

.winter 2018
COLLECTION

O bag

.winter 2018 COLLECTION



company evolution



consumer survey



current scenario



actions



new marketing calendar



purpose

.winter 2018 COLLECTION



company evolution



consumer survey



current scenario



actions



new marketing calendar



purpose

- strategic plan
- foreign development plan
- communication plan

What will **O bag be in 5 years?**
Positioning statement/Vision

O bag

"To be the most customizable easy fashion and design driven brand in the masstige accessories market "

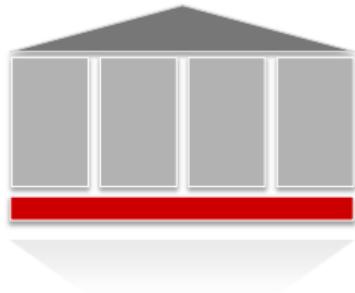
"Our aim is to offer products at democratic prices fully customizable, design oriented but with an "**easy fashion**" approach to target a **multigenerational consumer** who can express his **individuality** and choose with **freedom**"

Objectives of the document



- Share O bag "**Point of Departure**" based on
 - O bag world
 - Consumer survey results
 - Reference market
 - Competitive arena
 - O bag historical performance
- Define the **strategy** for O bag for the next 5 years
- Illustrate the **5-year business plan** for Obag

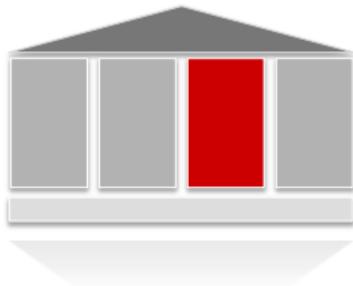
Need to inject competences/strong profiles in key roles and build some key support functions (e.g. finance)



Organization & processes

- **Add strong profiles in key roles** within the organization
 - Build a robust organization with experienced professionals leading key divisions (commercial structure, retail business, product, marketing)
- Maintain a **lean and flexible organization**, on the other hand **add FTEs** necessary to guarantee a sustainable growth
- **Maintain a centralized decision making process**, with **center drawing the guidelines** to be spread across regions/countries
- Build support functions, in particular **finance** to drive the decision making process:
 - **Inject competences** and **key roles**, such as **controllers** acting as business partners to support daily decision making process
 - **Create processes** today **not present** in the organization (budget, forecast, etc.)
- **Invest on systems** (datawarehouse, ERP modules, planning & control tools) to have **quick access to data**

Advertising is a key lever to foster growth: increase spending to push market entry and maintain sales density



Marketing

- As of now, **brand awareness developed through distribution, building a strong network of monobrand store**
- **In the plan, advertising** to become a **key strategic lever to support sales growth and market entry:**
 - **Upfront investment to build awareness in markets where Obag is still not preset** (or have a limited network of stores)
 - Key lever to revamp sales density in Italy
- **Build CRM: fully exploit** the potential of a **wide customer base to tailor a value proposition which fits to Obag customer segments** and focus the communication
- Keep on **investing in trade marketing** and **PoP materials**, which have been a **key strength for Obag**, in defining a unique store look&feel and enhancing customer experience

Executive summary: O bag to start investing in adv to sustain growth and expand in new markets



MARKETING STRATEGY



*Advertising
to push
sales*

- So far, **brand awareness developed through distribution, building a strong network of monobrand store**
- **Advertising** to become a **key strategic lever to support sales growth and market entry:**
 - **Upfront investment to build awareness in markets where Obag is still not preset** (or have a limited network of stores)
- Need for a **step-change** in the **communication strategy** and its **execution**



CRM

- **Build CRM:** fully exploit the potential of a **wide customer base to tailor a value proposition which fits to Obag customer segments** and focus the communication

- Define the **tool**, set-up the **organization** to **collect** the data, **segment** the **customer base** and **manage data** to drive decisions



*Trade and
promo
activation*

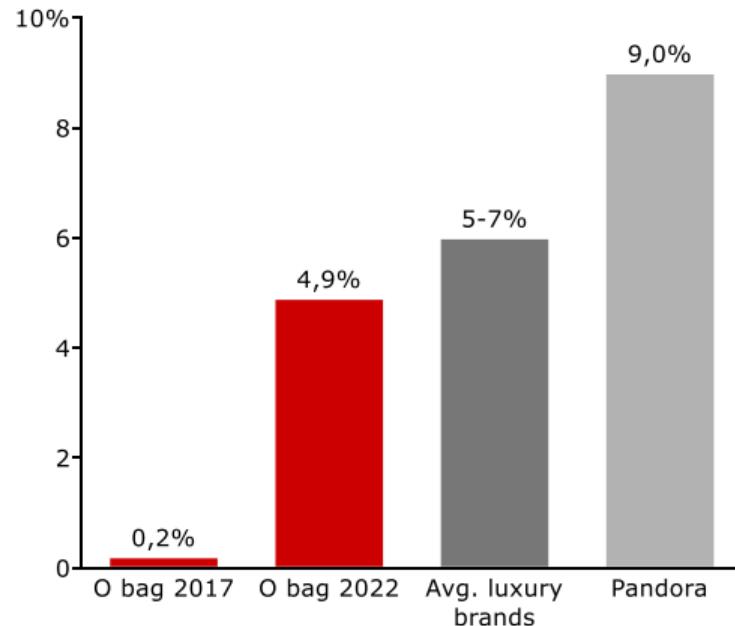
- Keep on **investing in trade marketing and PoP materials**, which have been a **key strength for Obag**, in defining a unique store look&feel and enhancing customer experience
- Ensure **perfect execution in promo roll-out all over the international network**

Marketing and advertising spending to reach ~5% of sales in '22, slightly below luxury brands and Pandora



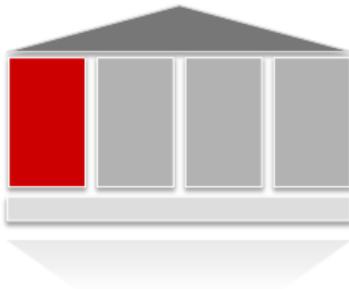
MARKETING & ADVERTISING COSTS (2017-2022 | €M)

Advertising spending on sales (%)



- So far, **brand awareness developed** through **distribution, building a strong network of monobrand store**
- **Advertising** to become a **key strategic lever** to support sales growth and market entry:
 - **Upfront investment to build awareness** in markets where **Obag is still not preset** (or have a limited network of stores)
 - **Revamp sales** in key markets as Italy where sales density need to be pushed
- **Pandora**, a brand with common values with Obag, **spends 9% of its sales in advertising**:
 - **Critical mass needed to be relevant in a single market (>1€M by market)**
 - **Overinvest in advance** to ensure a strong market entry where the brand is not present
- Need for a **step-change** in the **communication strategy** and its **execution**

Expand the presence in main European countries and further develop the international footprint through franch.



Distribution

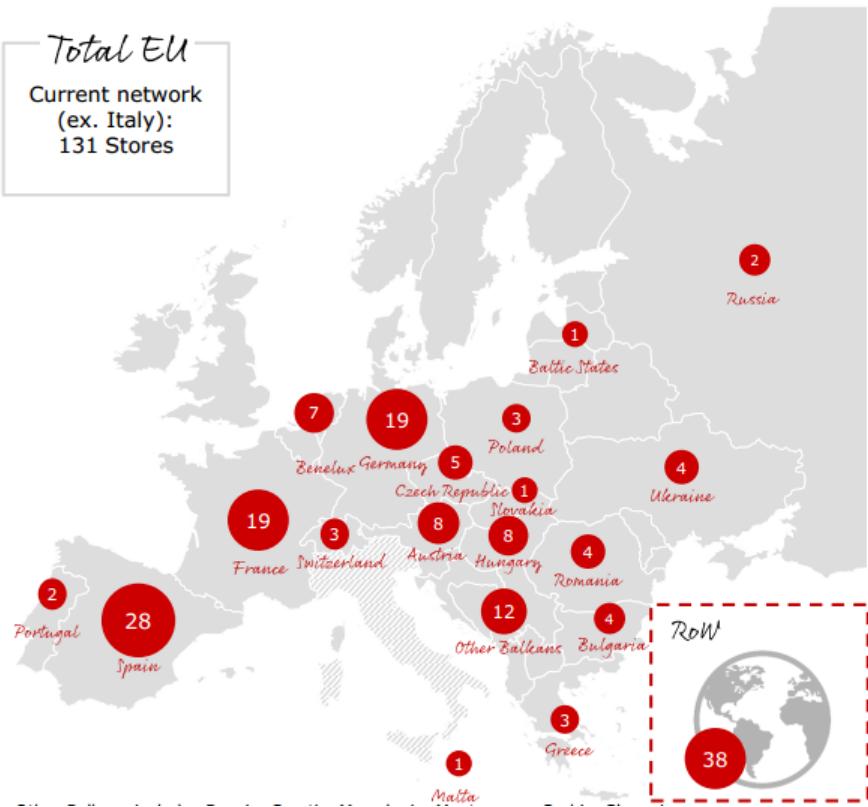
- Develop the **main European markets** (DACH, France, Spain, Netherlands, ...), building a **retail network** paired with franchising stores
- Further **expand the presence** in the **Eastern European countries**, leveraging the positive momentum and the strength of local partners
- Explore **new geographies with master franchising agreements**
 - China
 - Middle East
- **Optimize** the network in **Italy: no perimeter growth**
 - **close/relocate** unprofitable **stores**, to be substituted with **new stores**
 - introduce new formats to fully exploit seasonal opportunities
- **Exploit opportunities** in **non-strategic countries (e.g. Malaysia)** where partners have strong presence in the countries

O bag has started its international expansion, focusing on Europe where it reached 131 monobrand stores

Monobrand network
Capillary distribution
In-store experience

O BAG WORLD

FOREIGN NETWORK AS IS (# STORES)



EUROPE IN DETAIL

- European network, excluding Italy, reached 131 POS at the end of 2017, with a prevalence of franchising model (94 POS) vs. retail model (37)
 - Spain, France and Germany are the main countries, representing ~50% of total network
 - Eastern Europe countries addressed mainly through partnerships with local franchisee/distributors

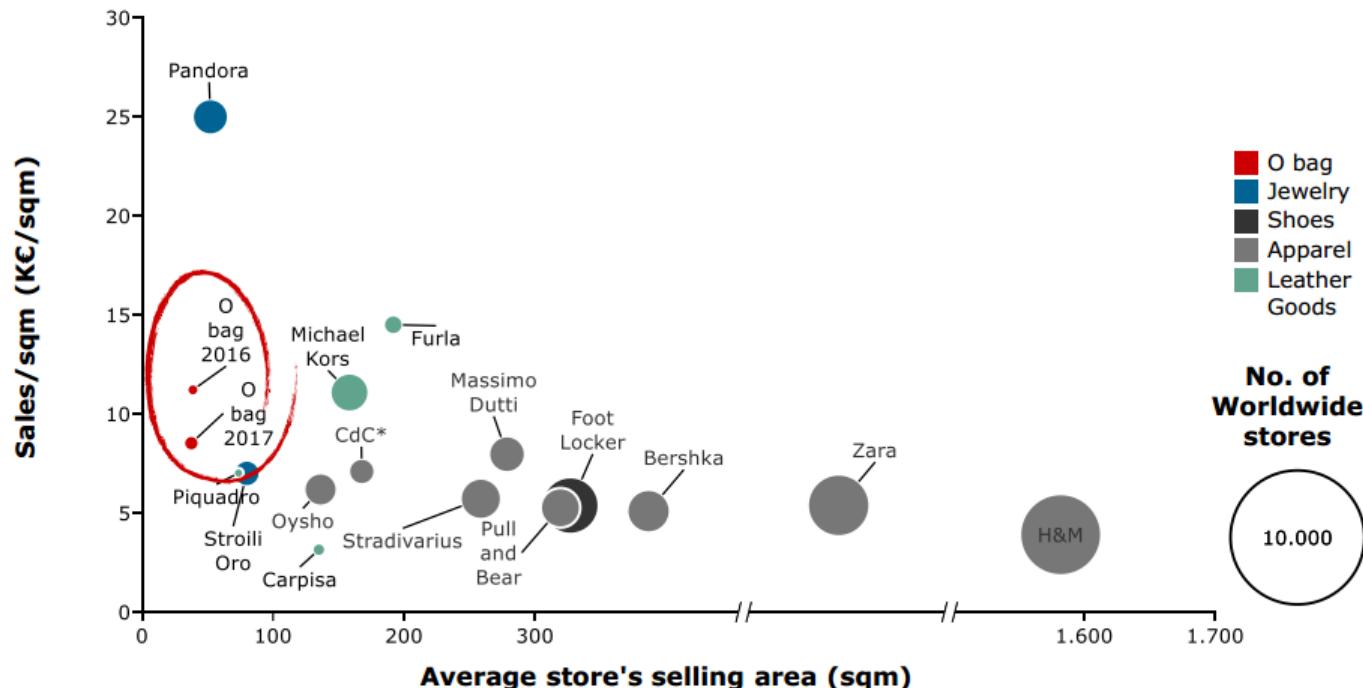
ROW IN DETAIL

- Extra-European network is still limited and counts 38 stores served exclusively through franchising model
 - China is currently the main extra-European country by number of POS with 12 stores
 - Americas has a total of 19 stores with USA and Mexico as main countries

