winter - Christmas- 4 creativities declined according to the importance of the sales moment- increase in the bdg by proportioning it to the impact of the program (6 months in advance made in Asia in order to be more competitive in price)- increase the emotional content of the windows |

new in-store activity calendar

windows calendar divided into 4 creativities per semester

to do

- realization of the windows not yet proposed according to the new setting starting from FW 18
- FW 18: on sale soon the last Christmas window 18
- SS 19: 4 creatives on sale
- Fall 19: the first 2 creatives are on sale
- to follow the last 2 of the semester

. Gift Card new project O bag

The Gift Card O bag project will be active from mid-November in a selection of O bag stores in Italy.

The prerequisite for project management is the Xstore cash system.

The will is to extend the project to other countries within few months.

Gift Cards O bags offer the customer the opportunity to:

- give away a free choice between € 10 and € 1,000 for the purchase of an O bag product
- enhance the distinctive trait leaving the ability to customize their bag to those who receive it

A special packaging has been created so that the customer can present the Gift Card in an elegant package.

GIFTS THE GIFTCARD O bag!

Give the uniqueness to compose your own O bag!

The O bag Gift Card is really the original and practical gift that will make happy friends and relatives.



.goals

Clearly separate the Loyalty program from the Gift Card O bag project.

Give more evidence to the sale of Gift Cards with the support of a dedicated communication.

Increase sales by relying on the strong propensity of the customer to consider the product O bag as a gift item.

O bag loyalty card



Modulo di sottoscrizione card con consensi Privacy

O bag member

Fidelity barcode

Nome/cognome* _____
Cognome/cognome* _____
Via* _____ Cap/zip* _____ Città* _____
Indirizzo* _____
Peso* _____
Professione/città* _____
E-mail* _____
Data di nascita/ date of birth* _____
Telefono/phone _____
Data/ date _____
Firma/ signature _____
Istruzioni per il riconoscimento della carta _____

TERMINI E CONDIZIONI / TERMS AND CONDITIONS
Assentisco al trattamento dei miei dati personali da parte di O bag come riportato nel Privacy Policy.
Iscrivo la mia email al ricevimento di notifiche e comunicazioni riguardanti le offerte e i prodotti O bag.
MEMBERSHIP / COMMERCIAL / MARKETING AND COMMUNICATION
Consensisco al trattamento dei miei dati personali da parte di O bag per la gestione del mio account e per la comunicazione con me riguardo alle promozioni e offerte commerciali.
Consensisco al trattamento dei miei dati personali da parte di O bag per la gestione della mia ordine e per la comunicazione con me riguardo alla mia storia di acquisti.
Consensisco al trattamento dei miei dati personali da parte di O bag per la gestione della mia ordine e per la comunicazione con me riguardo alla mia storia di acquisti.
Iscrivo la mia email al ricevimento di notifiche e comunicazioni riguardanti le offerte e i prodotti O bag.
 Sì No Non so No ringrazio

