

**.fall 2018**  
**COLLECTION**  
**O bag**

# .fall 2018 COLLECTION



Brand



Strategy



New projects



New shapes



The brand values



Reference market



Competitive arena

O bag is built upon a set of distinctive values that make the company unique and clearly recognizable

## DNA VALUES

The underlying principle of the company resides in its DNA. It is that of creating products driven by innovation, focusing on central factors such as design and customization with selected top-tier materials to impress the customer with unusual assortments such as "soft touch" plastics, leather and eco-fur, all combined to a variable and «democratic» pricing strategy.



**Modularity** New Uniqueness  
**Personalization** Original  
Immediate Different **Design** Functionality  
**Customization** Fur Free Ecological  
Contemporary Versatile Easy Fashion  
**Transversal** Price Scalability Made in Italy  
Simple Plastic Know How Innovation  
Entrepreneurship Create **Material** Color  
Own Know How  
Create Material



O bag value proposition relies on brand and product unique features paired with a strong distribution network

## BRAND PLATFORM

Componiblity & customization

Materials

Democratic & Easy Fashion

Design

## PRODUCTS

Bags

Watches

Sunglasses

Shoes

Accessories & Others

## DISTRIBUTION

Monobrand network

Capillary distribution

In-store experience

## ORGANIZATION AND PROCESSES

Organization

Product development

Supply chain

## BRAND PLATFORM

Componibility & customization

Materials

Democratic & Easy Fashion

Design

## PRODOTTI

Borse

Orologi

Occhiali da sole

Calzature

Accessori & altro

## DISTRIBUZIONE

Rete monobrand

Distribuzione capillare

Esperienza in-store

## ORGANIZATION AND PROCESSES

Organization

Product development

Supply chain

## BRAND PLATFORM

### Modularity & Customization

Customer has the possibility to combine different available components so as to create a unique and personalized piece

### Material

Plastic material is the trait d'union between all O bag's products granting strong recognisability while granting versatility and functionality

### Democratic & Easy Fashion

O bag mission is to create "democratic" products, based on a variable pricing that can satisfy a wide range of customers

### Design

O bag has its roots in design: born in 2009 at Salone del Mobile with its iconic "O Clock", and continues creating products able to merge fashion and design



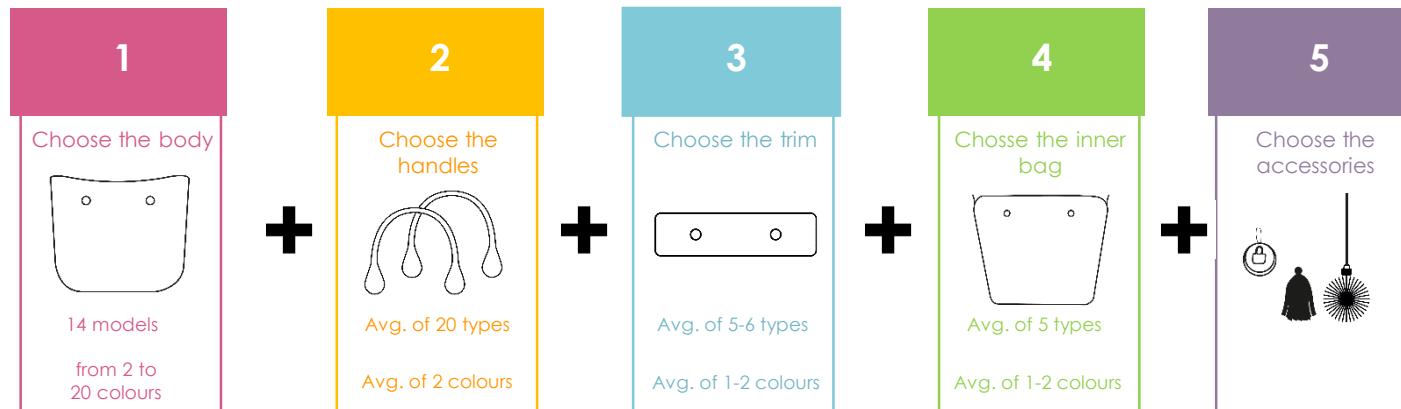
## TRANSVERSAL

Given high customization and variable price structure, O bag product offer is by construction transversal in terms of customer target, user occasions and functionalities

**modularity & customization:** customization follows modularity, customers are free to create personalized unique products

## O bag PURCHASING EXPERIENCE

Customer is accompanied into a purchasing experience in which he/she is the protagonist: the shop assistant guides the customer through the different available options so as to let him/her create something personal and unique



120+ combinations

x

Avg. of 40+ combinations

x

Avg. of 8-9 combinations

x

Avg. of 8-9 combinations

=

300.000+ unique combinations

Online tested



600.000 per semestre

# Brand .the brand values – brand platform

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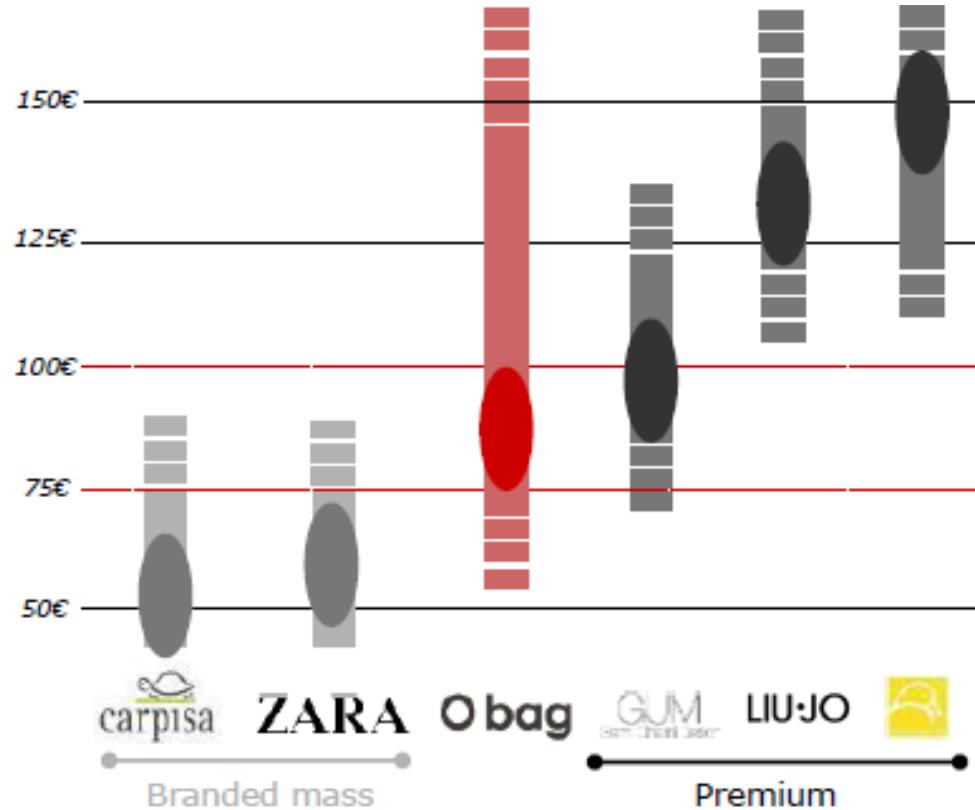
**Democratic & Easy Fashion:** customization allows O bag to offer different prices to target different cluster of customers



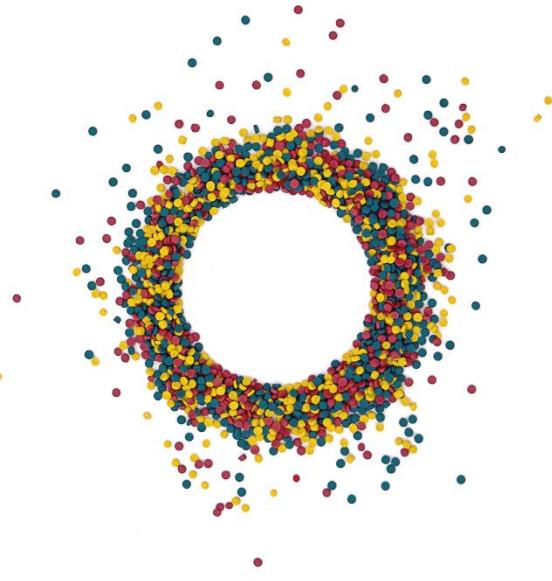
# Brand .the brand values – brand platform

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**Democratic & Easy Fashion:** modularity allows to be competitive with mass and be “value for money” with premium



Materials and Packaging are among the most distinctive features that characterize O bag products



- **materials** represent a distinctive element for O bag: all the products are produced from a combination of Silicone and Materiale XL Extralight ®
- **silicone** is food-safe silicone, an artificial material consisting of a silicon base (a natural element present in sand) and oxygen. It is a high-quality material, compliant with food regulations, completely non-toxic, odourless and tasteless, non-stick, elastic, and resistant to ageing and high temperatures.
- **Materiale XL Extralight ®** is a special plastic material with many different features: it is lightweight, flexible, colourful and versatile, with a special "soft touch" effect. It is also resistant to water, UV rays, chlorine and salt water and retains its colour over time. In addition, it is washable, does not allow bacteria to proliferate and respects the environment as it does not contain solvents harmful to health.

- **packaging** is one of the strong selling points of the O bag value proposition, which makes O bag's products suitable for gifting
- the packaging adds value to purchase giving it the premium feel



# Brand .the brand values – brand platform

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**Design:** O bag was born from design and continues to embody distinctive elements



**2010**

**O clock** at Salone del Mobile Milan



**2012**

**O bag** at MACEF Milan



**2014**

**O pouf** at Salone del mobile Milan  
**O sun** at Mido



**2015**

**O shoes** at Salone del Mobile



**2016**

**One** designed by Matteo Cibic  
Mipel - Pitti

**2017**

**O joy** Salone del Mobile

# Brand .the brand values – products

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The value proposition is based on multi-category