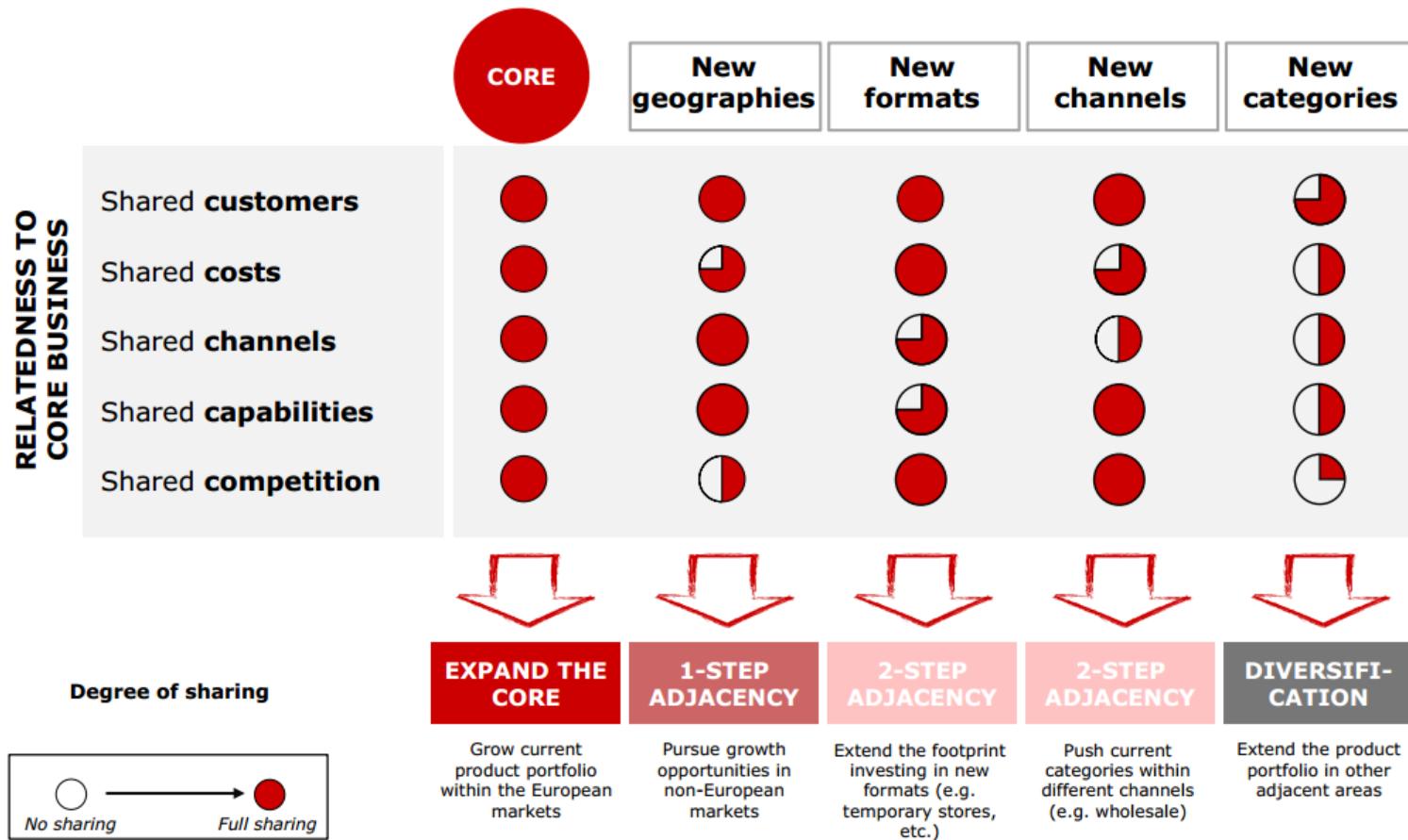
O bag positioned alongside comparable-size apparel & accessories players in terms of sales density

Perimeter effect

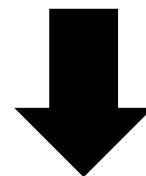
SALES DENSITY VS. AVERAGE SELLING AREA (2016, O BAG 2016-2017)



O bag's expansion path can be structured into four phases of growth



from the boom of the business to consolidate analysis and decisions



survey

.winter 2018 COLLECTION



company evolution



consumer survey



current scenario



actions



new marketing calendar



purpose

Consumer survey executive summary



Awareness



Brand perception



NPS



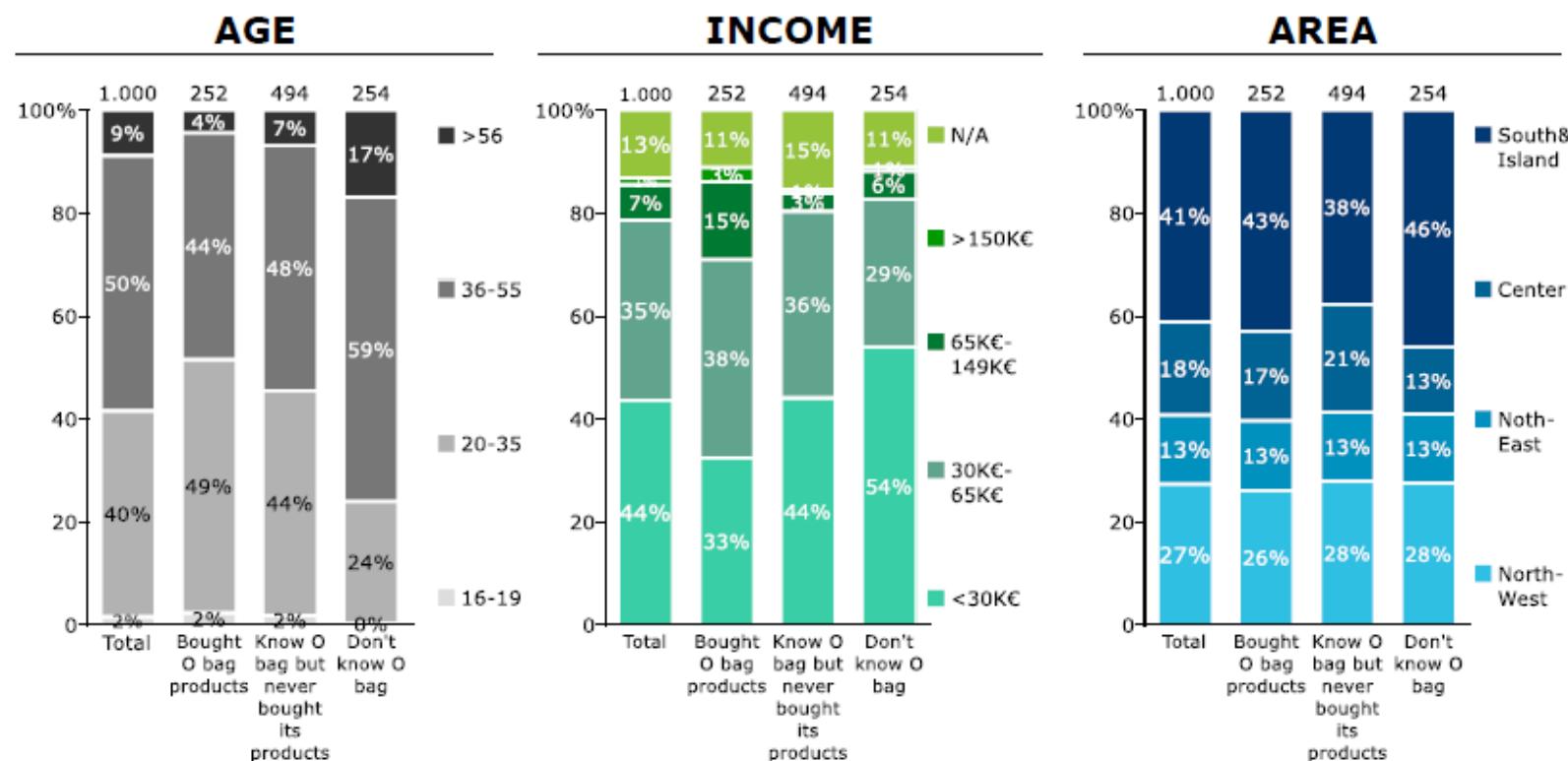
Adv. & distribution

- O bag showcases a **strong aided awareness** (75%), considering the **recent history** of the brand and the **lack of investment in advertising** in the past years
- The **awareness** varies across ages: among **younger people (20-35)** O bag records **85%** awareness, as long as the age growth, awareness decrease (36-55: 70%; 56+ years: 51%)
- Main reasons for **not buying O bag** products are **more connected to personal taste** rather than specific issues: people do not like the product, brand and materials
- **Brand perception very aligned with O bag pillars:** consumers recognize the strong customization, the uniqueness/originality and the modularity which characterize the brand
- Consumers recorded an **evolution of brand perception**, with O bag which became **cooler, more visible and recognizable**
- **In terms of categories, bags is clearly the most relevant for consumers**
 - O bag is **one of the most bought bags** among panel, in terms of share of wallet it lacks behind Carpisa and Liu Jo
 - **Travel items** represent one of the closer **adjacency** for O bag
- **O bag NPS** is positive (8%), **very close to higher-end and high awareness brands** (Liu Jo, Furla, etc.)
 - Major differences across regions, with North-East recording very high NPS (26%), while Center have more detractors than promoters (-2%)
 - Correlation between NPS and income: as Income grow, NPS increase accordingly
- **Detractors** highlights some **areas of improvement**: product offering, style and value for money (especially for customers with income lower than 30k€)
- **In terms of Advertising**, balanced mix of traditional (magazine, TV) and digital media (Internet, social network), however customers are highly influenced by word of mouth
- In terms of **Distribution**, online channel is expected to surge and gain share vs. traditional channels; O bag customers vs. total panel are more skewed towards monobrand vs. multibrand

The survey has been run on a sample of 1000 Italian women belonging to different ages, income levels and areas

Contact requirements: 1000 Italian women of which at least 200 women bought O bag products

PANEL COMPOSITION (% RESPONDENTS)

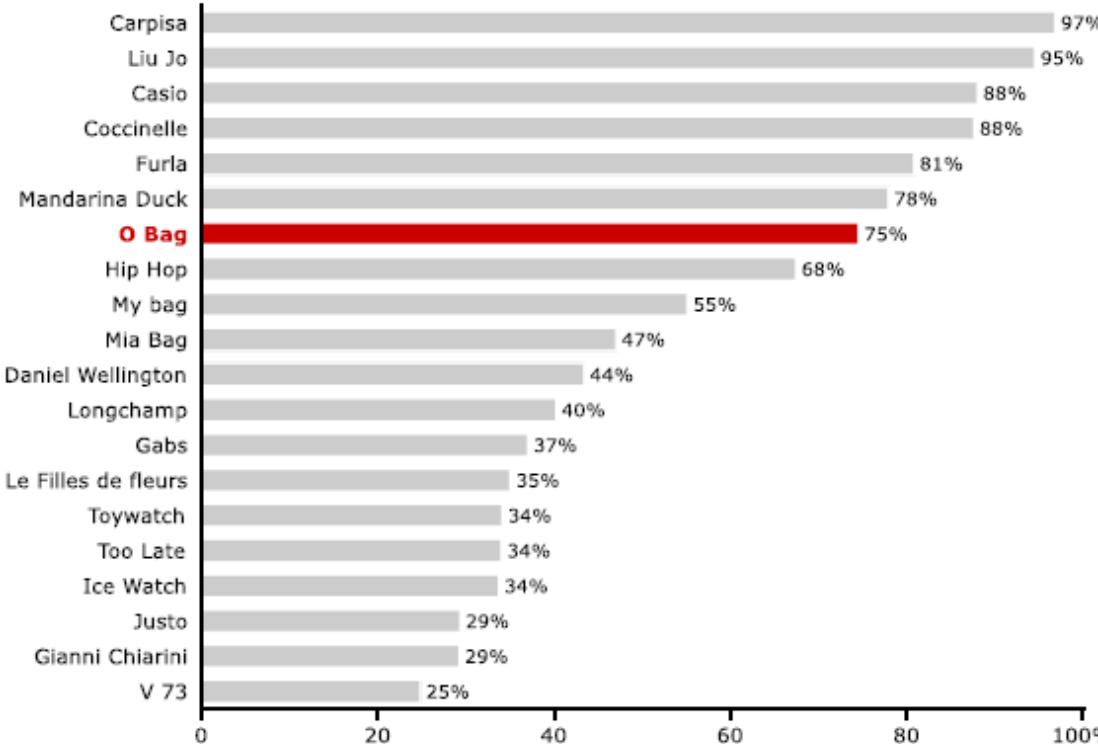


O bag is the 7th most renown brand among the 21 listed, with an overall awareness of 75%

AIDED BRAND AWARENESS

|%, WHICH OF THE FOLLOWING BRANDS HAVE YOU HEARD OF?|

FULL PANEL



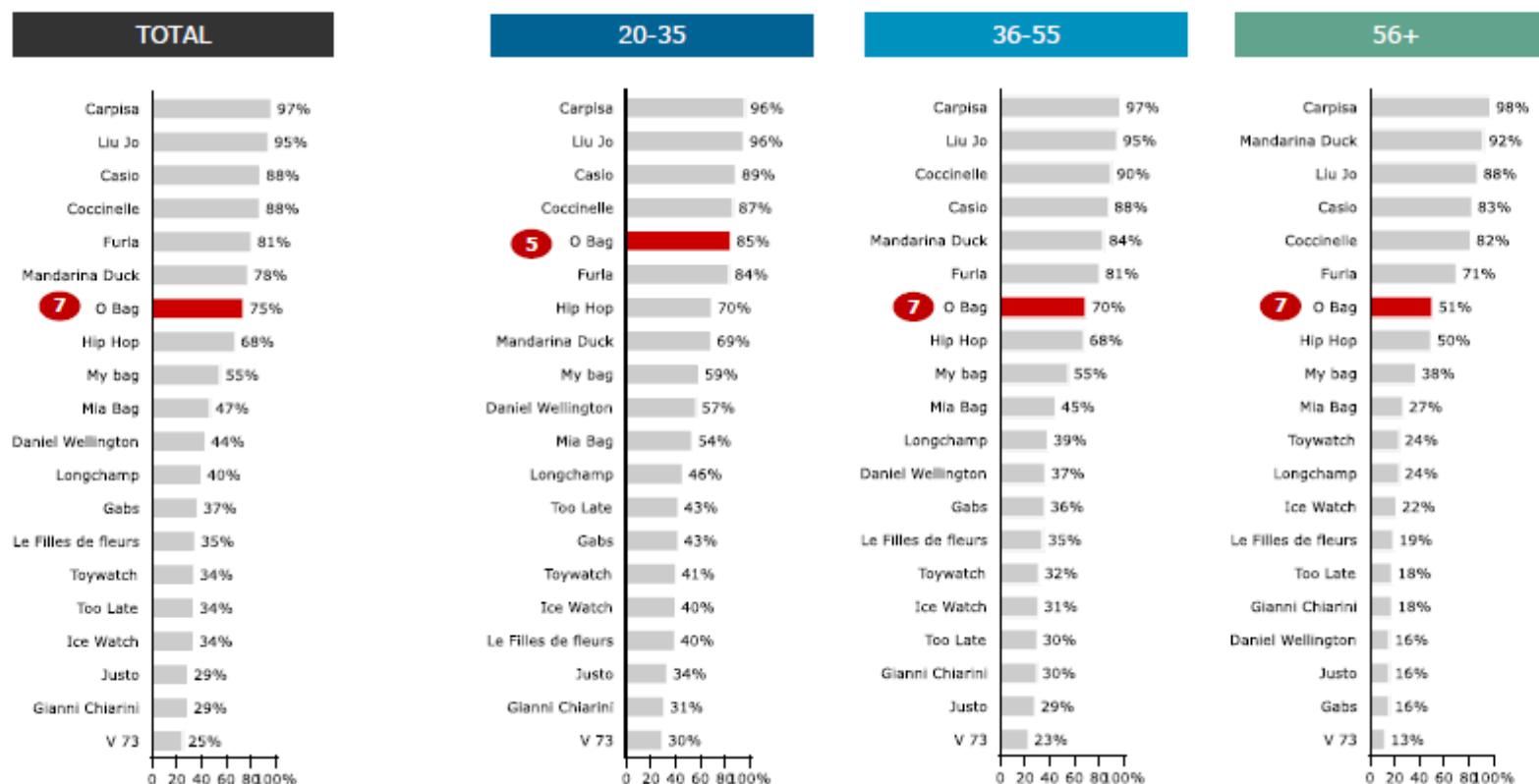
O bag presents higher awareness on 20-35, as long as age increases awareness decreases