O bag Gift Card



Porta Gift Card



. .In store communication material

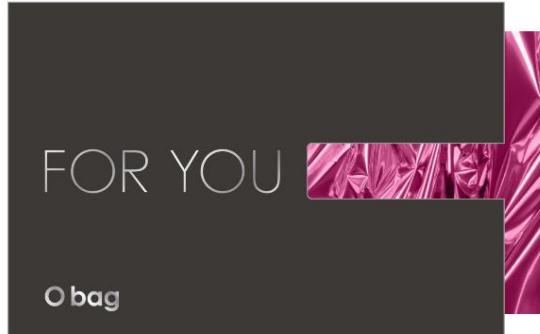
Gift Card
Black



Gift Card
Pink

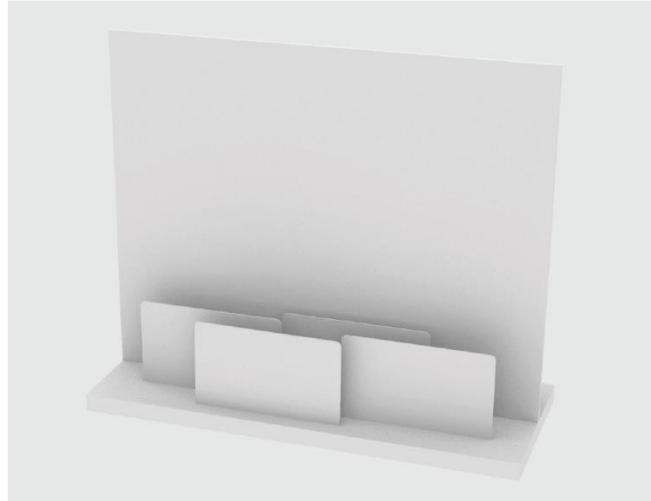


Porta Gift Card



.In store communication material

Display on cash desk



special price

SPECIAL PRICE

Display bifacciale 50 cm
con prodotto esposto sui 2 lati



Cartellino prezzo



Display
25x35 cm



Bollino identificazione
3,5cm ø



adesivo riposizionabile
da applicare sul cartellino

- special price **15 October – 28 October**
- special price **29 October – 11 November**
- special price **12 November – 22 November**

*Special Price
declinato nelle
diverse lingue

family & friends dal 29 October – 9 November

FAMILY&FRIENDS

Chat message



single day 11 November

SINGLE DAY 11/11

Display
25x35 cm



Bollino identificazione
3,5cm



adesivo riposizionabile
da applicare sul cartellino

Vetrofania
50 cm



black Friday from 23 to 26 November

BLACK FRIDAY

Display
25x35 cm



Cartolina 10x15 cm
(da consegnare all'acquisto
durante il Black Weekend)



Vetrofania
50 cm



*sconti su tutta
la collezione
declinato nelle
diverse lingue



mid season sale from 26 November – 9 December

MID SEASON SALE

Display
25x35 cm



Bollino identificazione 10 cm ø



+ basetta
come il cartello

Vetrofania
50 cm



gift for you from 6 December – 30 December

GIFT FOR YOU

**Display
25x35 cm**



Cartolina 10x15 cm
(da consegnare durante il Black Weekend)



Vetrofania
50 cm



QUESTO NATALE
IL REGALO TE LO FA
Obag

*questo Natale
il regalo te lo fa
O bag
declinato nelle
diverse lingue



private sale from 27 December – 6 January

PRIVATE SALE

Newsletter

O bag

.borse .orologi .occhiali .accessori .calzature .home



private
sale
solo per te

20%
di sconto



Presenta questa newsletter nel tuo O bag .store
e riceverai subito uno sconto del 20% sul tuo acquisto.