## BRAND PLATFORM

Modularity & Customization

Materials

Democratic & Easy Fashion

Design

## PRODUCTS

Bags

Watches

Sunglasses

Shoes

Accessories & Others

## DISTRIBUTION

Monobrand network

Capillary distribution

In-store experience

## ORGANIZATION AND PROCESSES

Organization

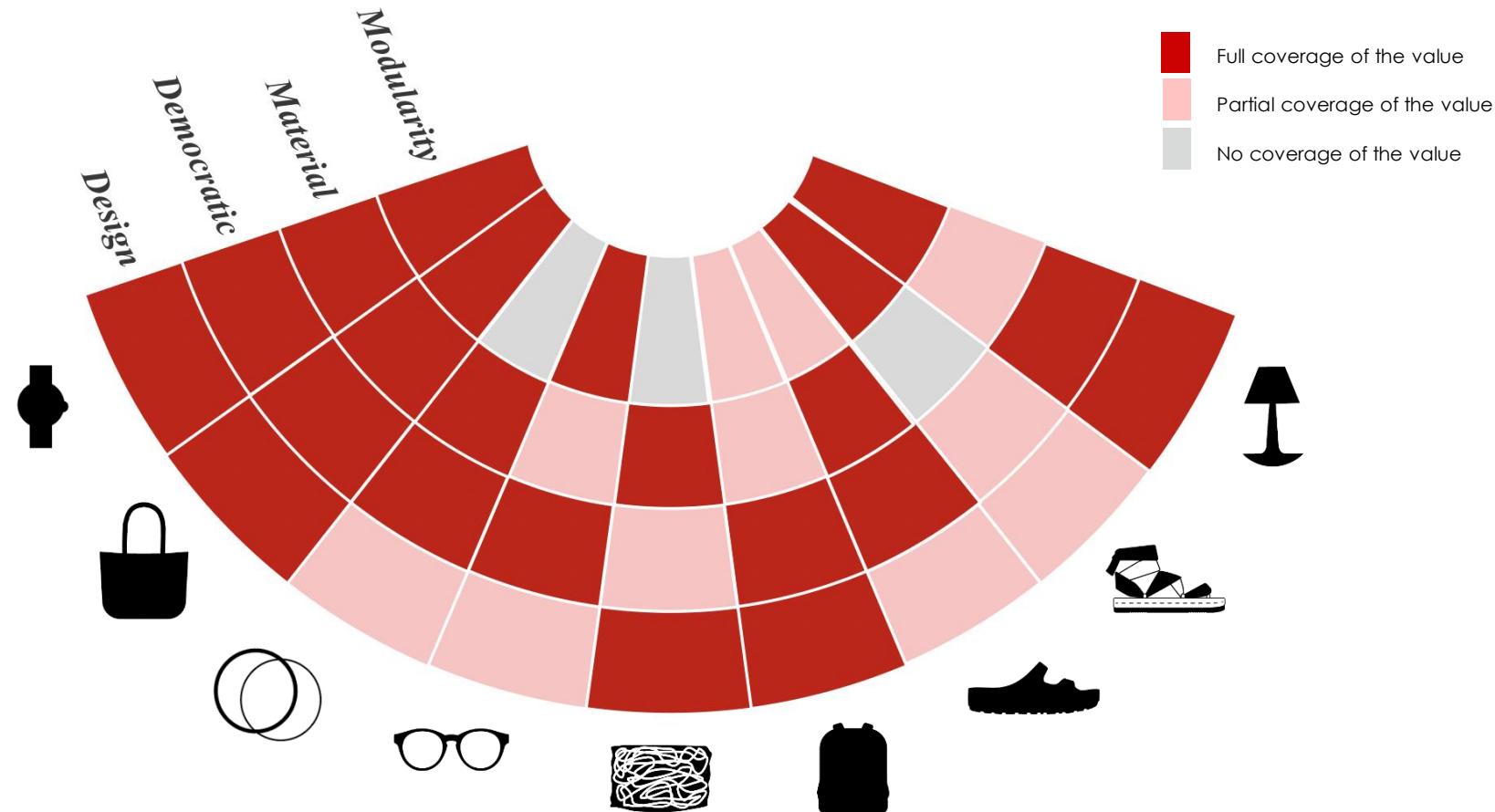
Product development

Supply chain

# Brand .the brand values – products

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O bag as a brand platform: product portfolio has been built around its core values consistently



## BRAND PLATFORM

Modularity & Customization

Materials

Democratic & Easy Fashion

Design

## PRODUCTS

Bag

Watch

Glasses

Shoes

Accessories & other

## DISTRIBUTION

Monobrand network

Capillary distribution

In-store experience

## ORGANIZATION AND PROCESSES

Organization

Product development

Supply chain

Distribution has been a critical success factor for O bag and a strong element of differentiation vs. competitors

## Monobrand network

- O bag was born as a company focused on wholesale channel
- Product portfolio evolved towards multiple categories which are sold on different channels: need for more control to limit dirty distribution
- Monobrand has been fundamental to display O bag full offer, foster cross selling across categories and control the channel (prices, brand image)



## Capillary distribution

- Network of **400 stores with a capillary presence on the Italian market**
  - 197 stores in Italy of which 80 DOS and 117 franchising
- **Targeted concept store** with a clear positioning:
  - **Mall or city center** store (high traffic location)
  - **Small size** (25-30smq)
- Creation of "**Beach**" store format to target leisure destination



## In-store experience

- Unique customer experience: customer can customize its product in store
  - Most of players propose a customized offer only on-line or delivering the product later on
- Monobrands offer multiple opportunities for cross selling:
  - Many product categories are low ticket (bracelets, watches) easy to cross sell



# Brand .the brand values – distribution

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O bag evolved towards a monobrand distribution model, achieving more control on all categories

## MULTIBRAND DISTRIBUTION



~ 17.000  
independent stores



~ 27.000  
PoS



~ 10.000  
PoS (o/w ~ 9.000  
independent)



~ 10.000  
independent stores

- **Each product category has a dedicated wholesale network:**
  - Different stores, specialized in a single category
  - Many independent players, difficult to manage/control
- **New products require a different distribution strategy:**
  - **Impossibility to promote a different category in the same channel** (e.g. bag in a custom jewellery stores)
  - Adding a **network of agents targeting a different type of stores** (e.g. apparel multibrand)

## MONOBRAND DISTRIBUTION

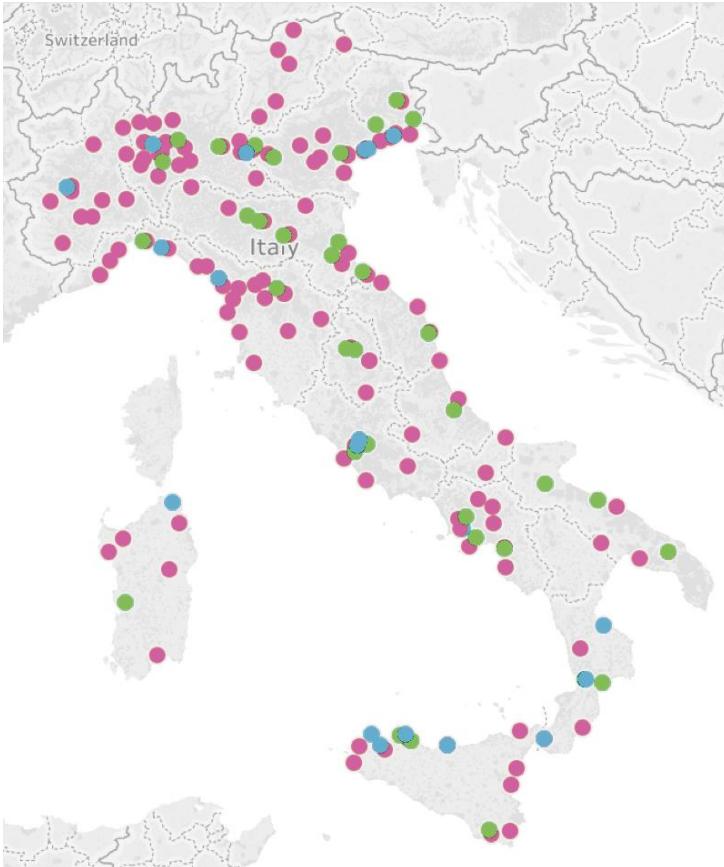


- **Creating a monobrand network allows to:**
  - Have more control of distribution (marks down, brand, etc.)
  - Cross sell categories
  - Avoid network duplication or selling the product in the wrong channel

# Brand .the brand values – distribution

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Monobrand network has reached over 197 POS in Italy, with different locations and format



## ● Street

- 136 monobrand stores in cities, located in high traffic areas
- ~25-50sqm format
- full assortment, mainly focused on bags

## ● Mall

- 38 monobrand stores located in high traffic malls or shopping centers
- ~25-50sqm format
- full assortment, mainly focused on bags

## ● Beach

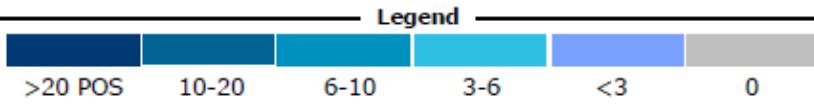
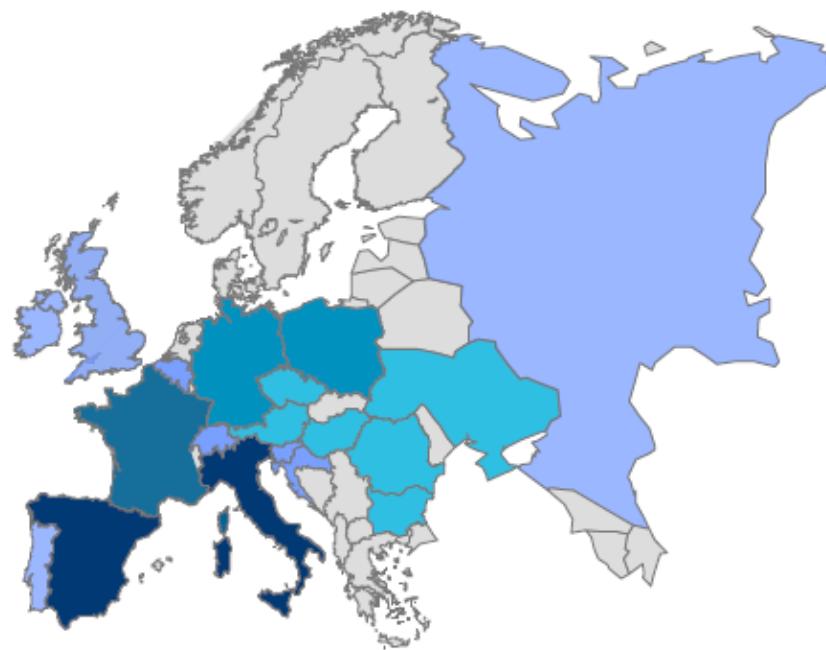
- 18 monobrand stores, located in seaside touristic cities
- ~25-50sqm format
- full assortment but more focused on shoes, glasses and watches

## ● Travel Retail

- 5 monobrand stores, located in train stations
- ~25-50sqm format
- tailored assortment, focused on entry-items and traffic builders

O bag expansion in the European market has been strong, with some expansion also in other continents

## EUROPEAN NETWORK AS IS (# STORES)



### EUROPE IN DETAIL

- Key countries now:
  - Italy, Spain, France

- Future expansion:

Expansion will focus on the current key countries and Germany very aggressively, as well as other eastern European countries.

### ROW IN DETAIL

- Key countries now:

Apart from USA (with 9 POS) there are few strong players worldwide with over 3/4 stores

- Future expansion:

Expansion will be even more aggressive than in Europe, with KSA and China surpassing 120 stores by plan, and the Americas growing as well.