xx Brand Awareness ranking

AIDED BRAND AWARENESS

FULL PANEL

|%, WHICH OF THE FOLLOWING BRANDS HAVE YOU HEARD OF?|



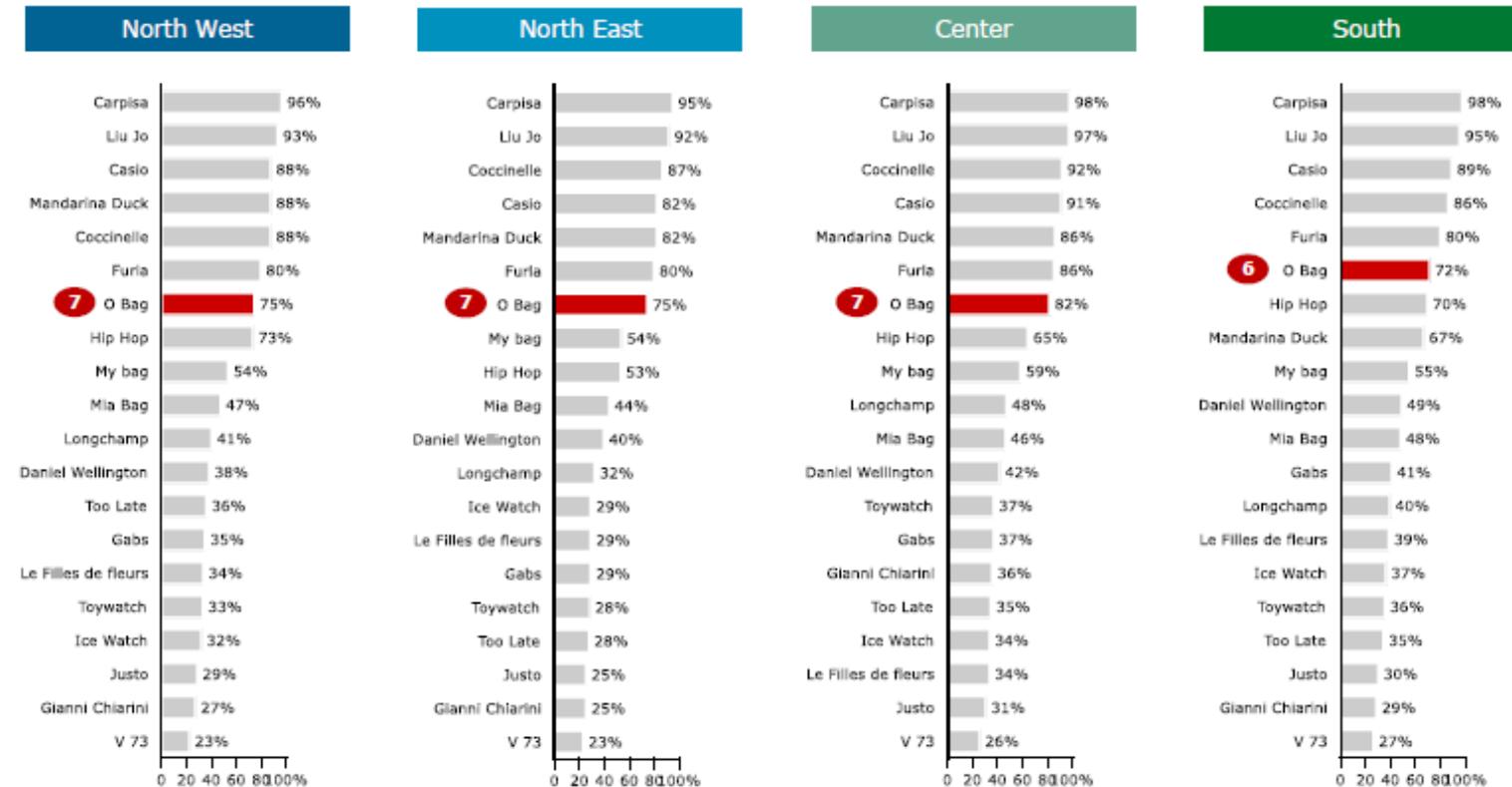
No real differences across regions, same positioning in the relative scale

xx Brand Awareness ranking

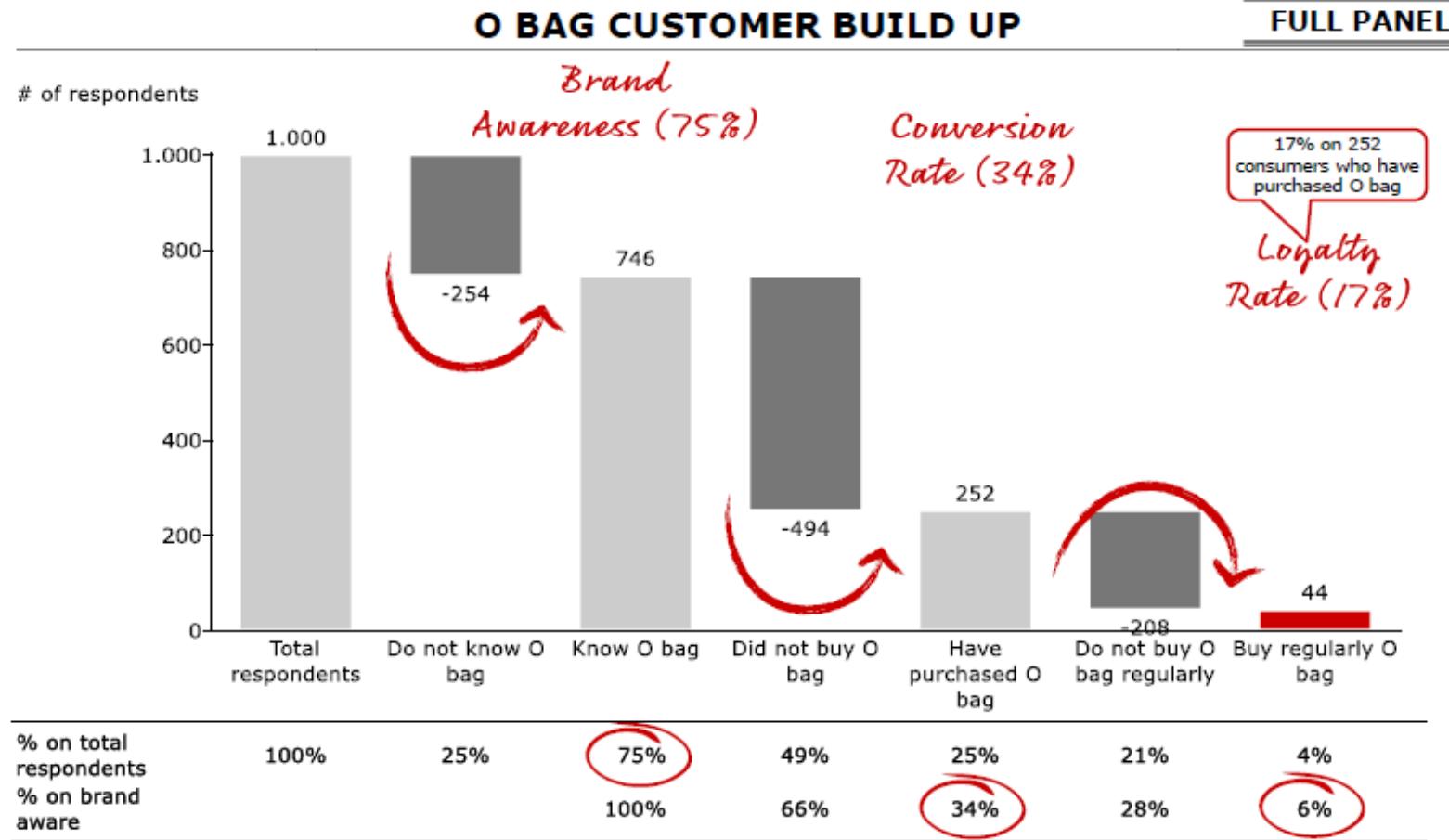
AIDED BRAND AWARENESS

FULL PANEL

|%, WHICH OF THE FOLLOWING BRANDS HAVE YOU HEARD OF?|



O bag has a 75% awareness with a 34% conversion rate and 17% of regular customers

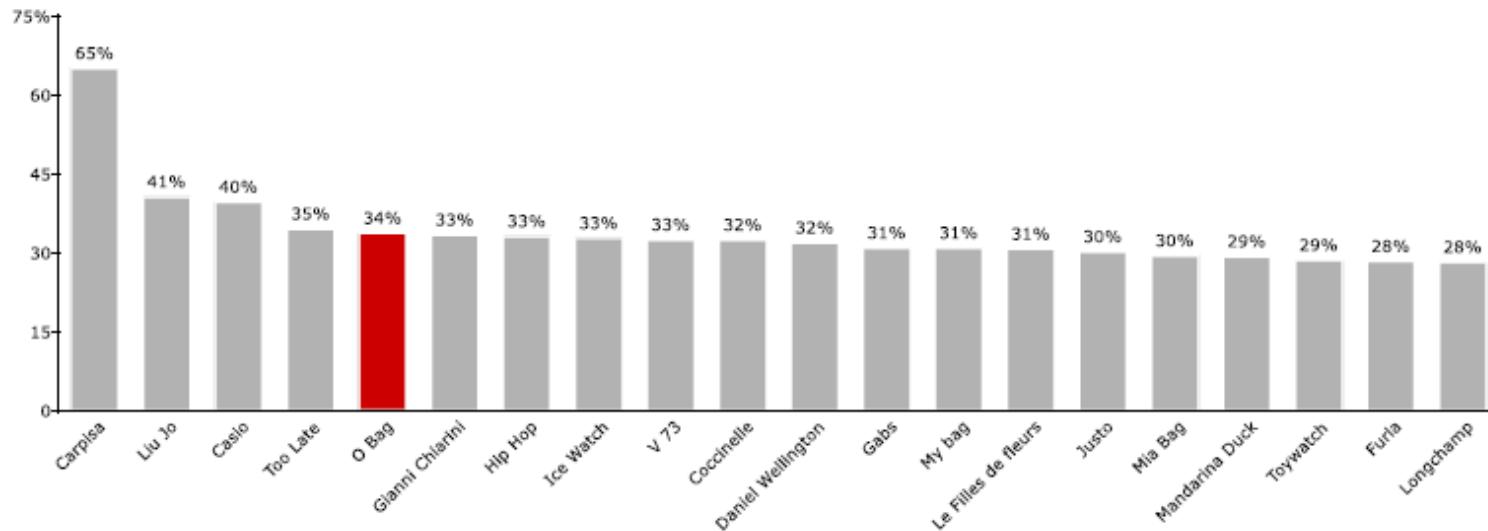


O bag is aligned to the majority of other brands in terms of conversion rate, Carpisa stands out from the group

FULL PANEL

CONVERSION RATE

| %, WHICH OF THE FOLLOWING BRANDS HAVE YOU HEARD OF? |



Loyalty rate	26%	22%	17%	14%	17%	19%	17%	14%	21%	18%	19%	17%	18%	16%	18%	22%	14%	23%	19%	25%
--------------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

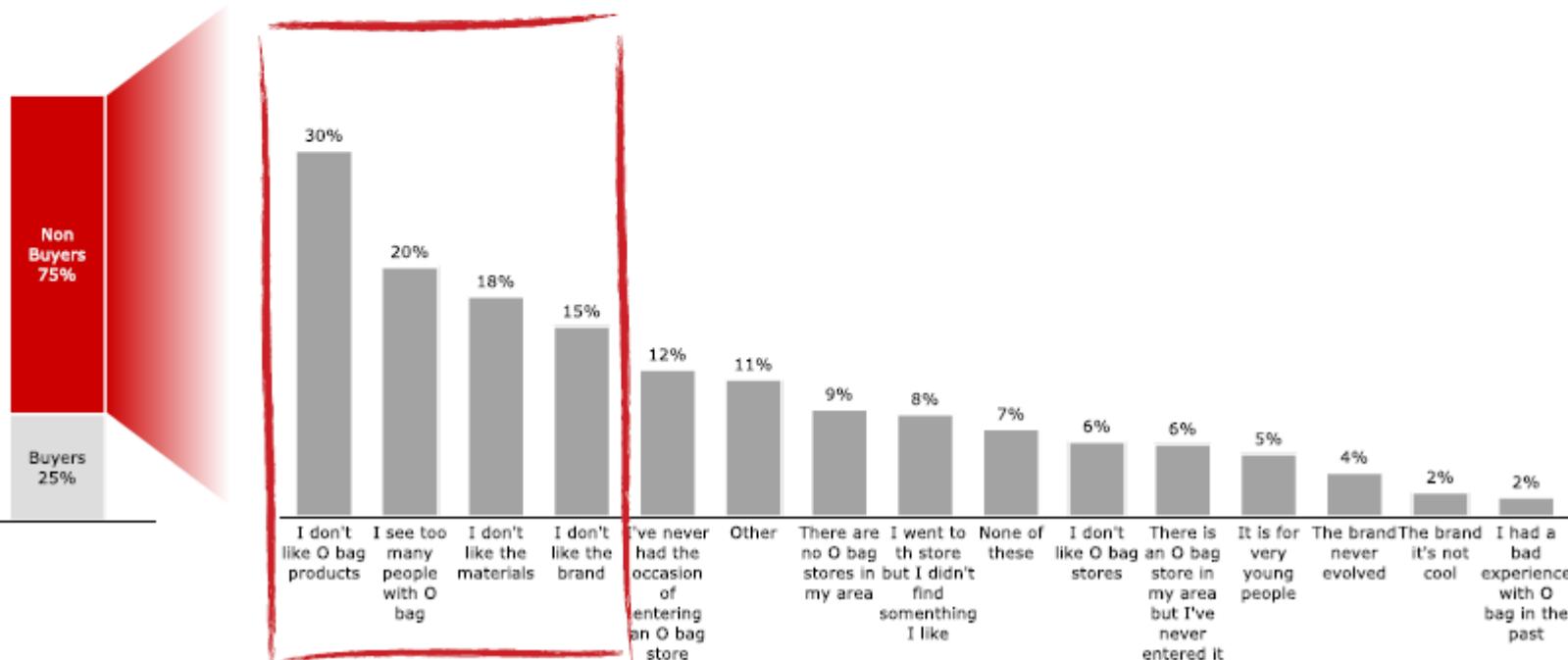
Main reasons for not buying O bag products are more connected to personal taste rather than specific issues

MULTIPLE CHOICE

NON BUYERS

MAIN REASONS FOR NOT HAVING BOUGHT O BAG

(% of reason why I have never bought O bag)
[WHY YOU DIDN'T BUY O BAG PRODUCTS RECENTLY?]