*Promozione valida solo nei punti vendita indicati e fino al xx/xx/2018

sale from 4 January in Italy

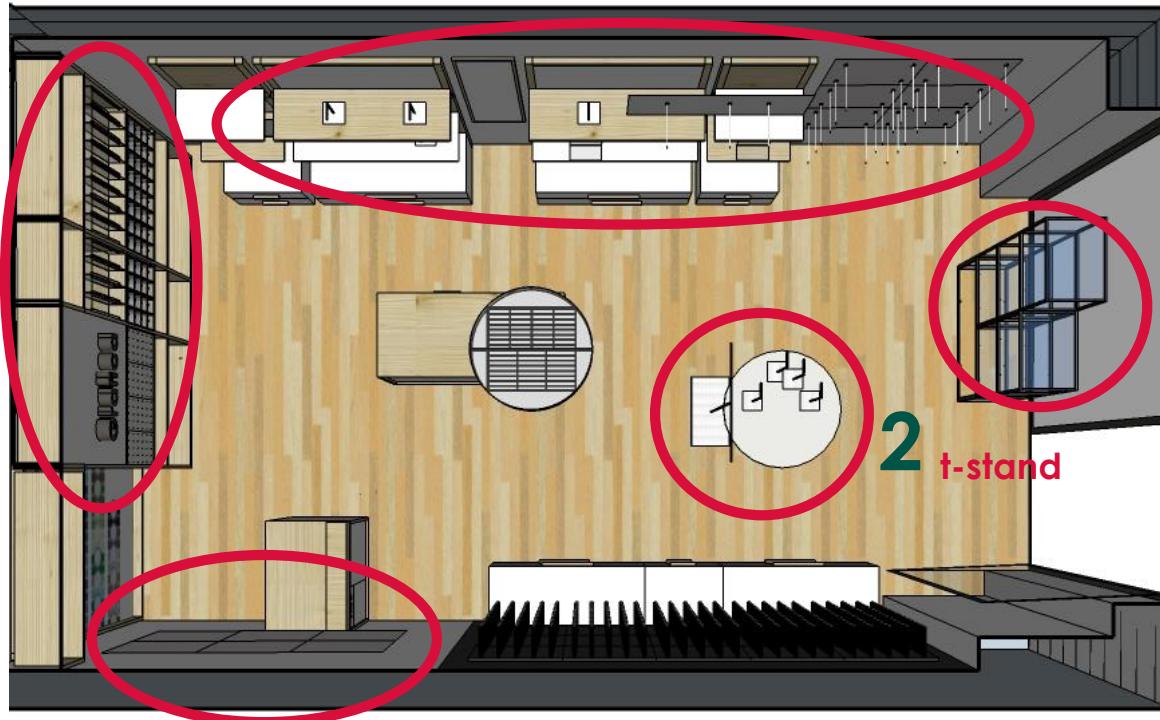


Restyling concept store

.fall 2019 COLLECTION

5 Boiserie accessories and grid furniture

4
back cash desk
new concept



3 cash desk wall

1 windows

2 t-stand

Restyling concept store

.fall 2019 COLLECTION

1

windows



Kubric



new window

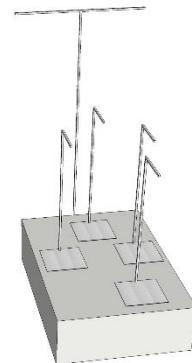
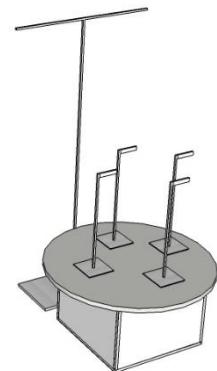


Premium

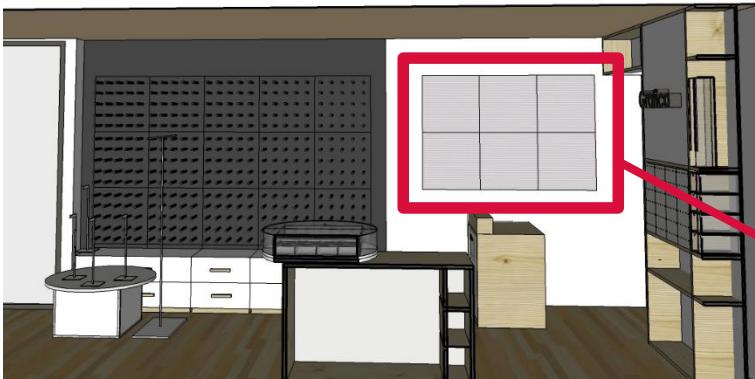
Restyling concept store

.fall 2019 COLLECTION

2 bags hanging t-stand



3 cash desk wall



grid display in order to increase to show more function items

using the grid as flexible display.
Now is possibile to show sunglasses, clocks, shoes..