**O bag's appeal is not only an Italian trend, but has manifested strongly in foreign consumers as well, and is growing**

# Brand .the brand values – distribution

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Store look & feel is very coherent with brand values and important to deliver customer experience

## • Design

- **Design** is a key feature of the stores, adding to the perception of O bag as **premium brand**
- **Modern and minimalist**, the design makes the store a "**cool**" place to be in

## • Luminosity

- High luminosity keeps an **enjoyable atmosphere** in the store while **underlining the colors** of the collections

## • Layout

- **Inspired by the design** features, it causes the products to stand out and inspires consumers to buy

## • Materials

- **Carefully selected** materials are the **building blocks** for sustainability, atmosphere and modern design

## • Visual

- Detailed and coherent **visual guidelines** deliver an impressive product presentation, enhancing customer experience across stores





The brand values



Reference market



Competitive arena

Fashion market can be segmented into several layers, ranging from mass to luxury

## SEGMENTATION CRITERIA

### Price Positioning

### Distribution

### Media Plan

- **very high price level justified by the perceived value of the brand**

- luxury **locations**
- **Exclusive retail environment**

- Selective **luxury press**
- **Events / Shows**

- **premium price recognized by customers**

- Multi-local proximity presence
- **Premium retail environment**

- **Fashion press**
- Selective bill boarding

- **competitive pricing from low to medium levels**

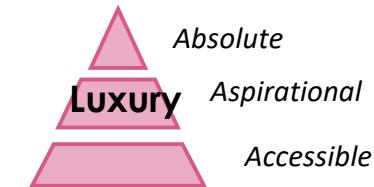
- **capillary presence through retail and franchising**
- **high traffic and commercial locations**

- **Mass magazines** and newspapers
- **TV**
- Massive bill boarding

- **very low price levels (main driver of sales of this segment)**

- unorganized distribution
- **Large mass retailers**

## MARKET SEGMENTS



### Premium



### Mass market



The brand valued



Reference market - bags

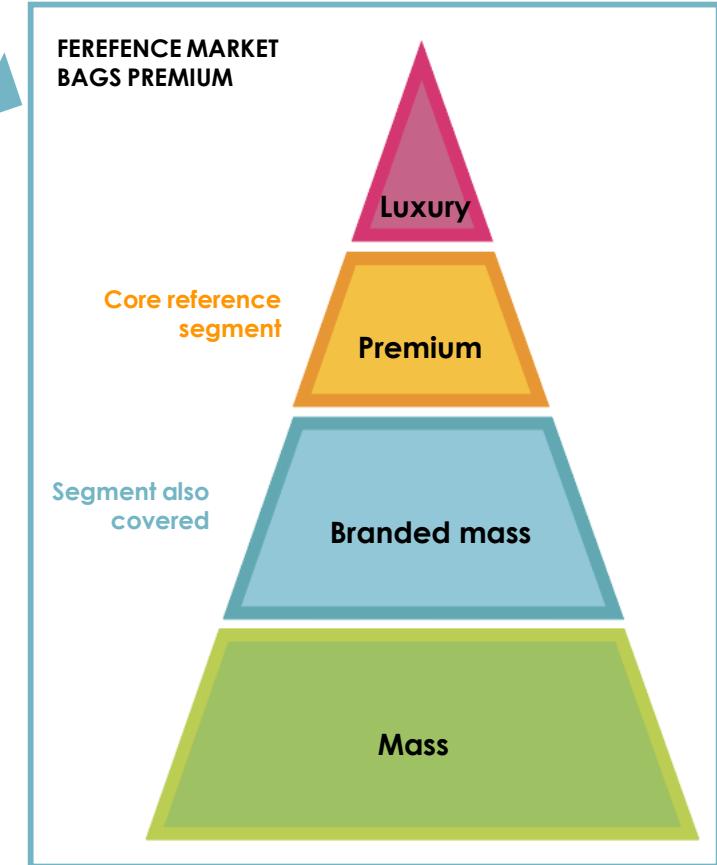
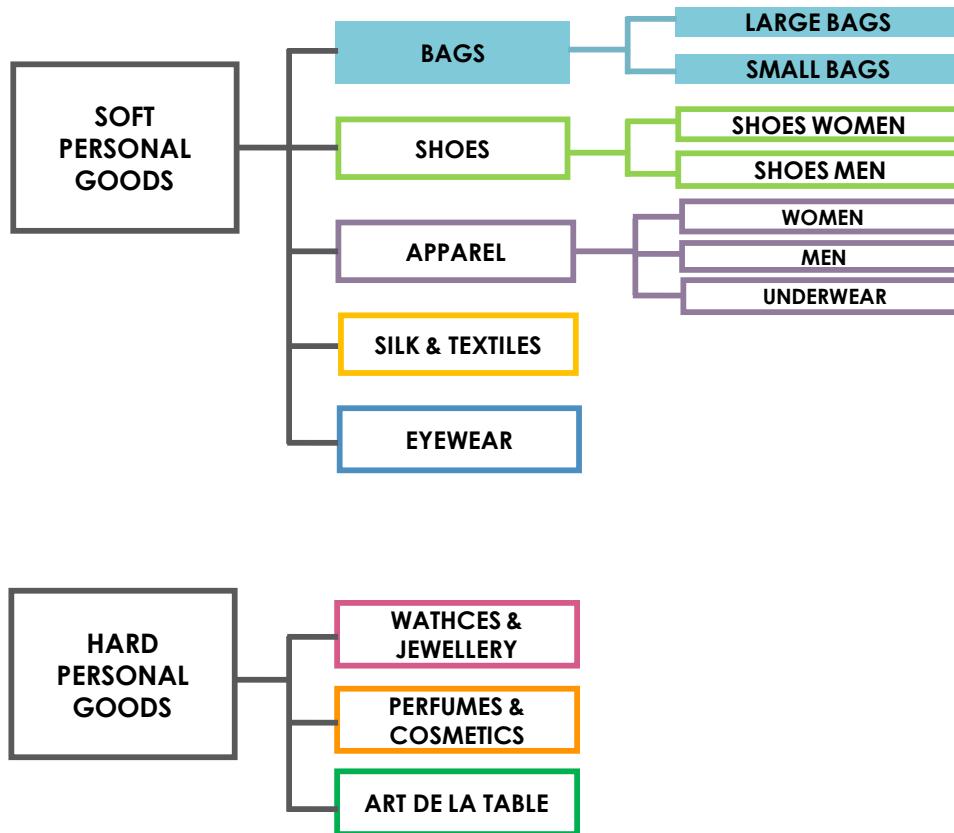


Competitive arena

# Brand .reference market

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Bags: within the leader good market O bag is competing in the Premium segment