Customizability sets O bag apart from other bags brands, making the brand unique and distinctive for customers

AWARE OF O BAG

BRAND ATTRIBUTES

(*Delta between O bag and panel average score for the specific attribute*)

|FOR EACH OF THE ATTRIBUTES, PLEASE RANK FROM 1 (MIN) TO 4 (MAX) THE FOLLOWING BRANDS|

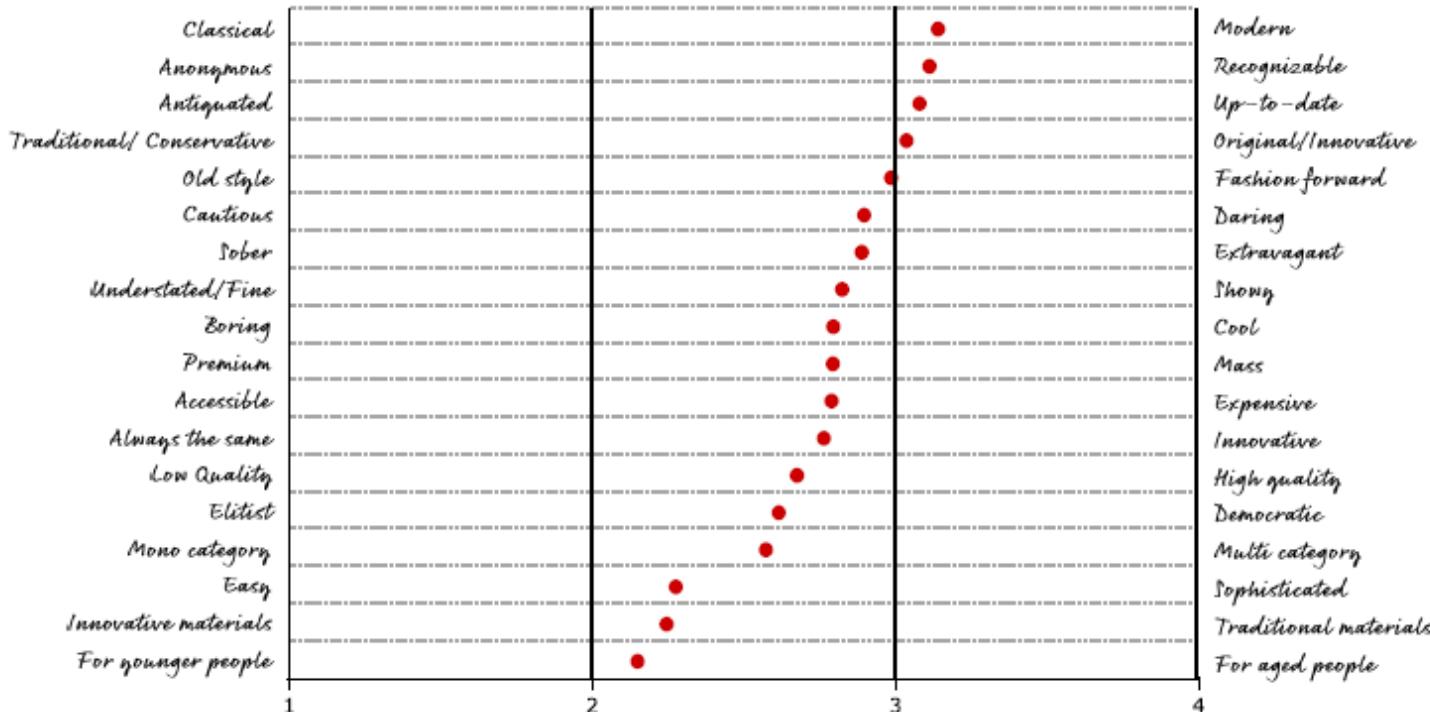


O bag is perceived as a fresh and modern brand, original and distinctive

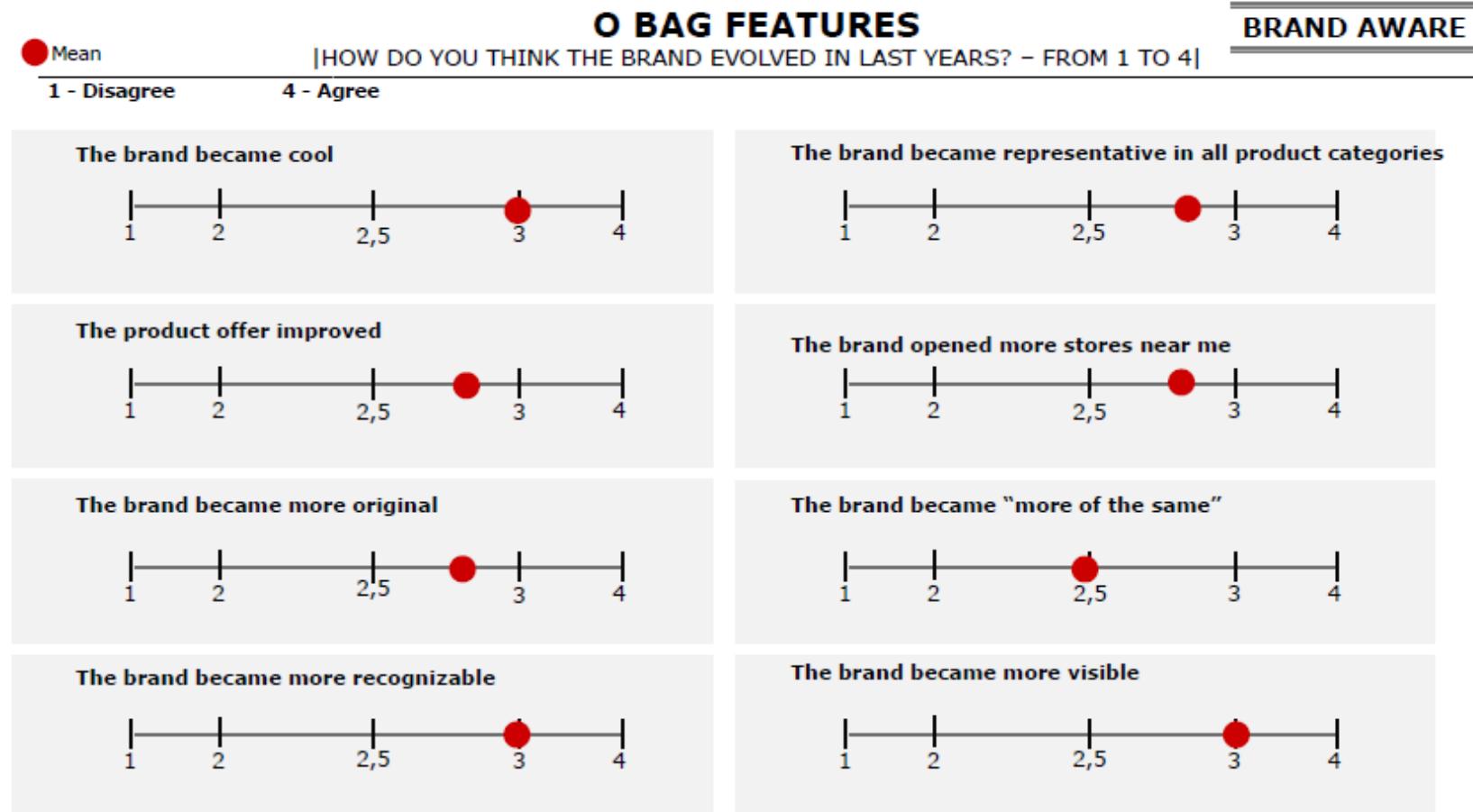
BRAND AWARE

BRAND ATTRIBUTES

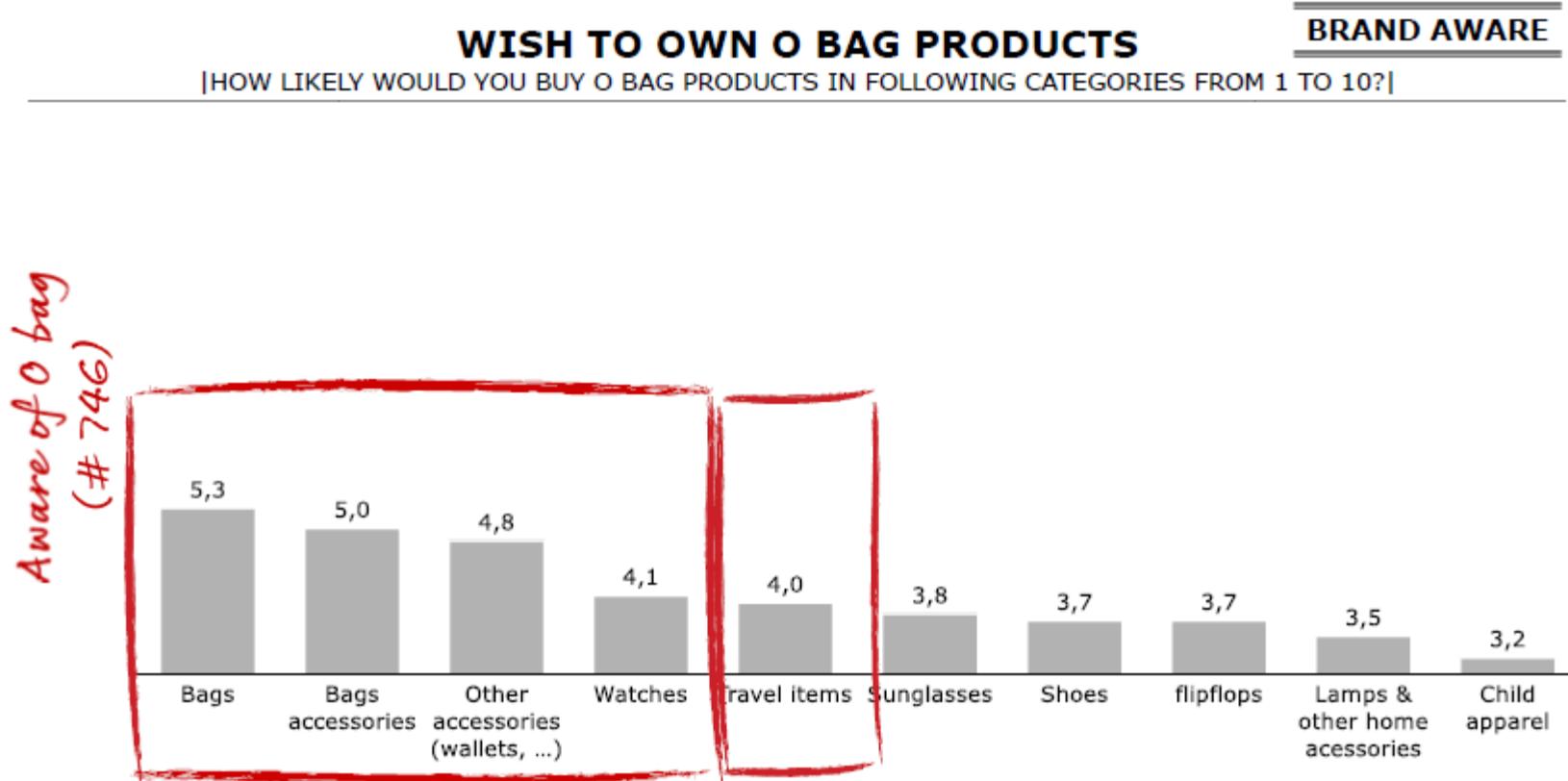
|FOR EACH OF THE ATTRIBUTES, PLEASE RANK FROM 1 (MIN) TO 4 (MAX) THE FOLLOWING FEATURES OF O BAG BRAND|



The brand O bag has evolved, becoming cool and more visible/recognizable



Core O bag products are the most wanted by those who know the brand, travel items show high potential



In the bags category O bag is the 3rd most bought brand among those analyzed, with a SoW consistent across ages

BAGS BUYERS

BAGS SHARE OF WALLET (% OF PIECES BY BRAND)

O bag captive market share

3rd



3th



2nd



4th



respondents:

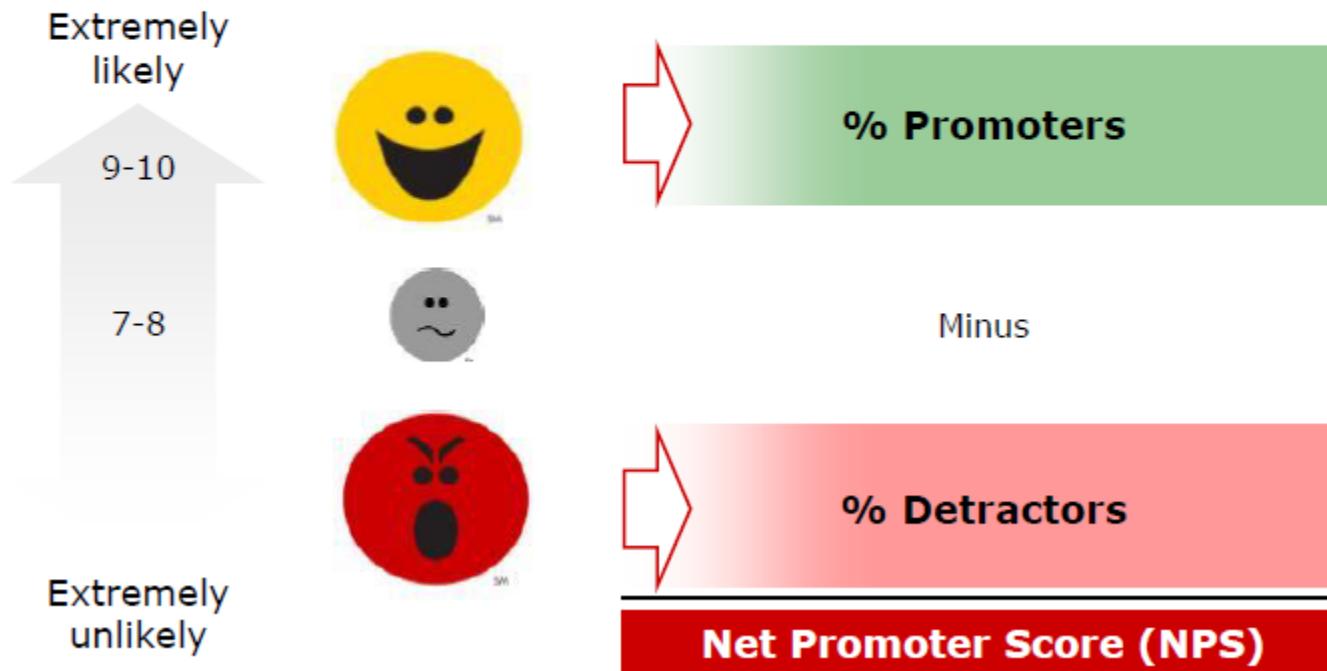
416

496

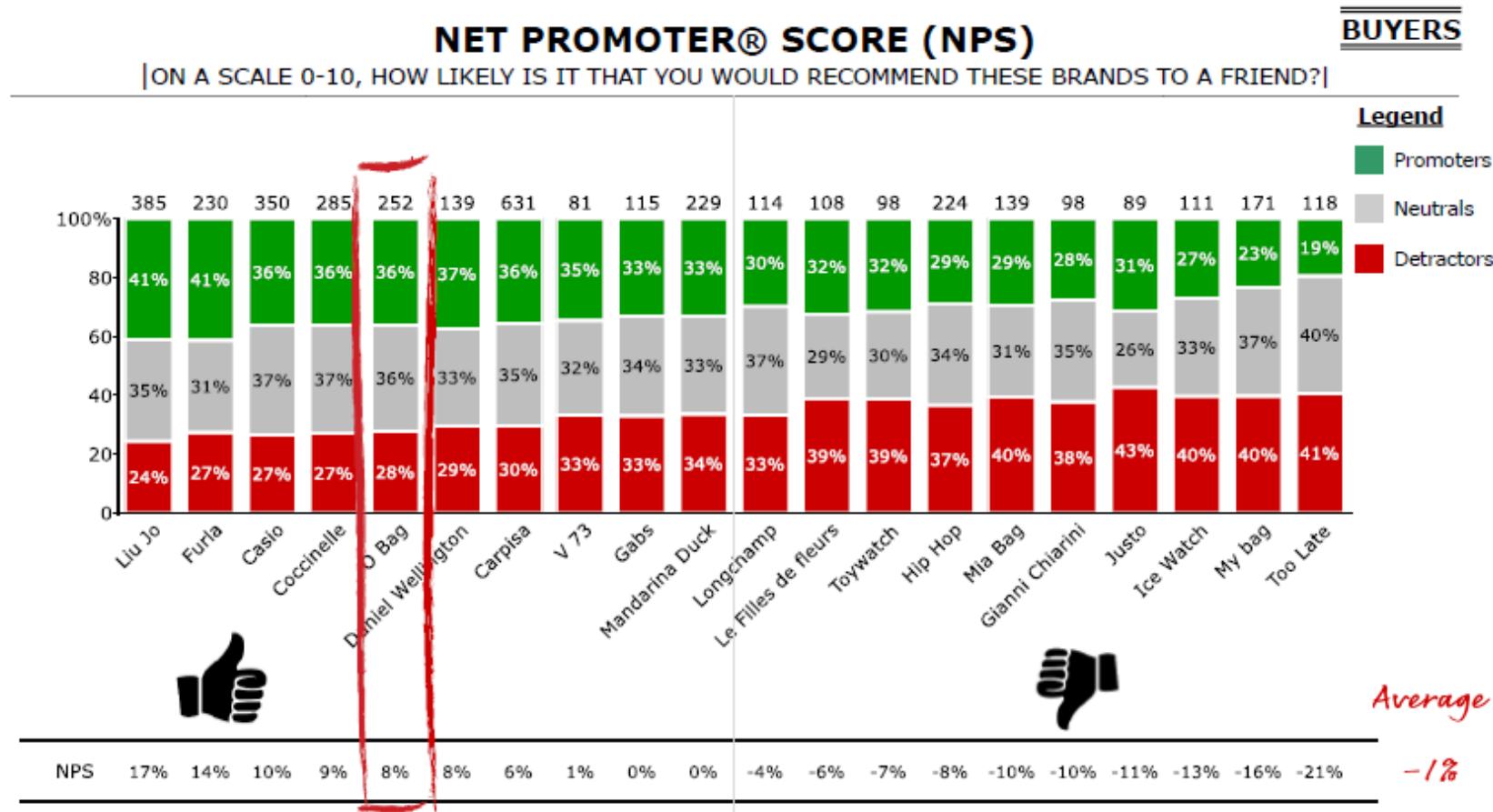
88

Net Promoter Score® is a powerful and simple metric to measure customer loyalty and advocacy

How likely would you recommend the brand to a friend?



O bag scores a 8% NPS, positioning among the best brand of those analyzed



O bag NPS is higher among 36-55 years old woman; negative NPS among teenagers, still not meaningful

O BAG NET PROMOTER® SCORE (NPS) BY AGE

BUYERS

[ON A SCALE 0-10, HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THESE BRANDS TO A FRIEND?]

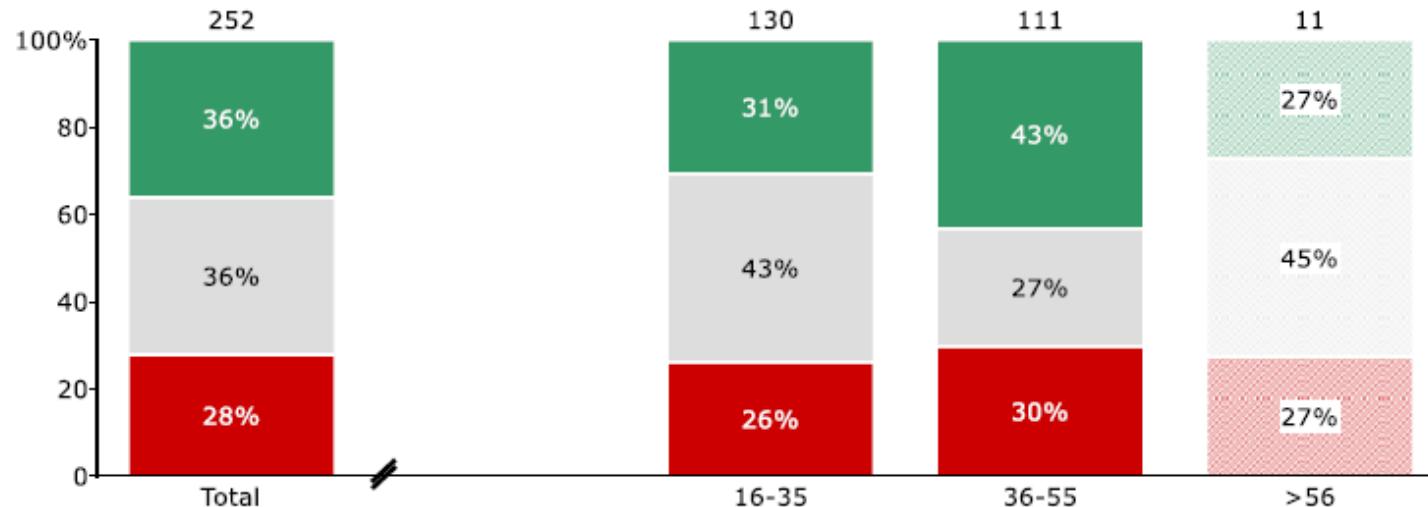
Legend

Promoters

Neutrals

Detractors

Not meaningful due to limited panel



NPS

8%

5%

14%

0%

O bag NPS has its peak in North-East area, with 44% of promoters and only 18% of detractors

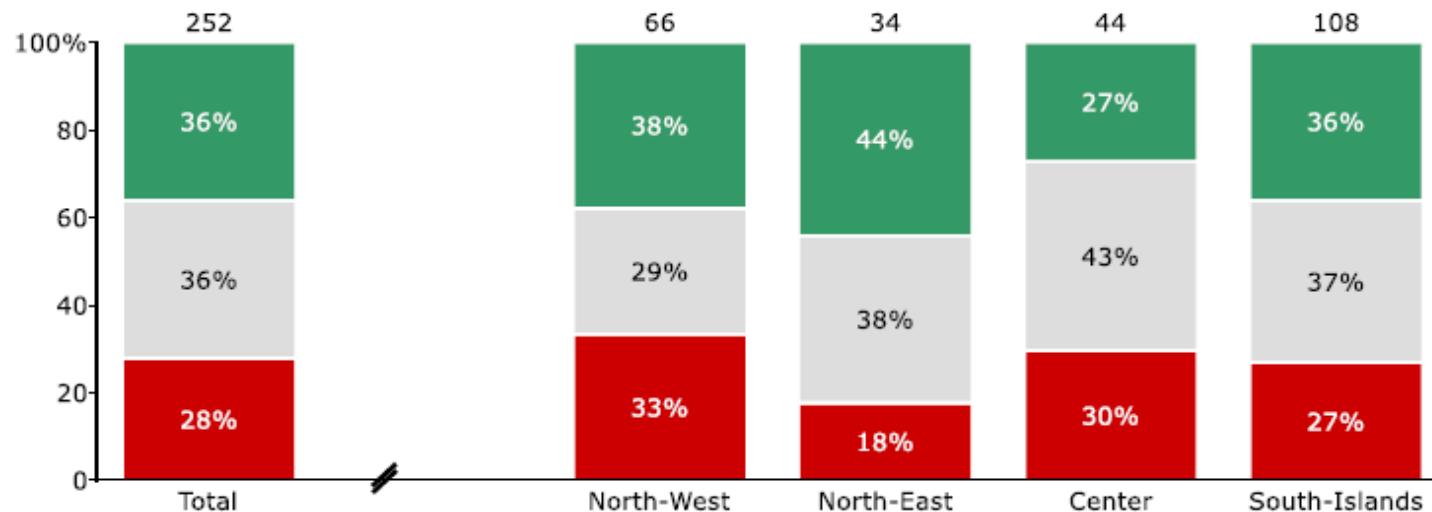
O BAG NET PROMOTER® SCORE (NPS) BY GEO

BUYERS

[ON A SCALE 0-10, HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THESE BRANDS TO A FRIEND?]

Legend

- Promoters
- Neutrals
- Detractors



NPS

8%

5%

26%

-2%

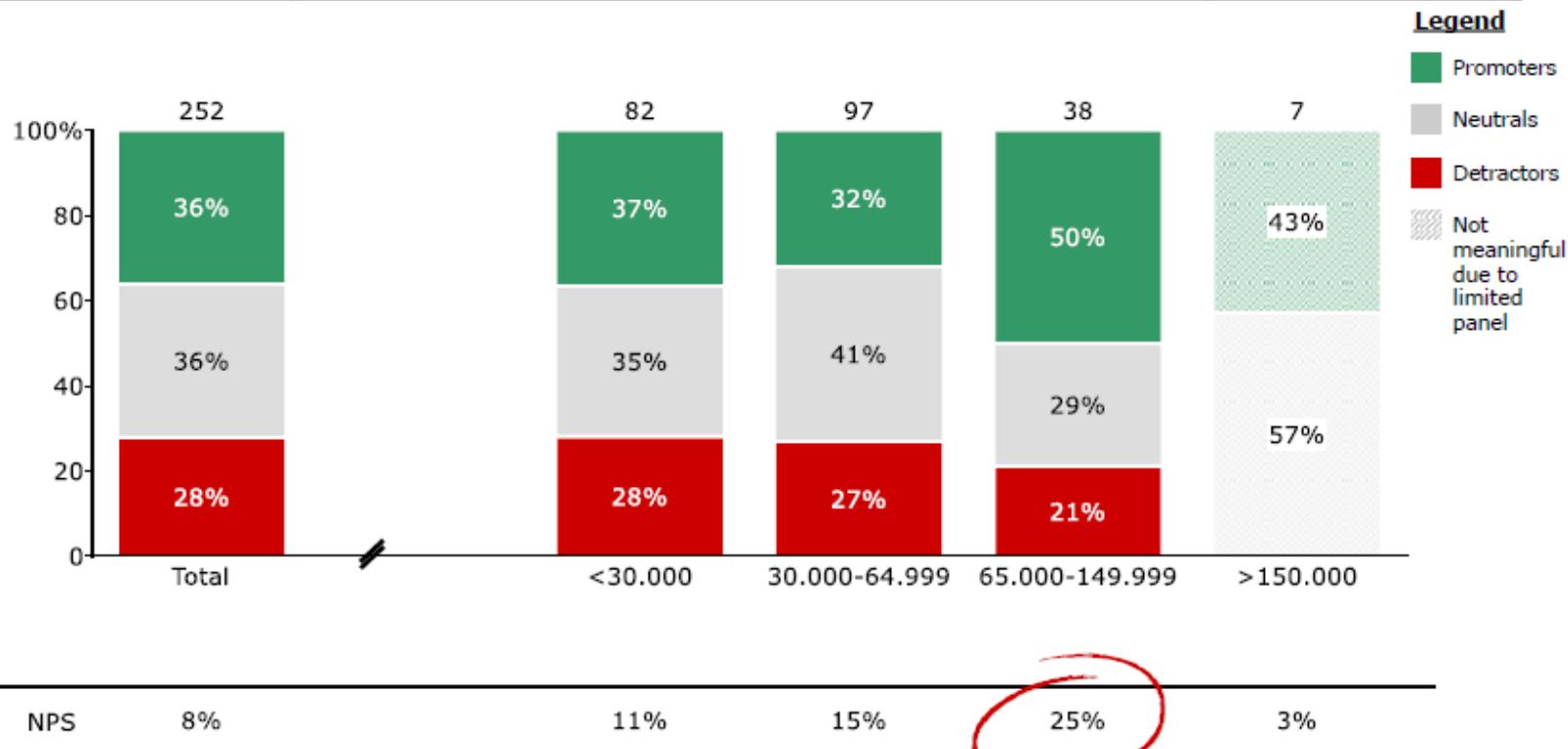
9%

Income cluster of €65K-€150K showcases the highest NPS with 50% of promoters

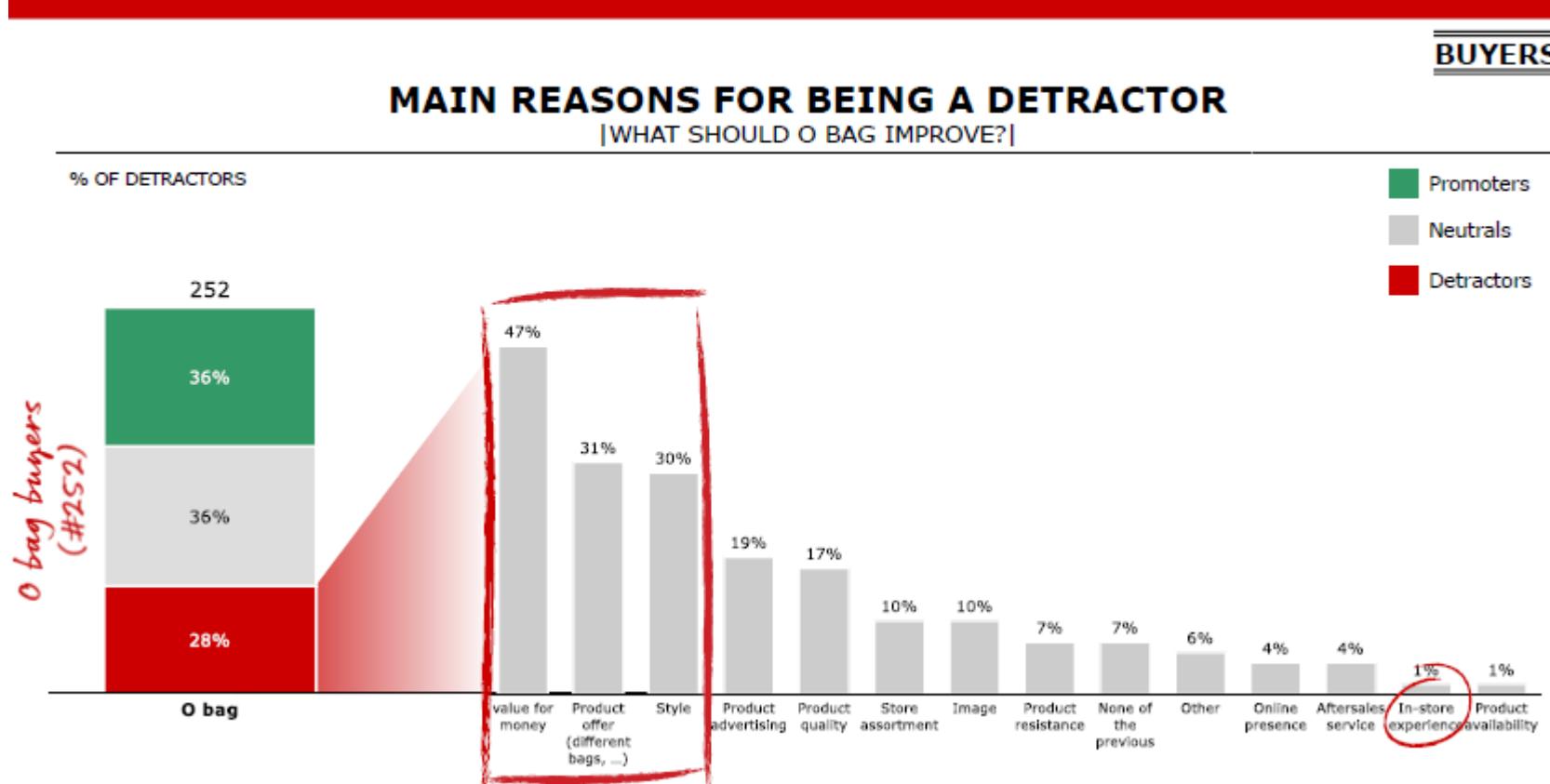
O BAG NET PROMOTER® SCORE (NPS) BY INCOME