4 back cash desk new concept



modular panels to insert in the library in order to show the clocks composed and dedicate communication

plex expositor to insert the clocks packaging and dedicate communication

Restyling concept store

5 Boiserie accessories and grid furniture

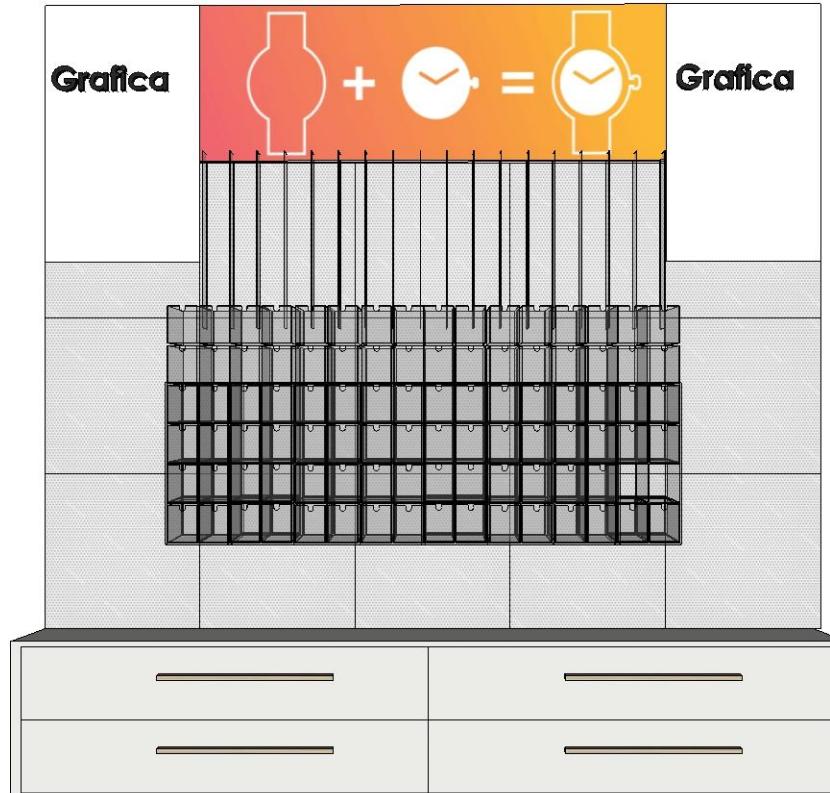


increasing the visibility of the display of the products in function

Restyling concept store

.fall 2019 COLLECTION

clocks wall



where is possible introducing it

Trieste - Barcolana



...Next ones

Mickey 90° Anniversary – 7/8 November

- Milan c.c. Il Centro
- Roma Est c.c. Lunghezza



Germany (Bochum, Oberhausen, Regensburg) TBD



obagofficial

Modifica il profilo



821 post

185 mila follower

272 profili seguiti

O bag

is a design-oriented brand with an easy fashion approach. Customizable, innovative, versatile, colorful, unexpected and essential way!

linktr.ee/obagofficial

+ 22k
followers in 3
months



O bag glam



Fur Free ❤️



Press



Mickey 90



SpringSum...



Capri 🌟



Lugano

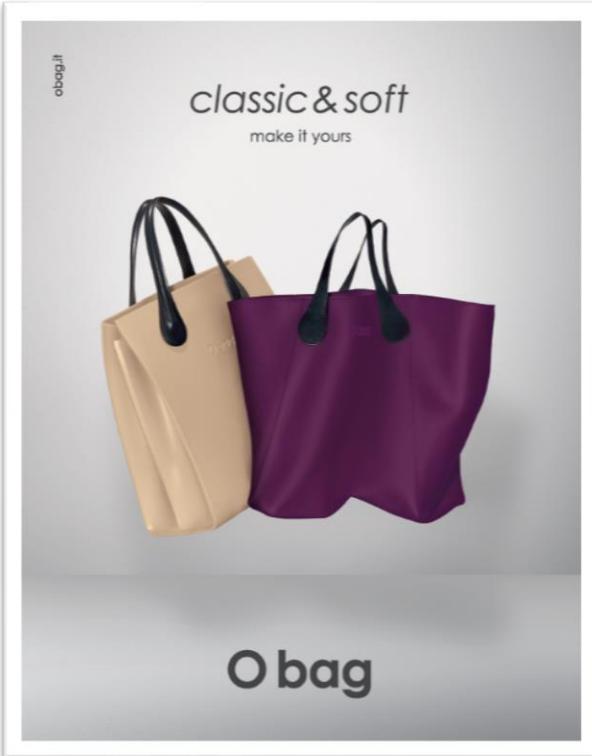


We are proud of the growth.