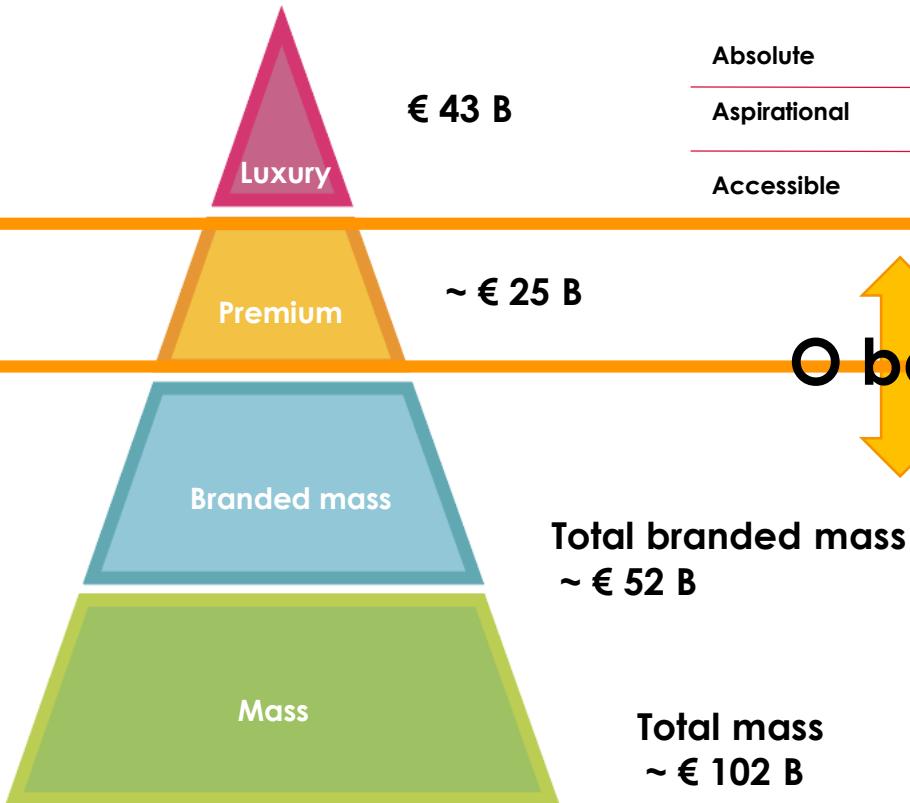


# Brand reference market

.fall 2018 COLLECTION

Bags: global bags market reached €222B in 2006; Premium segment account for 25B

BAGS GLOBAL MARKET SEGMENTATION

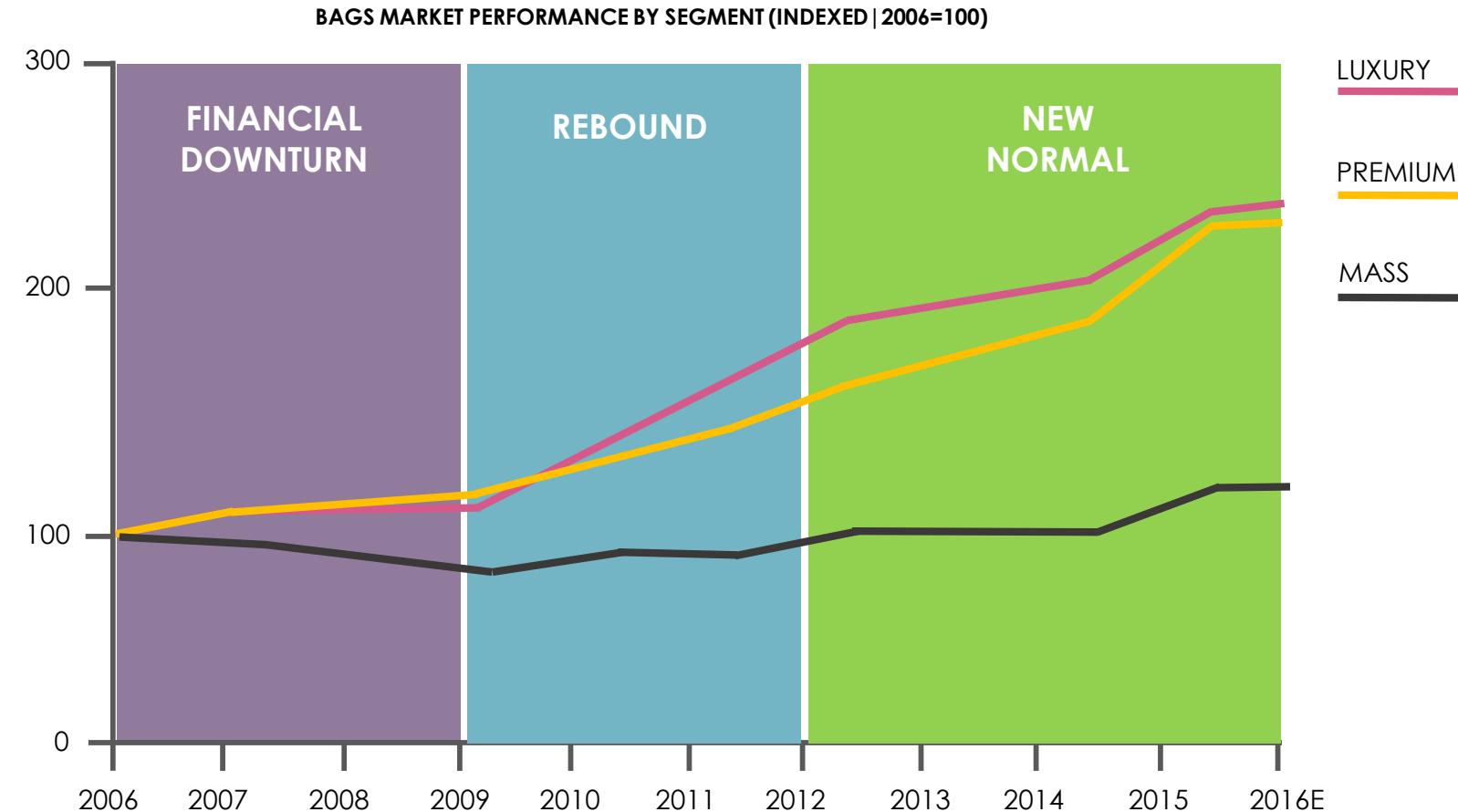


EXAMPLES OF BAGS PLAYERS



- private labels of large retailers
- unbranded products/unorganized distribution
- very small local retailers and brands

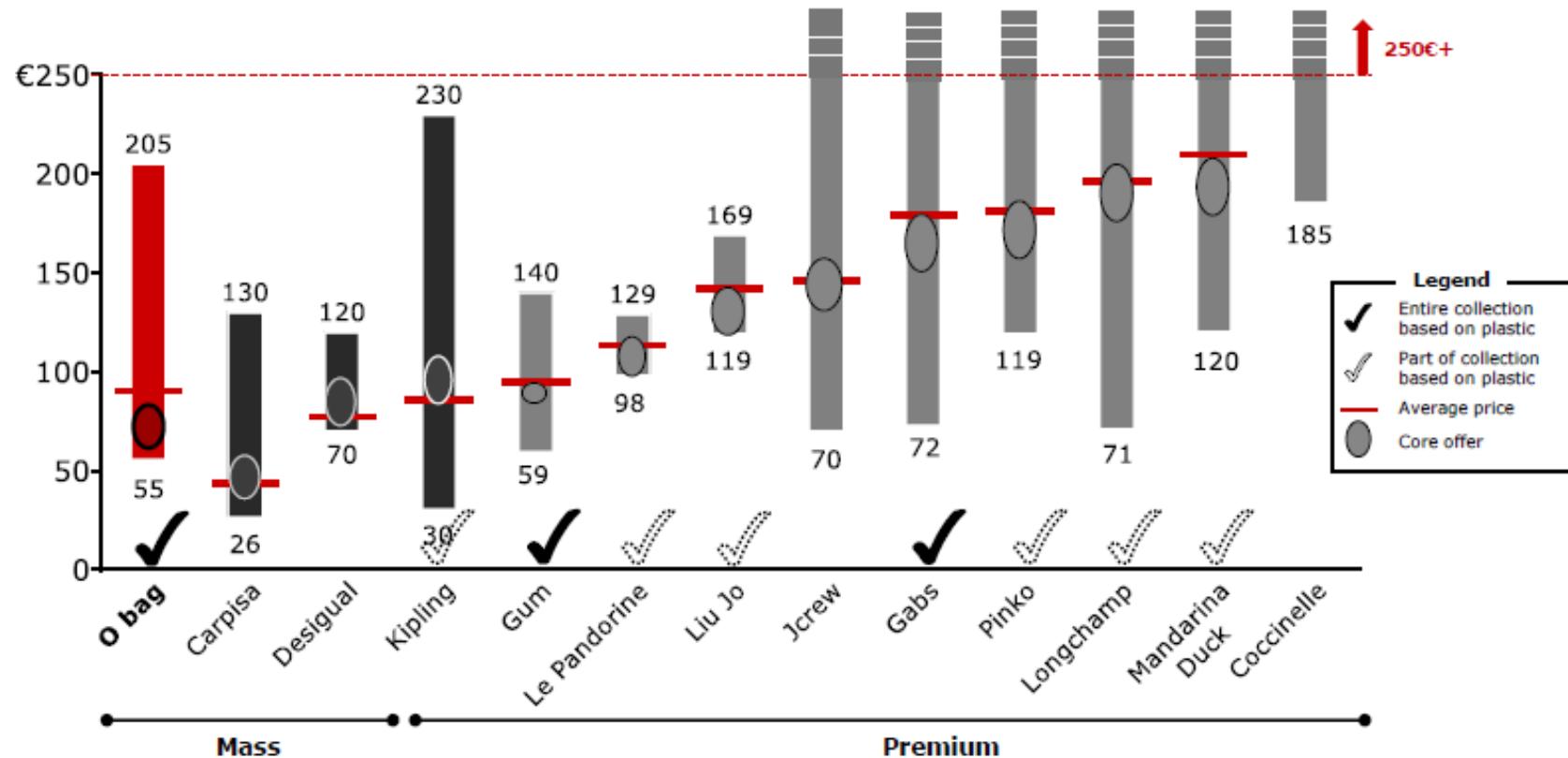
Bags: premium and luxury market has over performed mass market, recording similar growth trends



# Brand reference market

.fall 2018 COLLECTION

Bags: competitive by players with comparable product offer is limited within O bag core pricing positioning





The brand values



Reference market

- watches

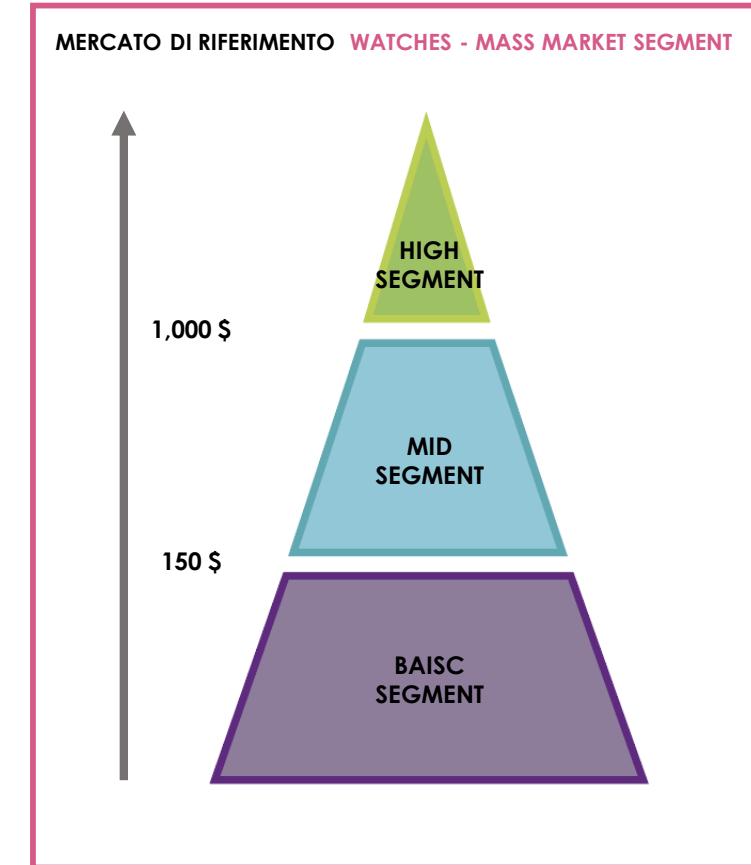
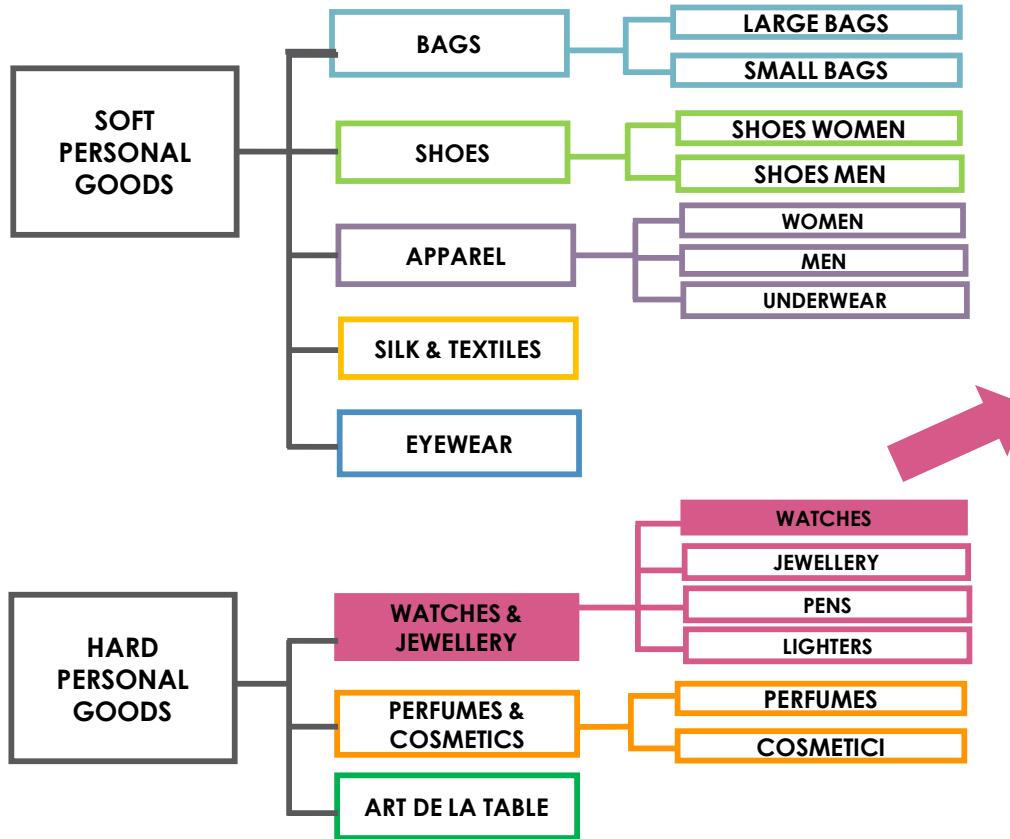


Competitive arena

# Brand .reference market

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**Watches:** within the watches O bag is competing in the mass market segment



O bag competes mainly with Hip Hop and Too Late, offering similar value proposition

## HIP HOP

Hip Hop watches were **launched for the first time** by the Italian Gruppo Binda in 1984: 20 different colors associated with 20 scents, resulting in an **incredible success** with some 2 million pieces sold in 4 years.