BUYERS

|ON A SCALE 0-10, HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THESE BRANDS TO A FRIEND?|



Value for money appears to be the main reason for not recommending O bag to a friend, followed by offer and style

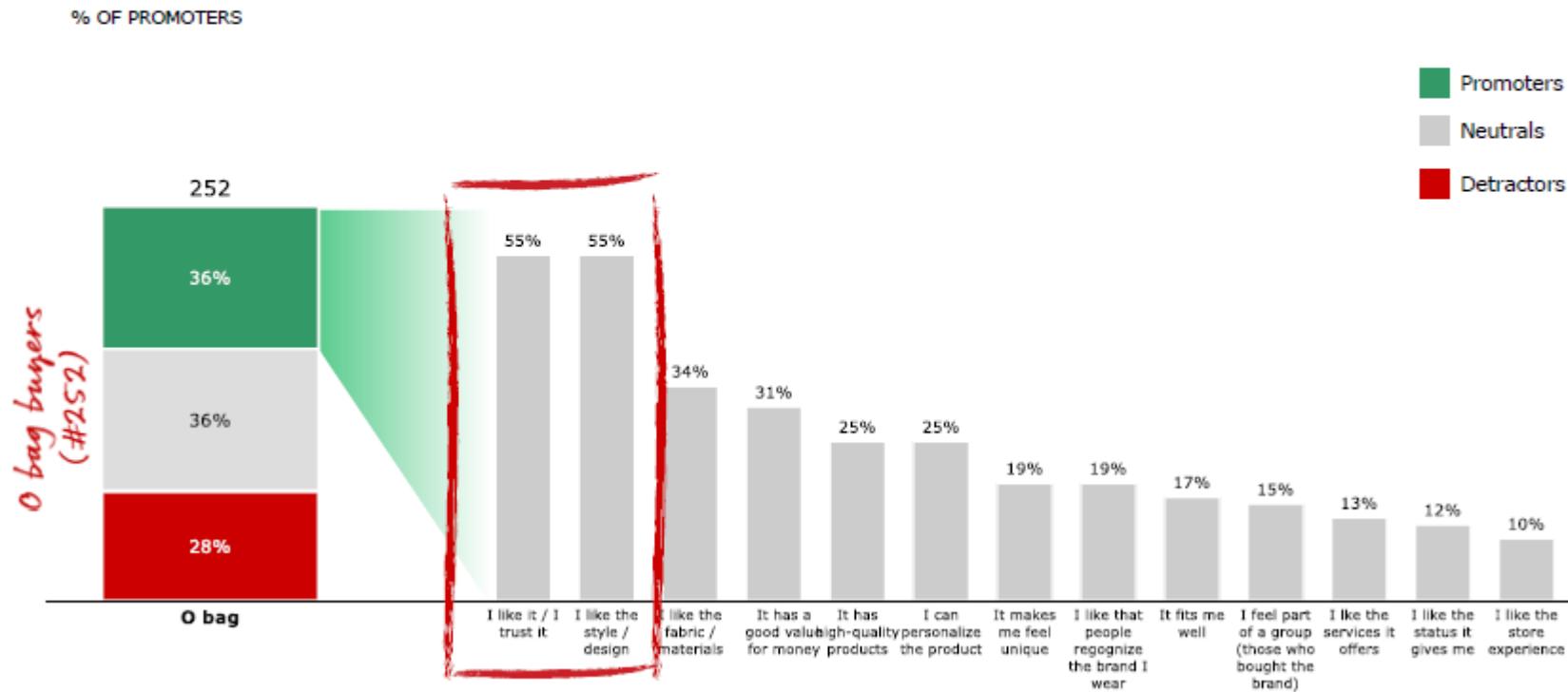


Among those who recommend O bag, the love for the product and its style stand out from the other reasons

MAIN REASONS FOR BEING A PROMOTER

[WHY WOULD YOU STRONGLY SUGGEST O BAG TO A FRIEND?]

BUYERS

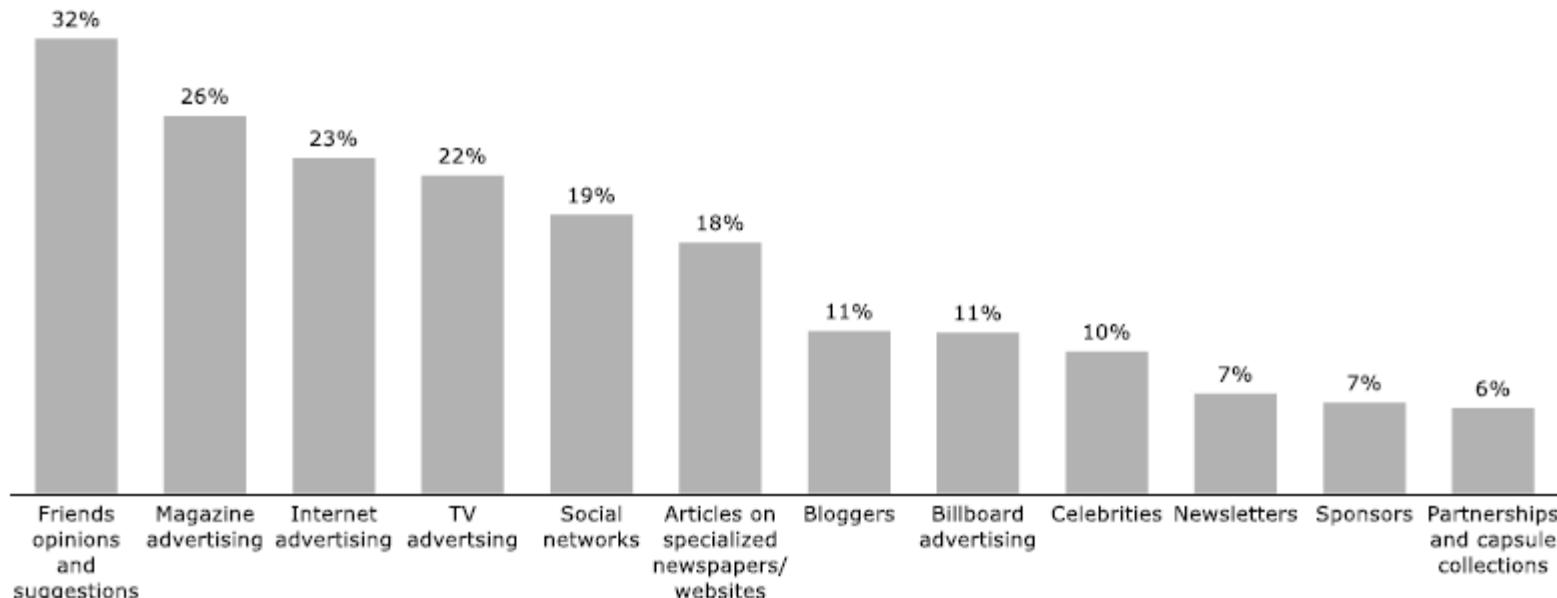


Friend opinion is the main driver of influence for apparel product, magazines remain the main mean for advertising

FULL PANEL

ADVERTISING MEAN

[WHICH OF THE FOLLOWING HAS THE STRONGEST INFLUENCE ON YOU IN BAGS PURCHASE?]



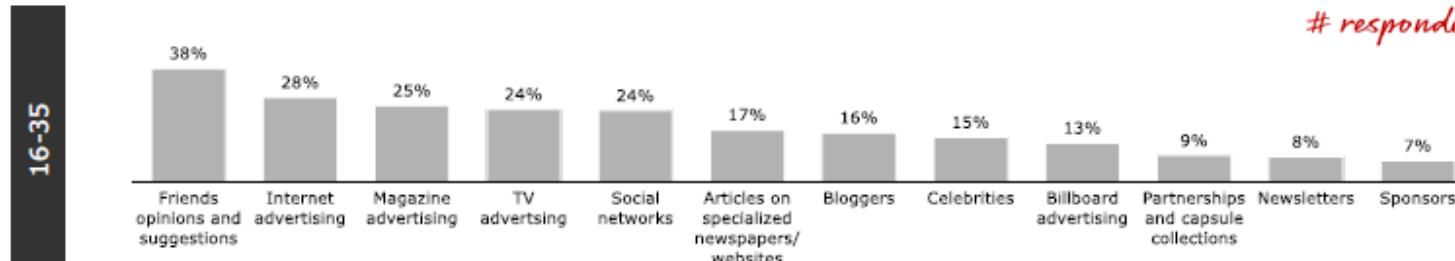
Younger women relatively more influenced by internet, Magazines more important for 36-55 age group

ADVERTISING MEAN

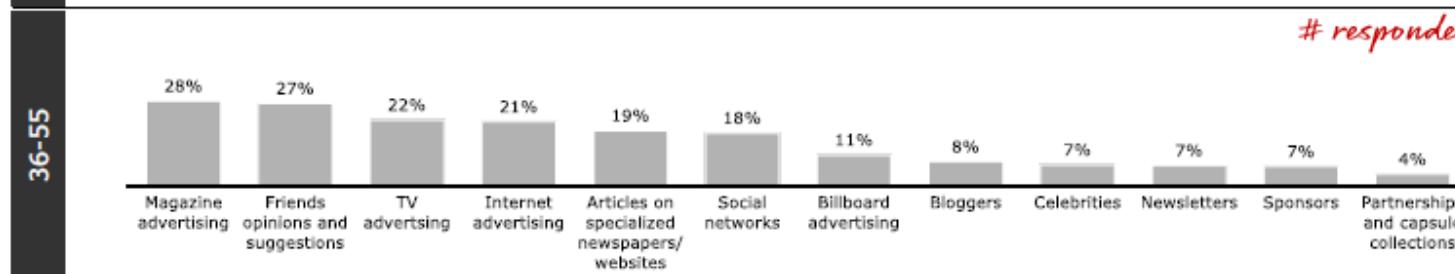
FULL PANEL

[WHICH OF THE FOLLOWING HAS THE STRONGEST INFLUENCE ON YOU IN BAGS PURCHASE?]