Further acceleration could come with ad hoc videos/digital ADV investments.

Good news: some posts received more than 4k like and ~ 40 interactions.

This happen rarely for most powerful brands/competitors

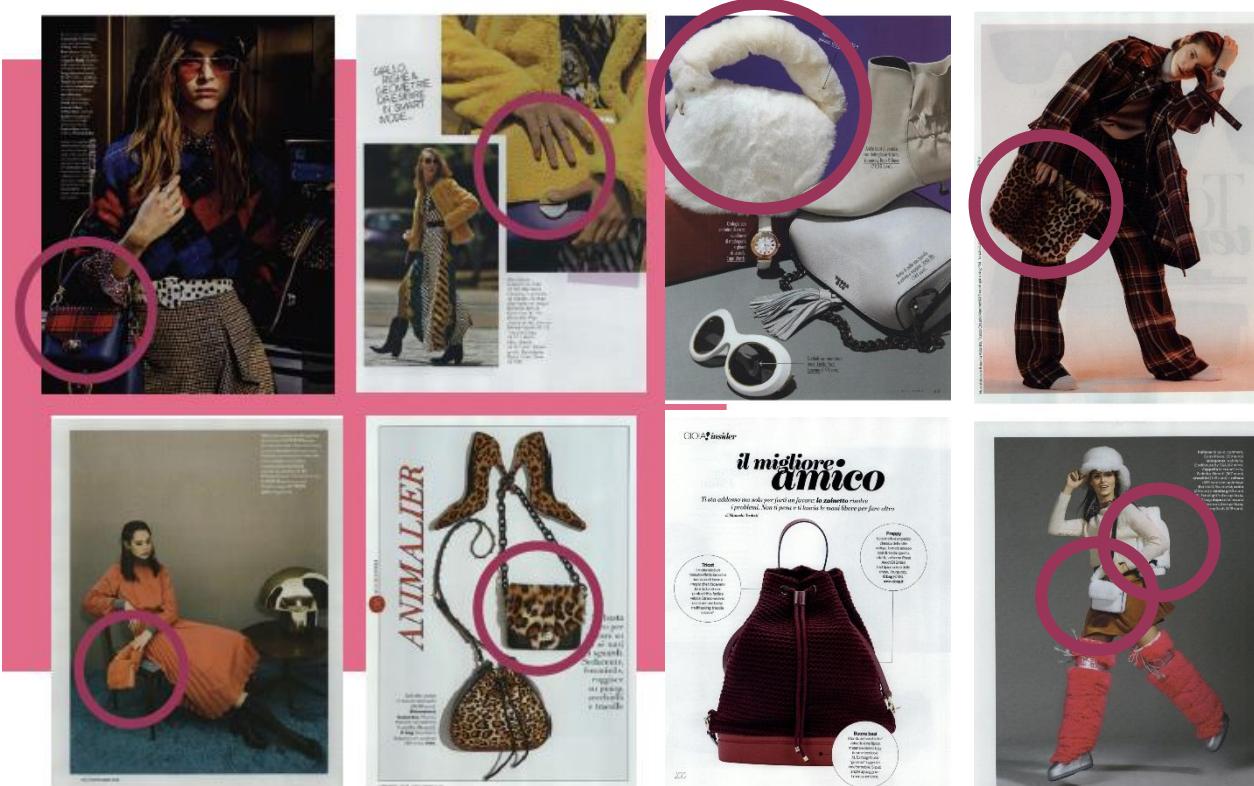


New images for print ADV – FW18



- Cosmopolitan
- Glamour
- Vanity Fair
- F
- Gioia
- Grazia
- Io donna
- Tu Style