In 2010 the Binda Group relaunched the watch with improved materials and technology and with a democratic price of 29€, selling it through **watches and jewellery stores** together with **online channel**.

The new watch overtook its predecessor with 2,5 million watches sold in the first 18 months.



Modularity

Materials

➡ Silicone

Democratic

Design

## TOO LATE

Alessandro Fogazzi **started selling Too Late** watches in Italy in 2008.

**1,5 million pieces** was sold between 2008 and 2009, 80% of which in Italy.

The peak was registered in July 2009, with 240 thousand watches sold in 20 days; the company closed the same year with M5.4€ turnover.

In the following years volumes have progressively decreased and from 2010 the company started a **diversification strategy** (belts, bracelets, wallets).



## ICE WATCH

Ice Watch is a Belgian watches brand **launched in 2007**.

The company reached its peak in 2012 with €120€ revenues.

Although the diversification strategy begun in 2013 with the introduction of eyewear and the launch of ICE-Swiss, a collection completely assembled in Switzerland, the company turnover decreased and in fell to 40M€ revenues and 1.8 million pieces sold.



## TOYWATCH

ToyWatch was born in Italy in 2006, designed by Marco Mavilla.

The company reached 30M€ in 2010. The following year the P.E. Fund ILP III acquired 49% of the company and launched a restructuring plan.

In 2013 ILP III increased its position by buying the remaining 51%.

In 2015 the company showcases a global distribution made of 11 flagship stores, 15 franchise, and 2000 stores.



Modularity

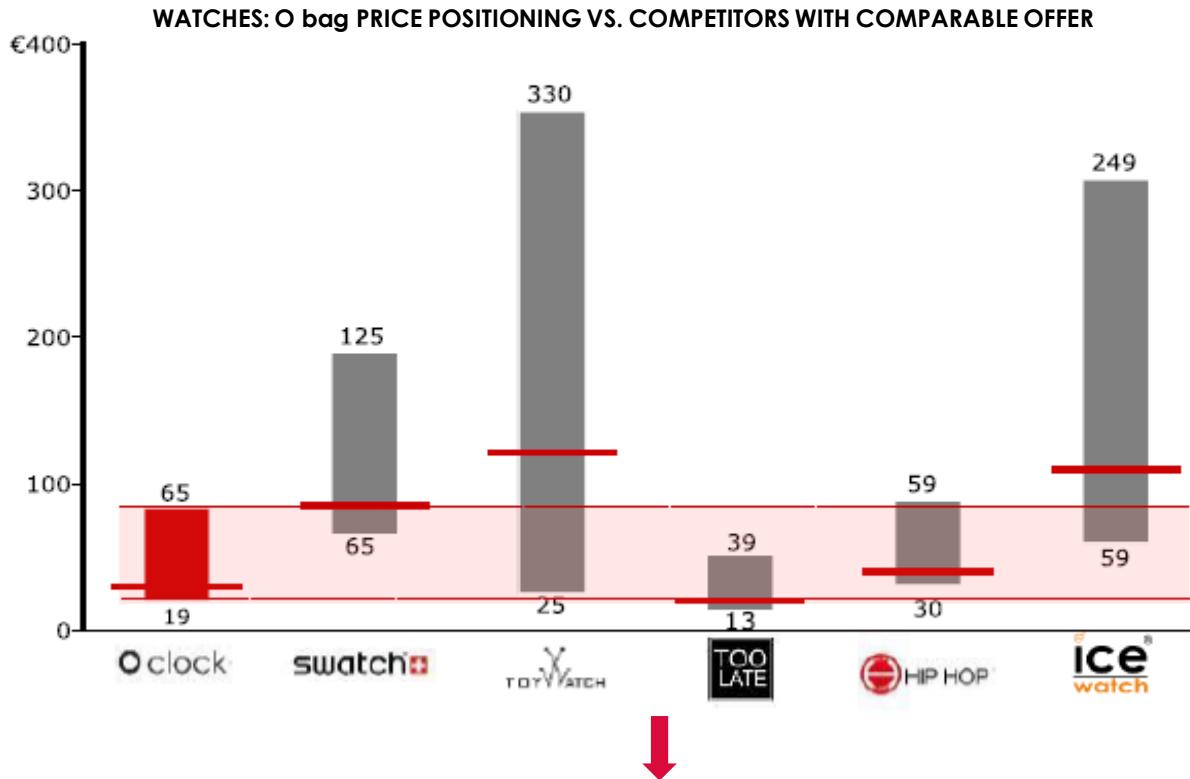
Materials

➡ Silicone

Democratic

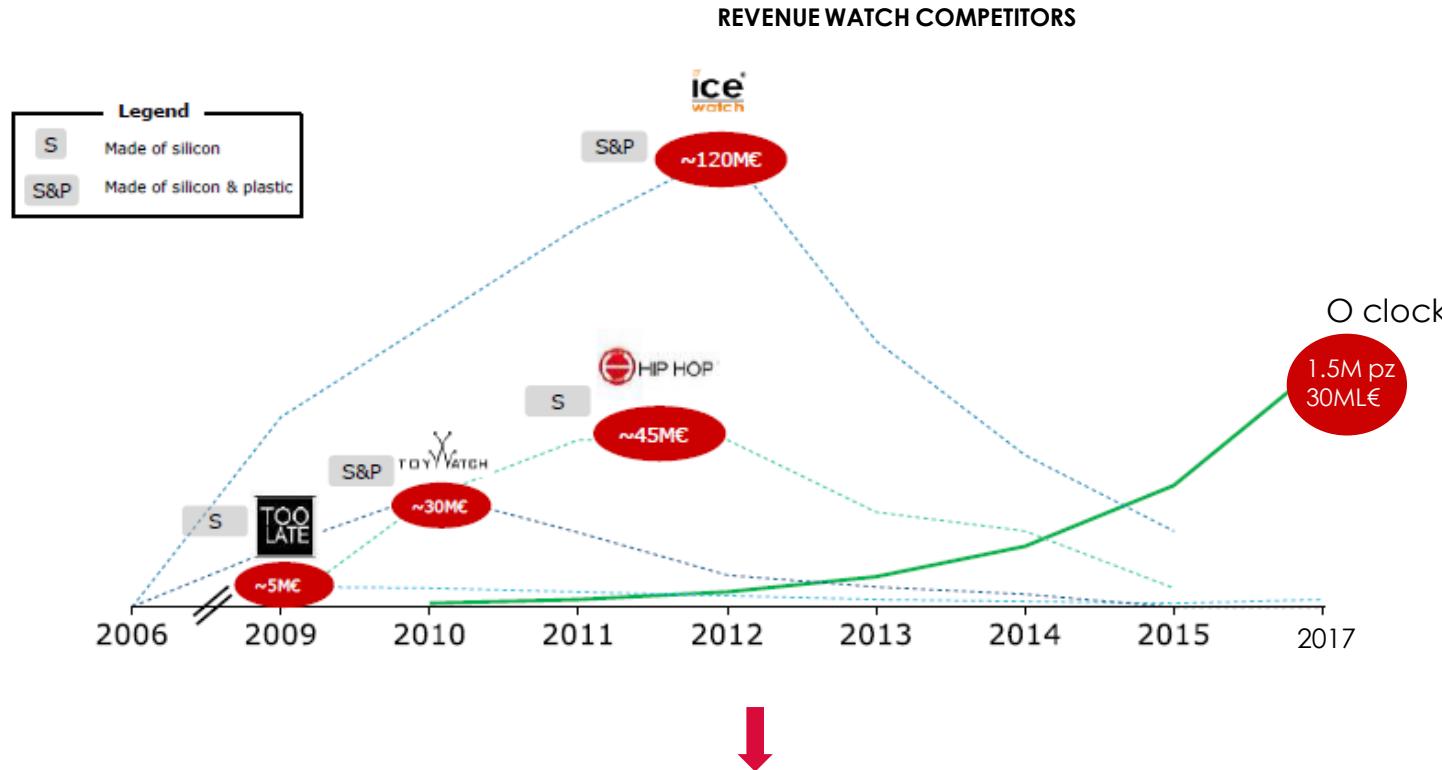
Design

**Watches:** O bag price positioning for watches undercuts competitors significantly, maintaining a competitive product quality



Low cost premium positioning for O clock

**Watches:** O bag players in silicon watchmaking had peaks between 2010-2012 and then plummeted, O clock is resilient



Wishlist competitors' revenues continue falling, O clock is resilient



The brand values



Reference market - shoes

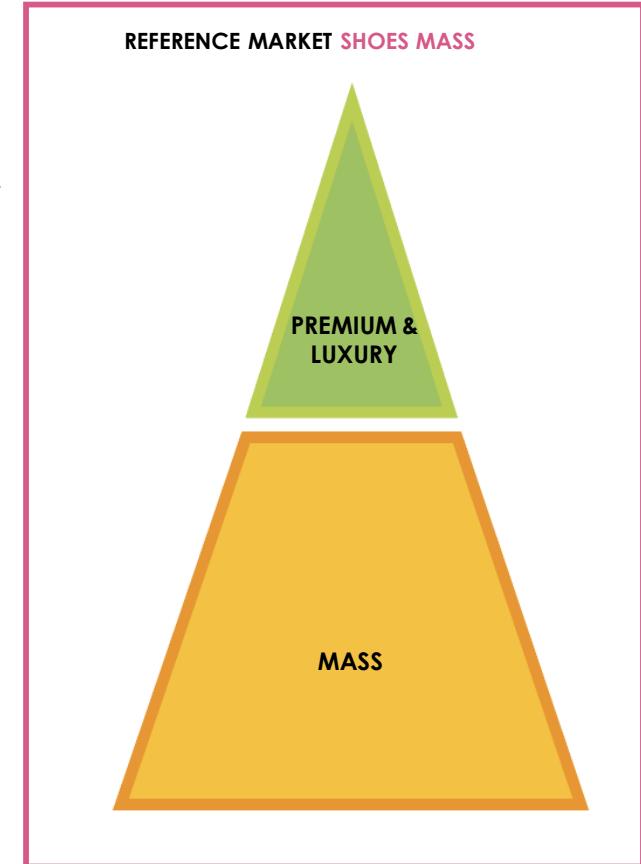
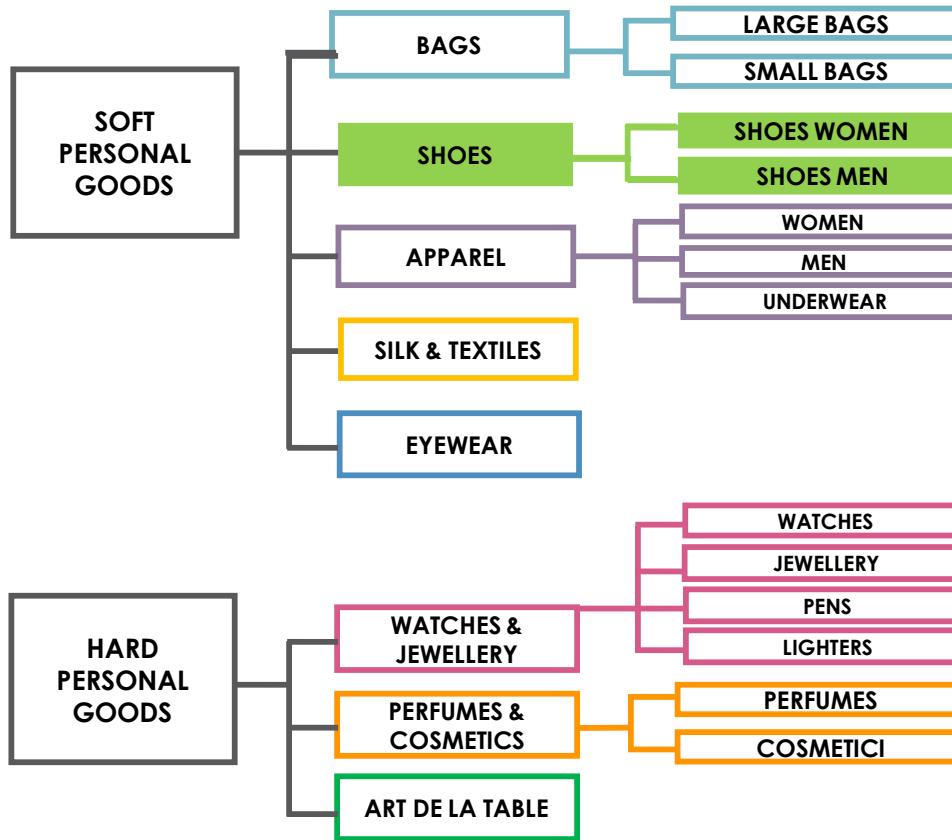