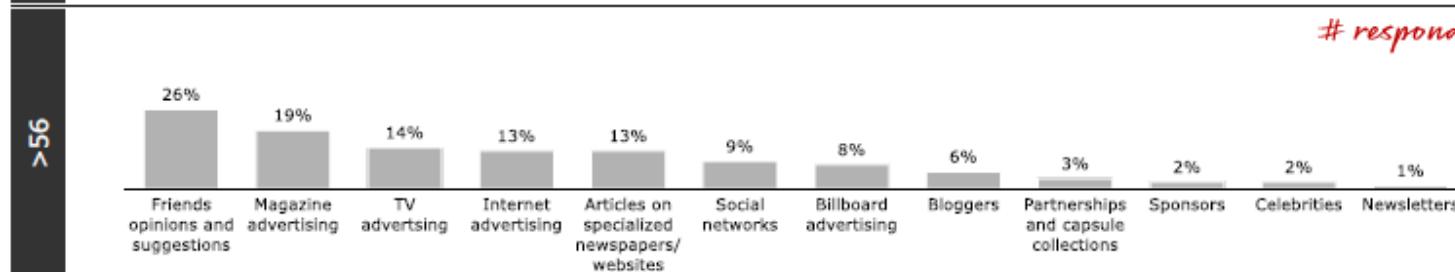
respondents: 416



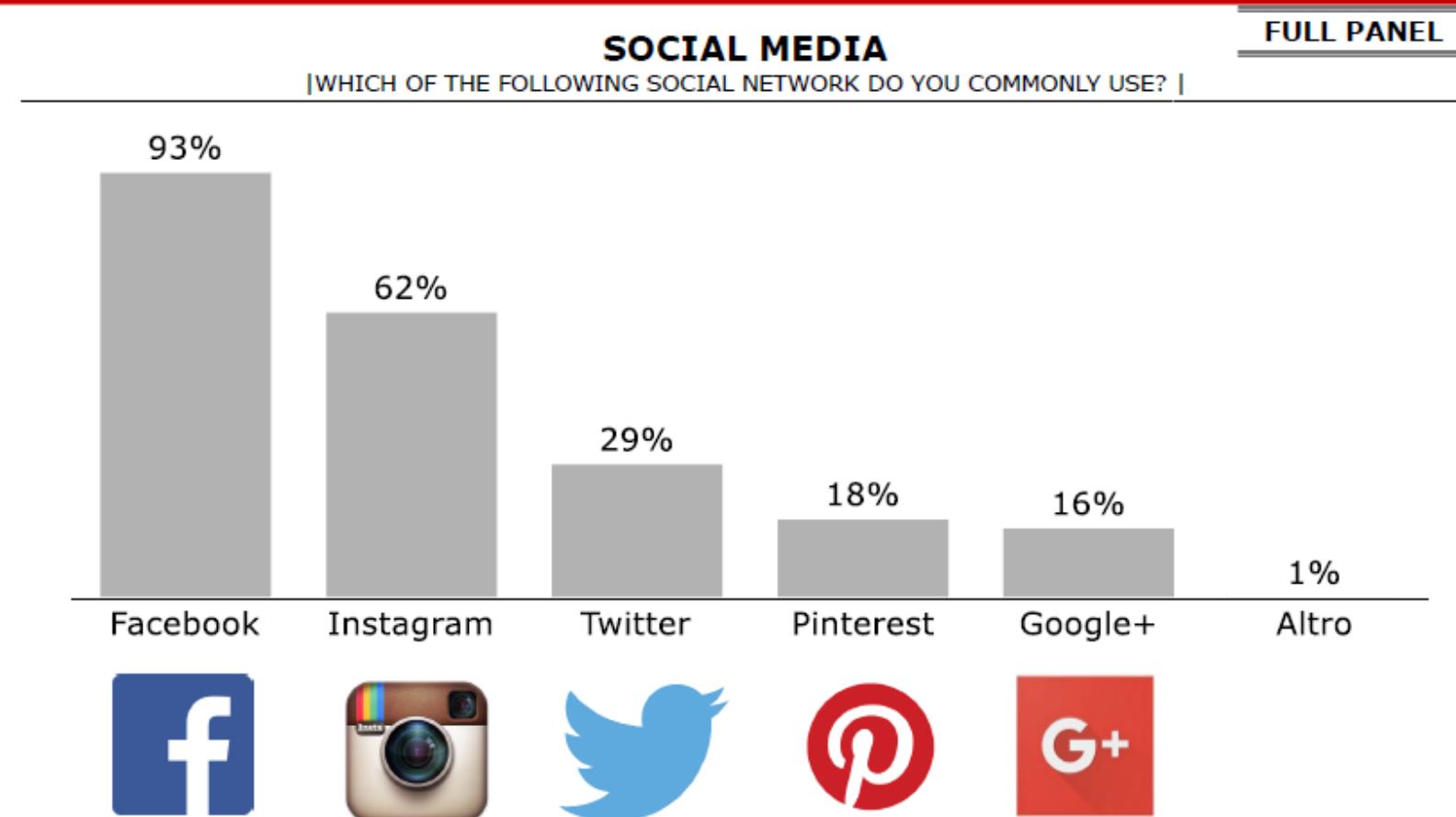
respondents: 496



respondents: 88



Facebook is by far the most common social media, flowed by Instagram and Twitter

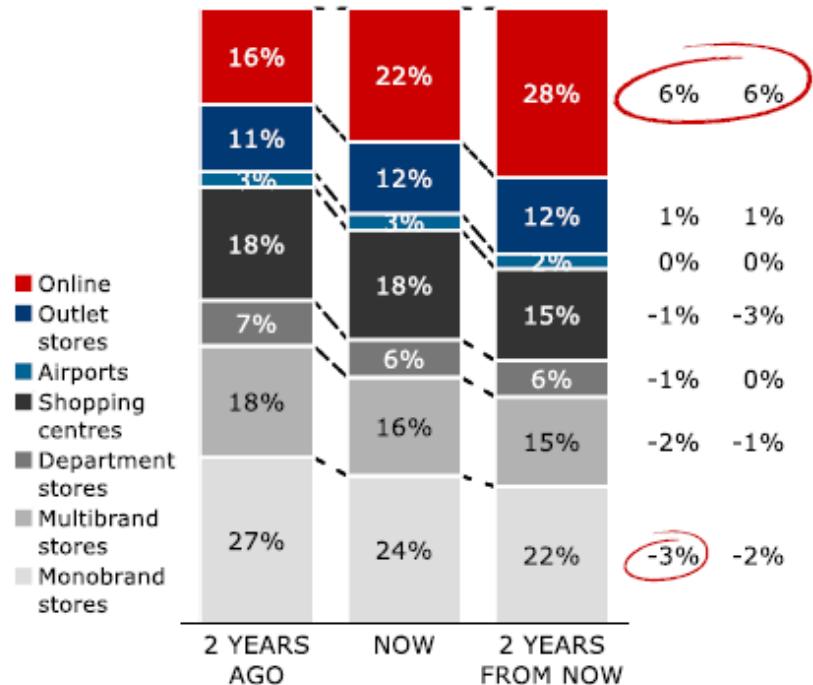


Online expected to increase drastically, O bag buyers more skewed towards monobrand vs. multibrand

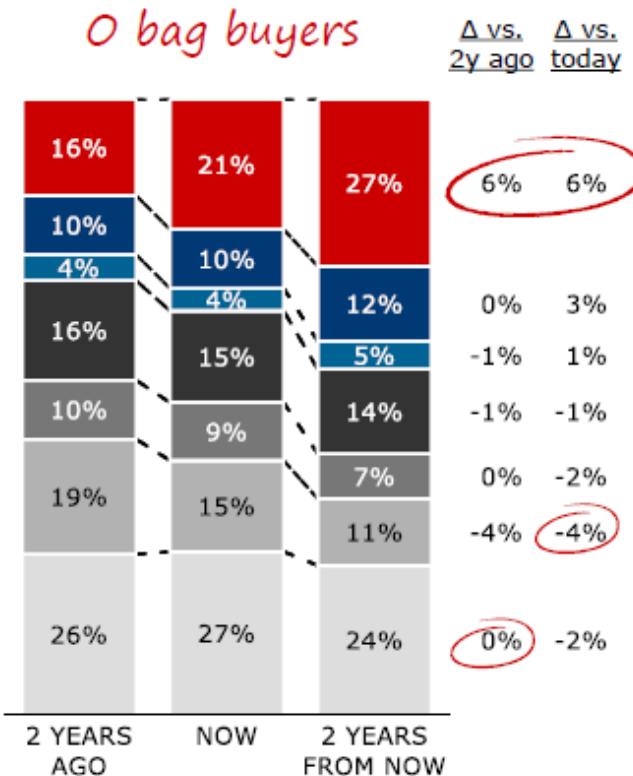
DISTRIBUTION

| WHERE DID/DO/WILL YOU USUALLY PURCHASE PREMIUM APPAREL? |

Total sample



O bag buyers



.winter 2018 COLLECTION



company evolution



consumer survey



current scenario



actions



new marketing calendar



purpose

orders vs in shop sales

.winter 2018 COLLECTION

orders

- cluster
- kit O square
- kit Moon
- kit Moon light
- kit One
- kit ...

in shop sales

- bag **23%**
- bag mini **20%**
- pocket **5%**

there is no correspondence between the orders vs in shop sales



in the future could bring to a stock increase

demand and offer criticity

Why Nike has stopped to be cool?



- in the 1987 Air Jordan was launched in the market
- in the 2015 with only single model Nike embrased the 96% of the market
- in the same year 2015 Adidas represented the 1% of the same market
- Nike increased the distribution and inserted more products and increased also the production
- Adidas worked into the products and launched several new products like the Yeezy and after a couple of year represented the 60% of its own market

demand and offer criticity

case analysis



ex. demand 100 vs offer 96



- good management
- sold out all the stock in all the distribution channels
- great satisfaction

ex. demand 100 vs offer 101



- when I offer more than the request the alternative channel leave you
- the official channel decreases the sales
- wrong management



in this scenario could insert new competitors

.winter 2018 COLLECTION



company evolution



consumer survey



current scenario



actions



new marketing calendar



purpose

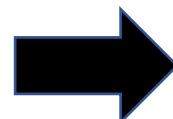
- commercial actions
- product actions
- communication actions



commercial actions

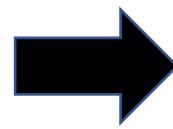
.winter 2018 COLLECTION

pricing



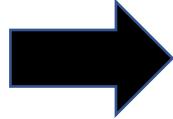
introducing a cheaper price in the collection

promo



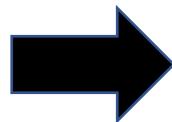
introducing the promo actions during the season

sale



taking part of the sale period only for the fashion items

buying

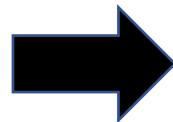


free orders– no cluster

balance between the plan orders and the reorders
doesn't change

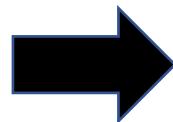
sales analysis drive the orders

needs



- the market analysis highlights the price is one of the reason for the «detractors» to not purchase the products
- need to introduce smarter product that can embrace also this segment

actions



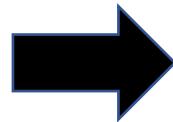
- smarter price upon items selected per category
- pop materials for complete bags per period / collection



must have:

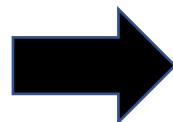
monthly bags with different price
for example 69€ and 89€

needs



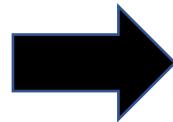
- the actual scenario needs to create activities in the store
- needs to create a calendar for this activities

actions



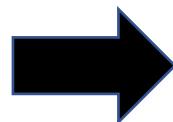
- from February we start with them

needs



- in order to stock out the leftover of the fashion items and to create cash flow for the reorders, O bag has decided to join the sale period

actions



- fashion items with – 30%
- communication in store



windows calendar promo 2018

.winter 2018 COLLECTION

FEBRUARY



MONTHLY MUST HAVE
BORSA DEL MESE

MARCH



MONTHLY MUST HAVE
BORSA DEL MESE

APRIL



MONTHLY MUST HAVE
BORSA DEL MESE

MAY



MONTHLY MUST HAVE
BORSA DEL MESE

JUNE



MONTHLY MUST HAVE
BORSA DEL MESE

JULY



SALE

15 FEB – 14 MARCH

15 MARCH – 4 APRIL



BUY 5 PAY 4



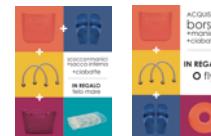
SPRING GIFT
IL REGALO TE LO FA O bag

15 MARCH – JUNE

O clock SUMMER PACK



MAY – JUNE



SUMMER GIFT
KIT BEACH



product actions

.winter 2018 COLLECTION

more rotation of the models

new soft line

new eco line

complementary categories

capsule – designed by



more models rotation

.winter 2018 COLLECTION

- O bag wants to increase the offer of new products
- Inserting in the Spring Summer collection the O bag urban (in March) and O bag glam (in June)
- working on new 3 shapes to be introduced in the FW 18 collection



- creation of the new soft line – with innovative material aligned with the essence of the brand (ex. rubberized textiles)
- distribution in the new «4season» stores as the evolution of the beach store



- R&D of new shapes and new materials aligned with brand eco philosophy
- distribution in the multibrand store and for the distributor partners
- higher mark up
- sale period at the end of the season



complementary categories

.winter 2018 COLLECTION

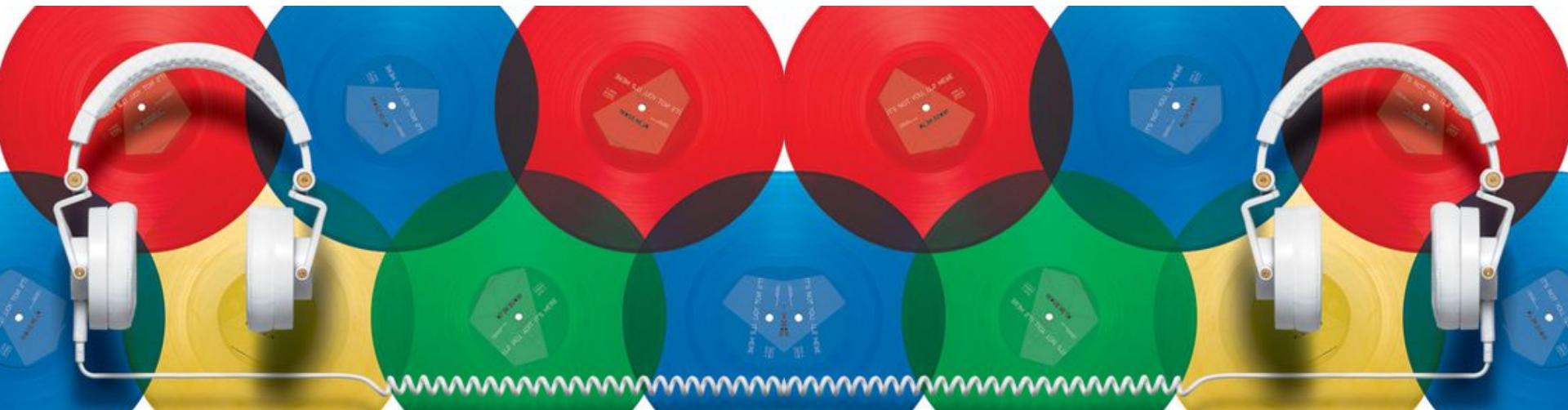
- in the 5 years plan O bag wants to develop and consolidate the core categories: bags, clocks, sunglasses, bracelets and footwear
- in the meanwhile o bag starts to test new categories / new products in order to add further business in the next 5 years
- next focus in home and travel categories



capsule – designed by

.winter 2018 COLLECTION

- working on capsule designed by important figures from the design / music / fashion world



From 2018 O bag is working on a new communication strategy with a important dedicated budget and many activities in order to increase and improve the Brand.

We are working on:

- research of an complementary **advertising agency** to create a new brand vision
- activities with different local and national **influencers** to create new inspirations and take advantage from their visibility and credibility
- sponsorized posts on **social network** to reach all the followers and increase the visibility of the contents and the brand awareness
- increase the presence of the Brand in a large mix of media and communication channels to develop an efficient integrated communication, online and offline
- working on product collaboration with testimonial (capsule, design by)

Strategy .Valentine's day communication

.winter 2018
COLLECTION

STAI LEGGENDO MODA O bag in Love la nuova collezione di O bag stile rock



O bag in Love: la nuova collezione di
O bag dallo stile rock

GRAZIA.IT PER O BAG — 1 FEBBRAIO 2018



O bag celebra l'amore con una nuova capsule di borse perfette per San Valentino e non solo.



Cosa non si fa per regalare un nuovo borsone! Oggi c'è buona pena per concedersi un nuovo acquisto: basta eseguire un prestito, inventarsi una ricchezza, trovare una motivazione convincente e via... Il gioco è fatto!

Ora che San Valentino è alle porte avete un altro valido motivo per farvi un regalo invece di un sacco di denaro previsto nell'acquisto di bigiotteria, amore, cioccolatini o regali per il vostro lui, perché non investire su una nuova O bag?

In occasione della festa degli innamorati il celebre marchio di borse componibili e personalizzabili ha lanciato infatti una nuova capsule collection di borse a cui sarà difficile resistere.

Dalle calze ai cappelli, dalle magliette ai maglioni, i vari accessori abbinabili alla borsa sono stati pensati per le ragazze: i nuovi modelli proposti da O bag sono gli accessori ideali per completare al meglio la mia di San Valentino, ma potranno essere abbinati con facilità anche nel quotidiano con qualsiasi tipologia di look.