Best press coverage – FW18

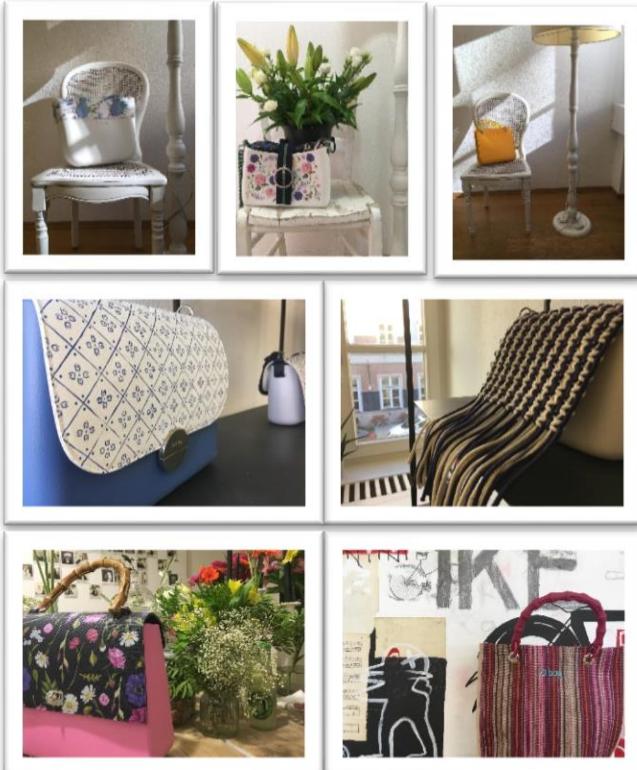


Germany – press

.fall 2019 COLLECTION

Since last June we had been started working with a professional **press office**.

At the beginning of October, we organized the first **press day in Munich** to present the SS19 collection.



Two screenshots of press coverage. The top screenshot is from 'textilzeitung' showing a news article about O bag's Mickey Mouse collection. It includes a photo of three colorful bags and a headline: 'AUF DIE MAUS GEKOMMEN'. The bottom screenshot is from 'flair' magazine featuring a woman in a green dress and several O bag products.

Press coverage (b2b, b2c)

Germany - influencers

.fall 2019 COLLECTION

These are some of influencers we have been working. Being coherent with our brand we have selected different profiles, ages and personalities.



@whaelse



@morning.elegance



@nottami



@chiarakokosnuss



.agenda

.01 General Overview

.02 Market Analysis

.03 Actions

.04 Collection

.05 Targets

Starting from Fall 2019 some models are out of collections:

- O bag moon
- O bag moon light
- O bag pocket micro
- smooth bigger
- tender

XL extralight material: 3 new bags

.fall 2019 COLLECTION



- O bag Sharm

- Fall/Winter 19 collection



- O bag Urban
matelasse'

- Fall/Winter 19 collection



- Double mini
Texture spigata
(herringbone)

- Fall/Winter 19 collection

3 new bags: O bag Sharm

.Fall 2019 COLLECTION



Inspiration: O moon evolution

Age range: 24-40

Client: Modern, minimal

Occasion: everyday use, free time

Key words: design, circle, retro 70's, essential

3 new bags: O bag Urban matelasse'

.Fall 2019 COLLECTION



Inspiration: New strong texture to O bag Urban

Age range: 24-40

Client: strong, classy, sophisticated

Occasion: everyday use, brunch or informal dinner, happy hour, free time, weekend

Key words: texture, modern, sophisticated

3 new bags: O bag double mini texture spigata (herringbone)