Competitive arena

# Brand .reference market

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**Shoes:** within the shoes market O bag is competing in the mass segment



# Brand .reference market

.fall 2018 COLLECTION

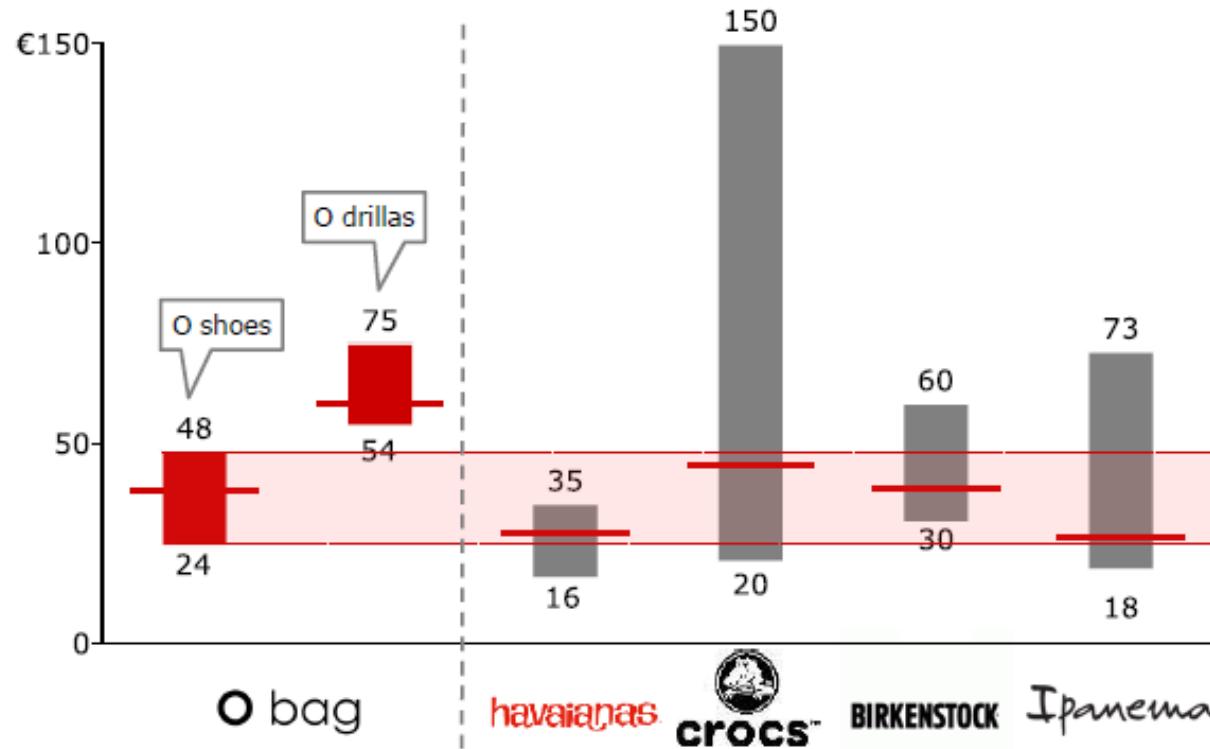
Shoes: footwear worldwide market is worth €310; €287B are represented by mass segment

## MARKET SEGMENTATION



**Shoes:** O bag price positioning lower than Crocs, nearest competitor on the plastic flip-flops sub-segment

SHOES: O bag PRICE POSITIONING VS. COMPETITORS WITH COMPARABLE OFFER



**Shoes:** shoes market showcases selevar succes brands that share some key value with O bag

## CROCS

Crocs is a **US-based company born in 2002** renown for its **clogs made of colorful foam**. The company registered **\$1B revenues in 2016** (-4.7% vs. 2015) with **55 million shoes sold** in the same year.

Crocs shoes had an incredible success, being **resistant and lightweight, hypoallergenic and ergonomics**. Some **350 million pairs** has been sold since their creation in more than **90 countries** around the world.

In 2014 the company announced a **restructuring plan**, together with an effort to **refocus on broader footwear segment**.



Modularità

Materials

Democratic

Design

## HAVAIANAS

Havaianas was founded in Brazil in 1962.

Firstly targeting lower classes with success thanks to its simplicity and low price, in the 90s the company repositioned its brand in order to be perceived as a fashion item rather than just a commodity. Havaianas became a truly transversal product, being worn both by poorer people and Hollywood celebrities.

Today Havaianas owner Alpargatas produce 250 million pairs of flip-flops per year with a total turnover of €1.1B in 2016, approximately 50% of which with Havaianas brand.



Modularità

Materials

Democratic

Design

## BIRKENSTOCK

Birkenstock is a German manufacturer of sandals with a long tradition dating back to 1774. Today it is one of the top footwear brands, with **€430M revenues** in 2016 (+12.9% vs 2015) distributing in 90 countries.

Leather sandals, characterized by quality materials, ergonomic shape and premium price positioning are the most famous Birkenstock product. In 1999 the company also launched a **lightweight and cheaper version** of its traditional product made of EVA plastic.



Modularità

Materials

Democratic

Design

## IPANEMA

Ipanema is the name of a famous beach in Brazil, home country of the Ipanema Flip-Flops. It is owned by the Brazilian footwear giant Grendene, direct competitor of Alpargatas.

The father company started creating shoes back in 1971. It expanded in the following decades, acquiring numerous footwear brands. Today, Grendene vaunts a portfolio of 10 brands: Melissa, Rider, Grendha, Ipanema, Ilhabela, Zaxy, Cartago, Pega Forte, Zizou and Grendene Kids. Distributed in more than 100 countries, these brands totaled ~550 Million € in revenue in 2016.



Modularità

Materials

Democratic

Design



The brand value



Reference market

- sunglasses

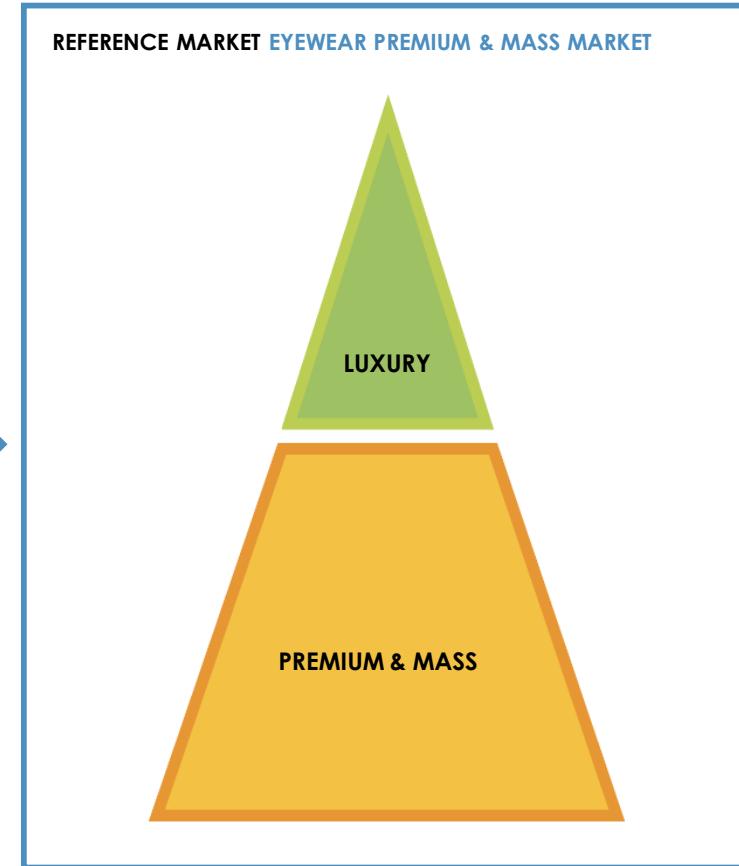
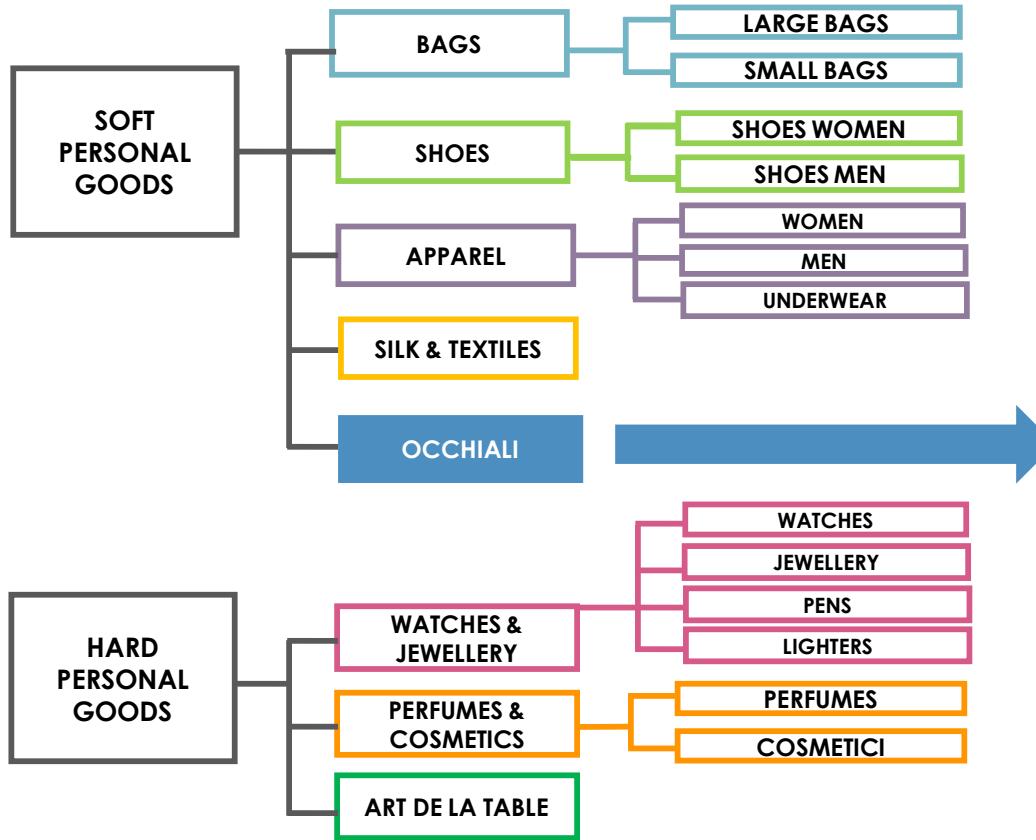