From 1° February O bag launched a digital campaing on **GRAZIA.IT** (1,6 million of unique users).

- From 1st to 14th, dedicated article about O bag capsule with products gallery, visible from the home page
- banner** with direct link to our web site **OBAG.IT**, updated with Valentine's day mood
- Dedicated posts** on their social network as twitter and facebook (@**Grazia**) to support the article

1 / 10 TUTTE LE FOTO SHARE FULLSCREEN

0 bag mini rossa con cuori applicati

Strategy .Valentine's day communication

.winter 2018 COLLECTION



O bag in love

Dedicated ADV on □GRAZIA magazine□, issue Valentine's Day of 8/02.□

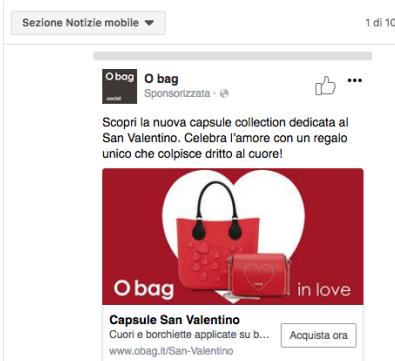
GRAZIA was chosen as a reference magazine in the year of its 80th birthday that reaches a circulation of over 160,000 copies.

Strategy .Valentine's day communication

.winter 2018
COLLECTION

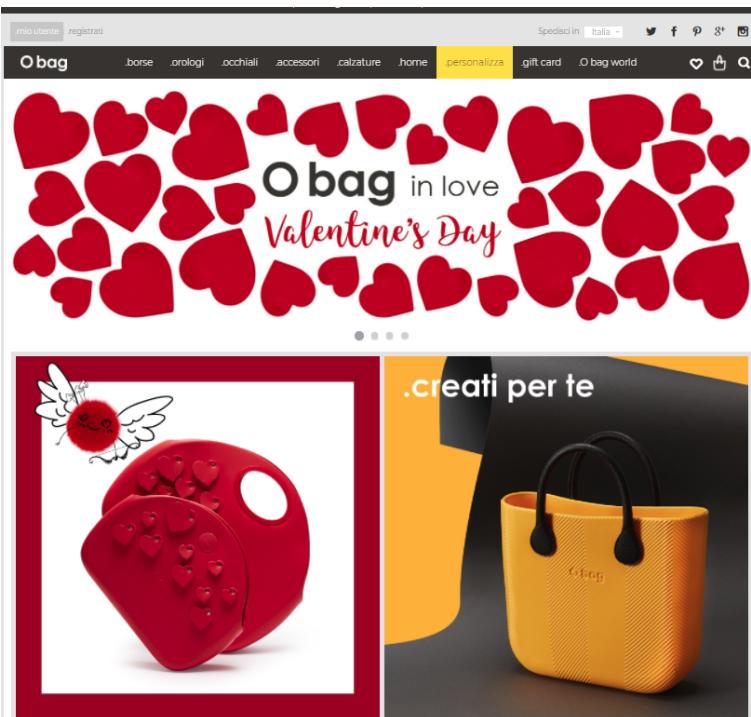


Sponsored posts in our official social networks as Facebook and Instagram (WW).



Strategy .Valentine's day communication

.winter 2018
COLLECTION



Layout update of web site with new banners and boxes visible from the home page and creation of a dedicated landing page with the capsule's products.



Strategy .Valentine's day communication

.winter 2018
COLLECTION

costy_caracciolo • Segui • ...
3.375 post 753mila follower 1.236 profili seguiti
Costanza Caracciolo info@mimconsulティング.it
Bookinginfo@grafagninmanagement.it Agenzia g.cannizzocannizzomanagement.it

alicebasso • Segui già • ...
3.609 post 461mila follower 1.119 profili seguiti
ALICE BASSO Non ho tempo per le cose che non hanno Arima. management@alicebasso.it
21buttons.com/alicebasso

annapenello • Segui già • ...
2.156 post 188mila follower 467 profili seguiti
Anna Penello Italian Web influencer in Health Fashion annapenello@venicematch.com
app.21buttons.com/button/annapenello

annapenello | Che sogni ad occhi aperti il mio fidanzato ideale, ma poi mi sveglio e capisco che di fatto non ho niente di cui bisogno e che i regali andranno me li faccio io sola grazie @obsgofficial obsg obsgognolo moniziarone @annapenello claudiacostabile_ Meraviglia tonia_montesarchio Bella! bedikits maria Grazia Ialoni Ahahah bellissima jacqueline negroni Pupa teresapuccillotti.m Bellissima mazzamaria96 Il maglione è wow francescadelpaola5 Stupenda lisa.plier Gorgeous

Piace a 2.673 persone 1 ORA FA Aggiungi un commento...

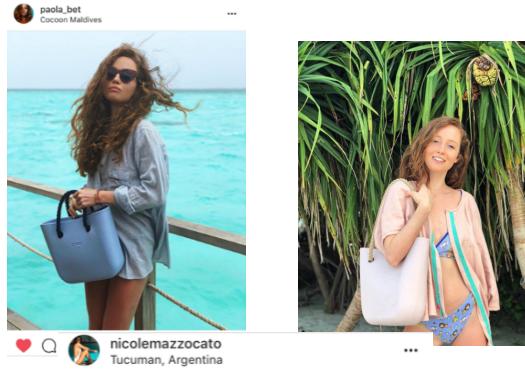
Activities with three Influencers with posts and stories on their Instagram profiles with O pocket and O bag moon with hearts of Valentine's day.

Costanza Caracciolo 753mila follower
Alice Basso 461 mila follower
Anna Penello 188 mila follower

annapenello • Segui già
Padova Centro
annapenello Mah sembro anche alla livin.heaven Love this look cult claraconsigli, Wow papain970 TOP rossy.or. Bellissima mazzamaria96 Alta ericindelicato federicapascarella ireneperugini_Sempre bella ful popangelista claudiamodena bellissima pierodely Wow saradilbarberlin danaarena, Bella bella bella manusumildest Place a 6.264 persone 10 ORE FA Aggiungi un commento...

Strategy .influencers

.winter 2018
COLLECTION



Alice Basso's stories reached about 66k views



From this season O bag has selected some italian influencers to promote the Brand and its products in the social media world.

In the slides, some examples of posts and stories published by:

Chiara Carcano 167 mila follower
Paola Bet 41 mila follower
Alice Basso 461 mila follower
Anna Penello 188 mila follower
Nicole Mazzocato 1.1 mila follower



Alcuni dei redazionali in cui siamo usciti
dall'inizio dell'anno

Also in the first semester, **O bag** confirms its presence in fashion Italian magazines with a monthly planification. The frequency will be more important and reactive in term of relevance.

We are investing in ADV in these magazines:

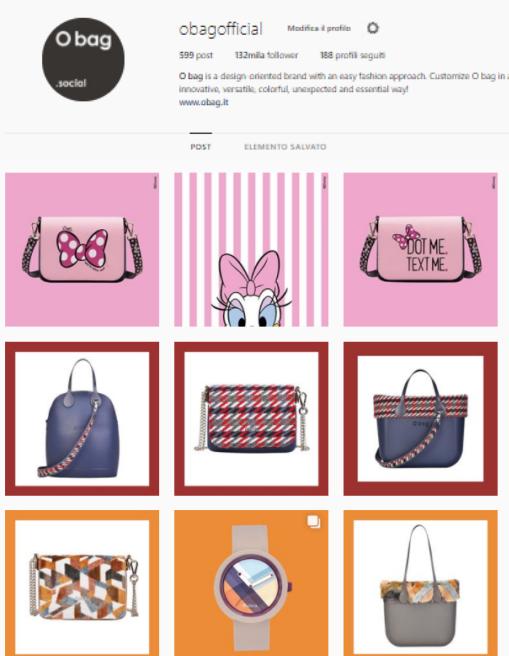
Elle
Glamour
Amica Accessori
Gioia
F
Grazia
D di Repubblica
Io donna
Tu Style

This year O bag will appear also in :

Cosmopolitan
Vanity Fair

Strategy .social communication

.winter 2018
COLLECTION



We are working on changing social communication and give a different approach more empathic to our users, increasing the feeling and the engagement.

Design and fashion can be represented with images distinguished by:

- 3d effect
- depth
- shadows and contrasts
- dynamism

Tests with new creative and lifestyle pictures to create inspirations and lead to purchase.

Strategy .ecommerce

.winter 2018
COLLECTION



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.

In addition, we are working on a **new layout** to improve the e-shop performance and provide a more efficient customer experience, smarter and user friendly.

.winter 2018 COLLECTION



company evolution



consumer survey



current scenario



actions



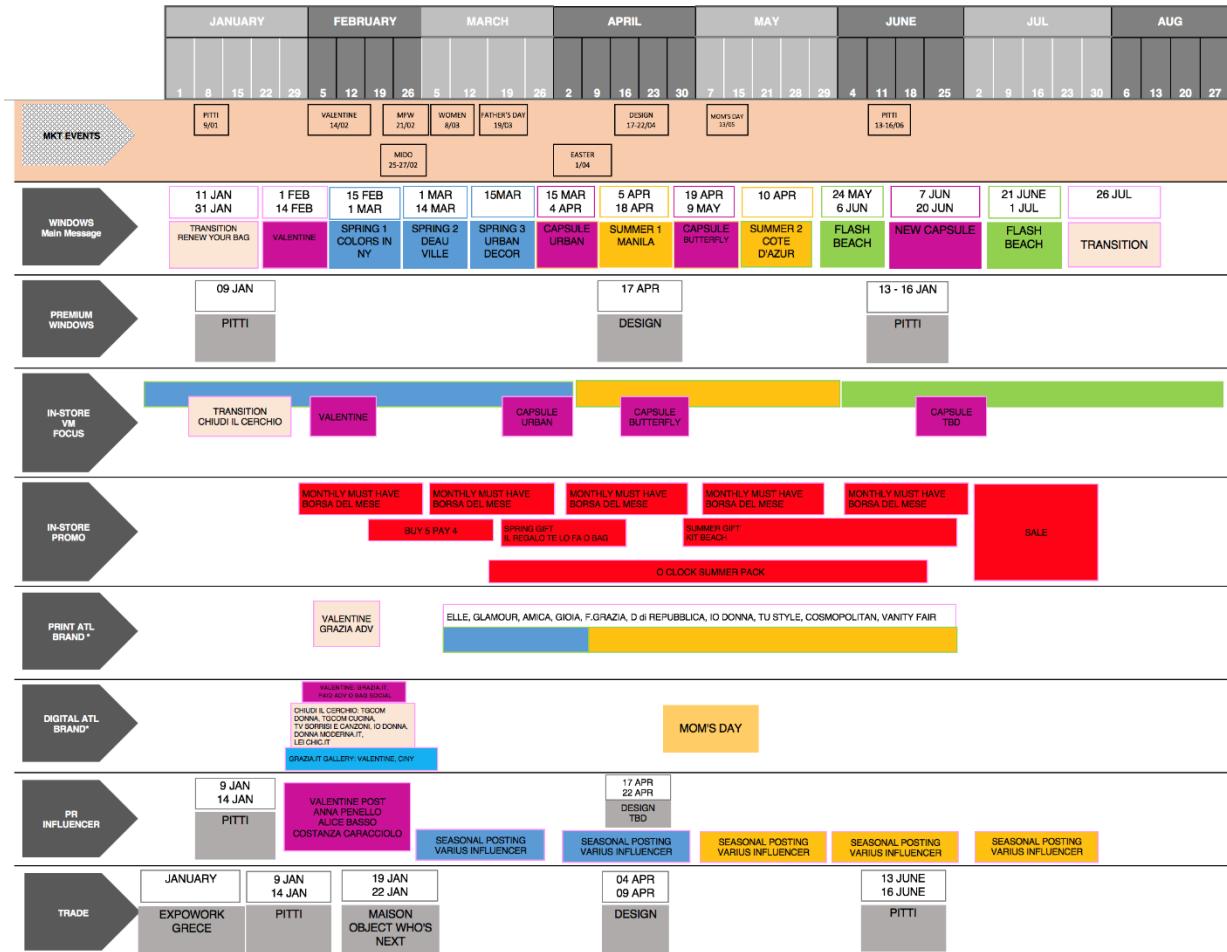
new marketing calendar



purpose

integrated marketing calendar

.winter 2018 COLLECTION



WINDOWS CALENDAR TRANSITION 2018

JAN - 1 FEB



TRANSITION

New Spring Colors
2018

1 FEB - 14 FEB



STORY SPRING

VALENTINE'S DAY

windows calendar 2018

.winter 2018 COLLECTION

WINDOWS CALENDAR SPRING 2018

15 FEB – 28 FEB



STORY
SPRING

COLORS IN
NYC

1 MAR – 14 MAR



STORY
SPRING

DEAUVILLE

15 MAR – 4 APR



STORY
SPRING

URBAN
DECOR

15 MAR – 4 APR



CAPSULE
URBAN

windows calendar 2018

.winter 2018 **COLLECTION**

WINDOWS CALENDAR SPRING SUMMER 2018

5 APR – 18 APR



STORY
SUMMER

MANILA
LIVING

19 APR – 9 MAY



CAPSULE
BUTTERFLY

10 MAY – 23 MAY



STORY
SUMMER

COTE D'AZUR

24 MAY – 6 JUNE



BEACH
COLECTION

WINDOWS CALENDAR SUMMER 2018

7 JUNE – 20 JUNE



CAPSULE
GLAM

21 JUNE – 1 JULY



BEACH
COLECTION

JULY

enjoy
.SALE
-30%

SALE

windows calendar 2018

.winter 2018 **COLLECTION**

WINDOWS CALENDAR FALL 2018

9 AUG – 22 AUG



STORY
FALL

ROYAL
ASCOT

23 AUG – 5 SEPT



STORY
FALL

PINK
ATTITUDE

6 SEPT – 19 SEPT

CAPSULE
TBD

20 SEPT – 3 OCT



STORY
FALL

BRITISH
COUNTRY SIDE

windows calendar 2018

.winter 2018 **COLLECTION**

WINDOWS CALENDAR WINTER 2018

4 OCT – 17 OCT



STORY
WINTER

MIDNIGHT
IN PARIS

18 OCT – 3 NOV



STORY
WINTER

WARM VIBES

1 NOV – 14 NOV

CAPSULE
TBD

windows calendar 2018

.winter 2018 COLLECTION

WINDOWS CALENDAR WINTER 2018

15 NOV – 29 NOV

30 NOV – 12 DEC

13 DEC – 12 JAN

JAN

CAPSULE
CHRISTMAS 1

CAPSULE
CHRISTMAS 2



FLASH
CHRISTMAS

enjoy
.sale
-30%

SALE

.winter 2018 COLLECTION



company evolution



consumer survey



current scenario



actions



new marketing calendar



purpose

- upload the Winter collection 2018 within the mid of April
- next presentation Spring 2019 at the end of May
- focus on the planned orders and reorders



Thank you