.Fall 2019 COLLECTION



Inspiration: New addition to double collection

Age range: 18-40 depending on colors

Client:

Bright colors: playful, young and funny

Natural colors: elegant and sophisticated

Occasion: informal dinner, happy hour, shopping, free time, weekend

Key words: colors, herringbone, texture, small

Rubber fabric: 2 new bags

.fall 2019 COLLECTION



- O Diamond

- Fall/Winter 19 collection



- O bag Duette

- Fall/Winter 19 collection

2 new bags: O Diamond

.fall 2019 COLLECTION



Inspiration: geometric shape,
multifunctional bag

Age range: 24-40

Client: determinated, conscious woman,
self confident

Occasion: everyday use, free time, city,
weekend, work

Key words: design, geometric, sofisticated,
multifunctional

2 new bags: O bag duette

.fall 2019 COLLECTION



Inspiration: Review of O easy style

Age range: 18-40

Client: young woman, fashion, easy

Occasion: happy hour, dinner, free time, weekend

Key words: easy, fashion, modular

O clock

.fall 2019 COLLECTION

O clock time

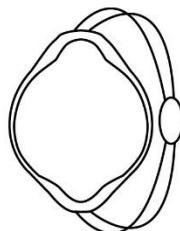
SWITCH YOUR LIFE



meccanismo grigio perla
pearl grey dial



meccanismo bianco perla
pearl white dial

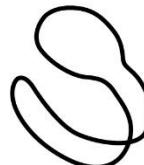


cover e laccio
cover and lace



meccanismo
dial

= **active**



cinturino metallo
metal band



meccanismo
dial

= luxury

O clock

.fall 2019 COLLECTION

O clock time

SWITCH YOUR LIFE



packaging



O clock

.fall 2019 COLLECTION

O clock time
SWITCH YOUR LIFE



packaging

active

5 lace colours
8 combinations

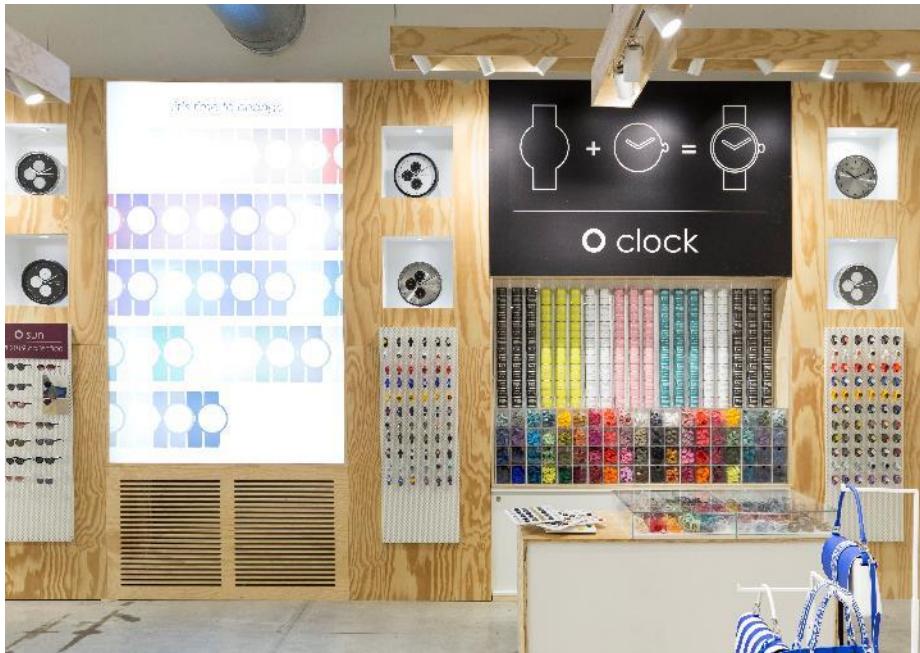




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.agenda

.01 General Overview

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Orders upload within 7 December

focus continuativo items within 28 October