Competitive arena

# Brand .reference market

.fall 2018 COLLECTION

**Sunglasses:** within the Sunglasses, O bag is competing in the mass and premium segment



# Brand reference market

.fall 2018 COLLECTION

**Sunglasses:** mass and premium market together represent the bulk of the market with €93B value

## MARKET SEGMENTATION



## EXAMPLES OF MAIN EYEWEAR PLAYERS

**PRADA**

**CHANEL**

**VALENTINO**

**CoSTUME NATIONAL**

**RALPH LAUREN**

**Polaroid**

*Cartier*

**GUCCI**

*Persol*

**OLIVER PEOPLES**  
OPVWOO

**TOM FORD**

**BALENCIAGA**

*Ray-Ban*

**VOGUE**  
eyewear

*ITALIA  
independent*

Calvin Klein

**EMPORIO ARMANI**

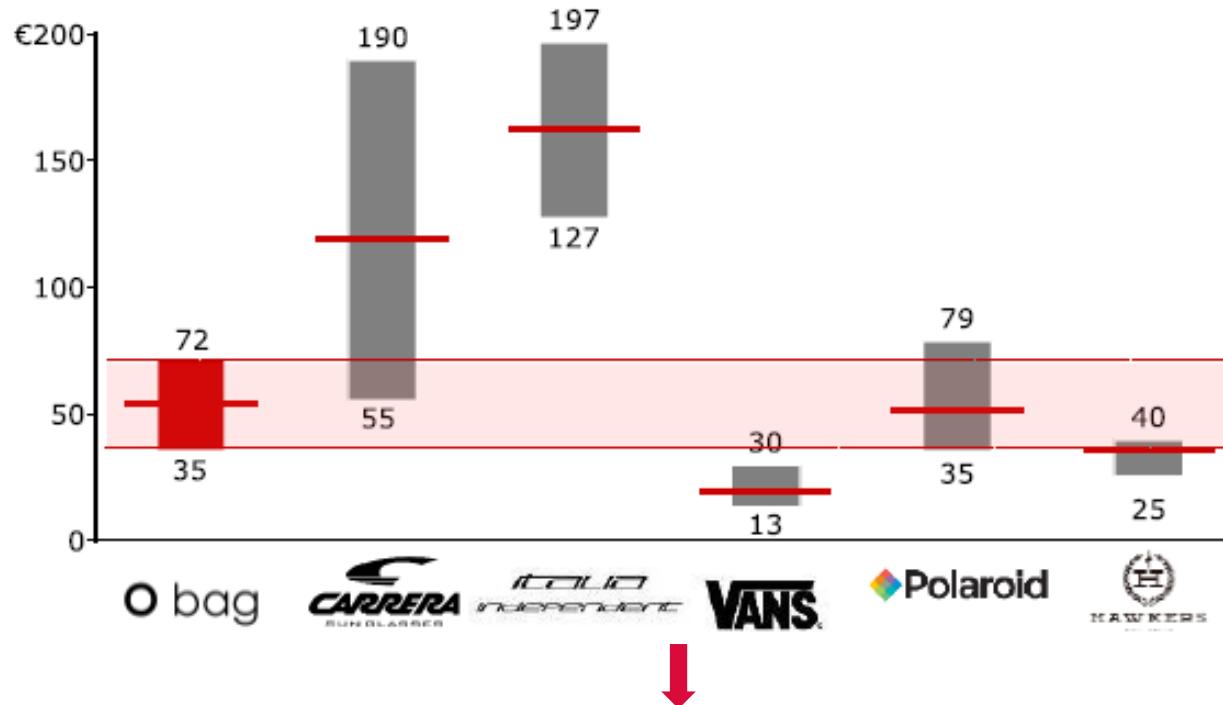
**DIESEL**

**CARRERA**

**VANS**

**Sunglasses:** O bag price positioning strategy for glasses is aligned with O clock, in this they compete with Polaroid

GLASSES: O bag PRICE POSITIONING VS. COMPETITORS WITH COMPARABLE OFFER



Low cost premium positioning for O bag



The brand values

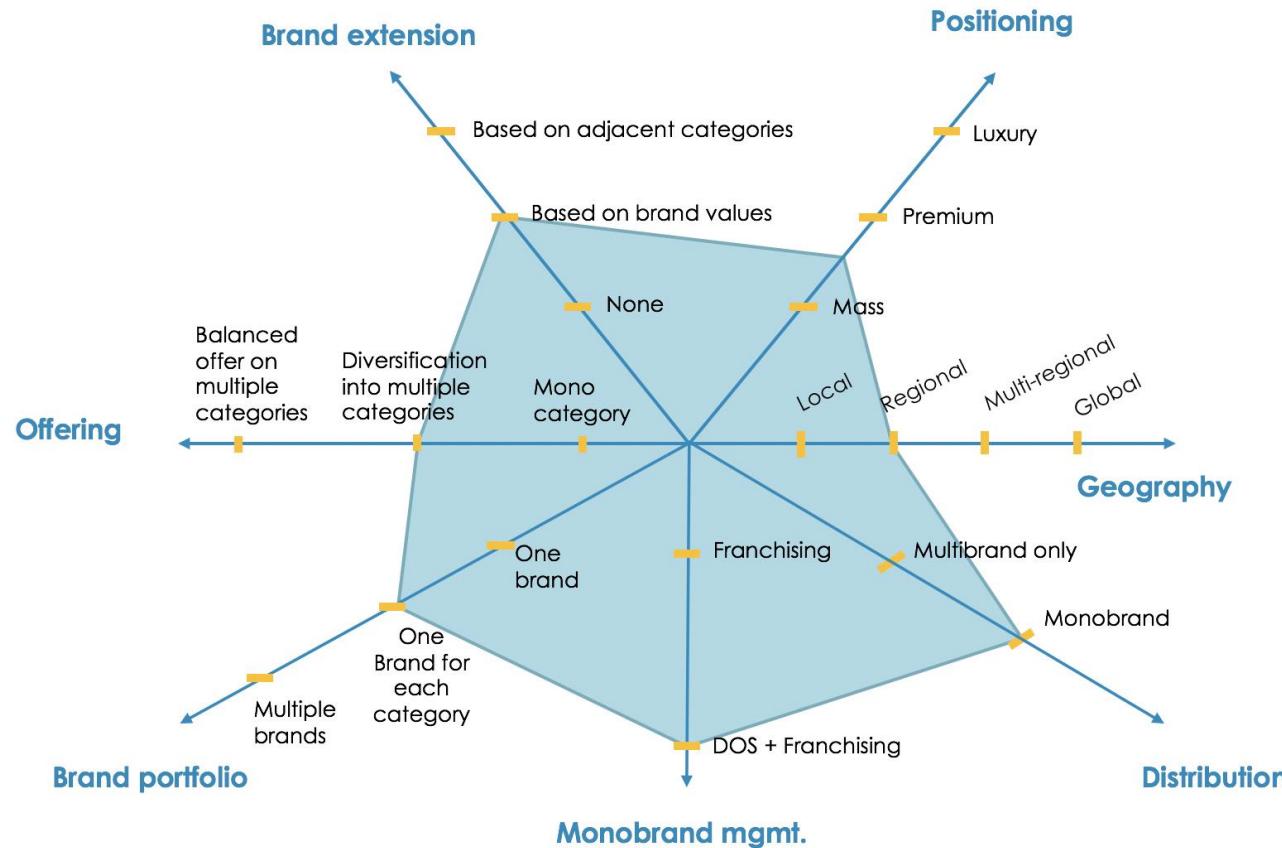


Reference market

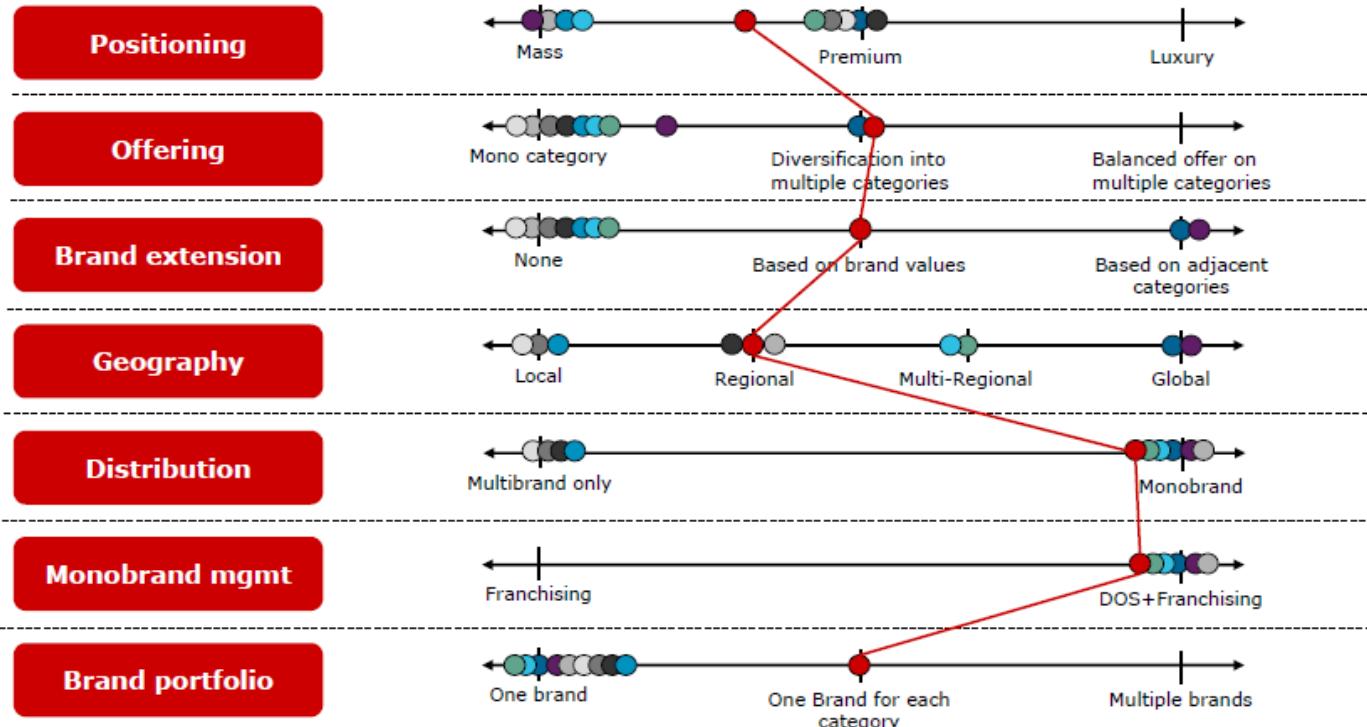


Competitive arena

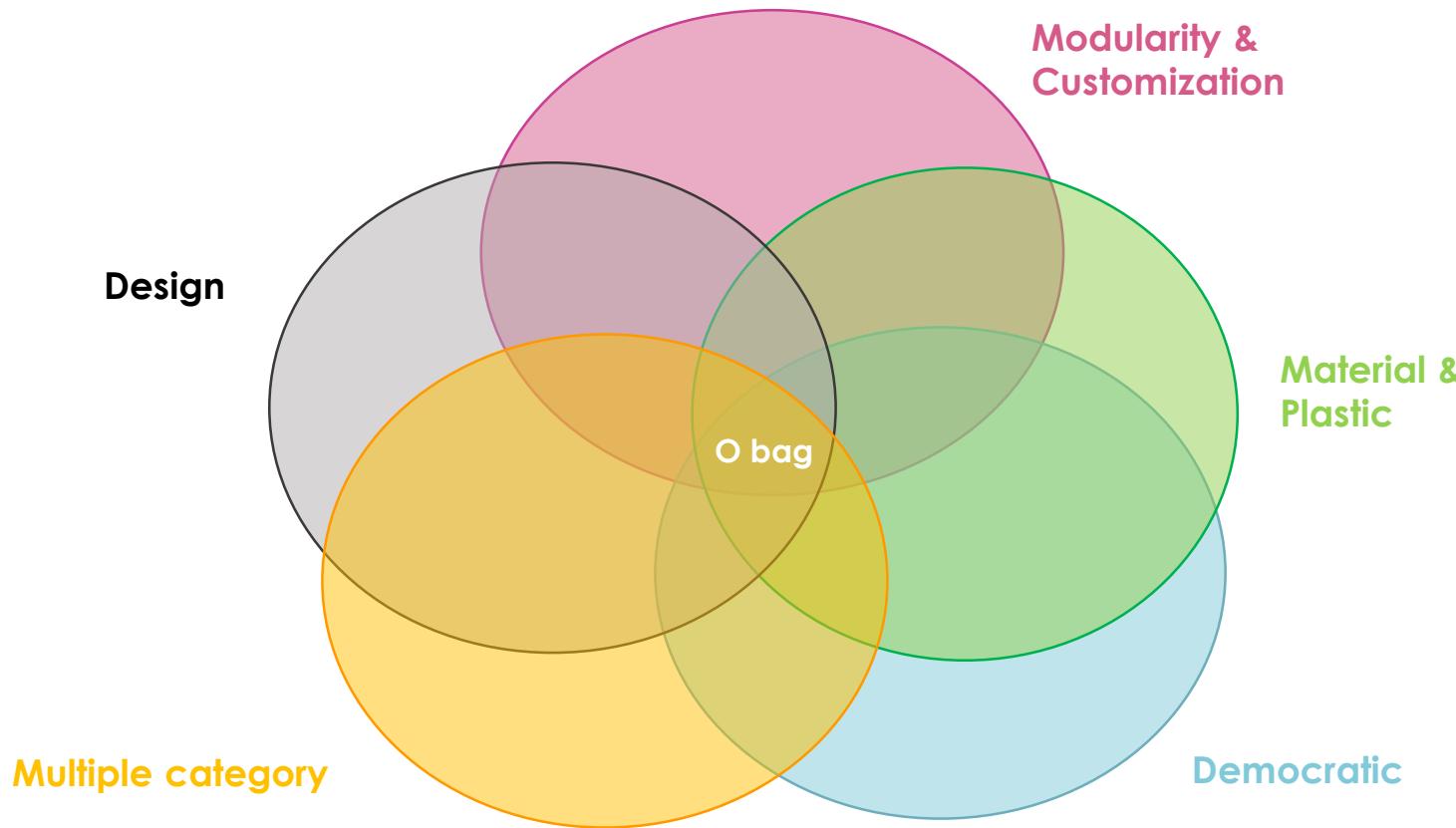
O bag developed its business model and has further room for extension and growth



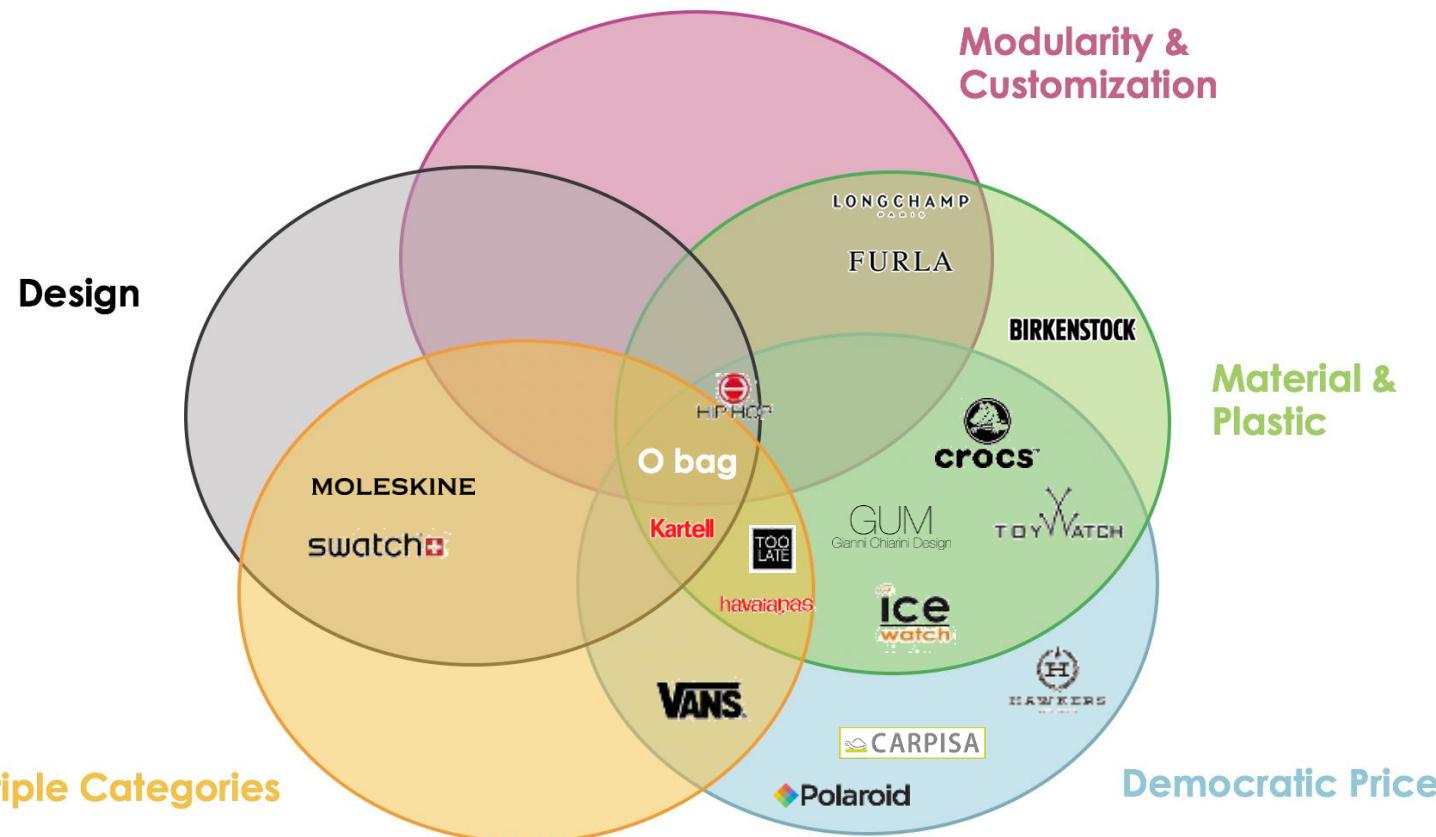
O bag business model is different from players operating in the same arena



O bag value proposition is unique, it's combines all the pillars

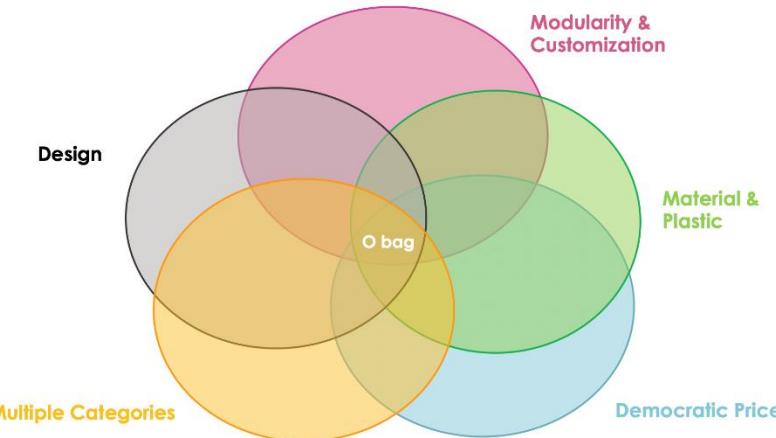


O bag value proposition is clearly unique when compared with other companies



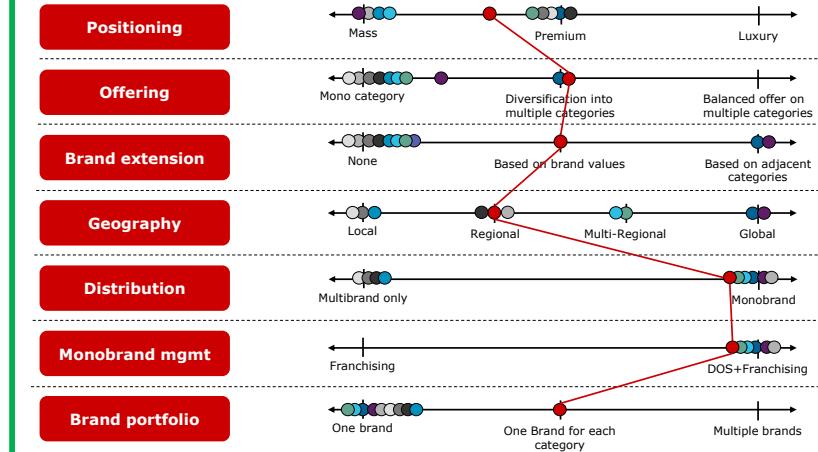
O bag can be considered a unique player in the market, with no vis-a-vis competitor

## Value Proposition



Unique value proposition based on O bag core values

## Business Model

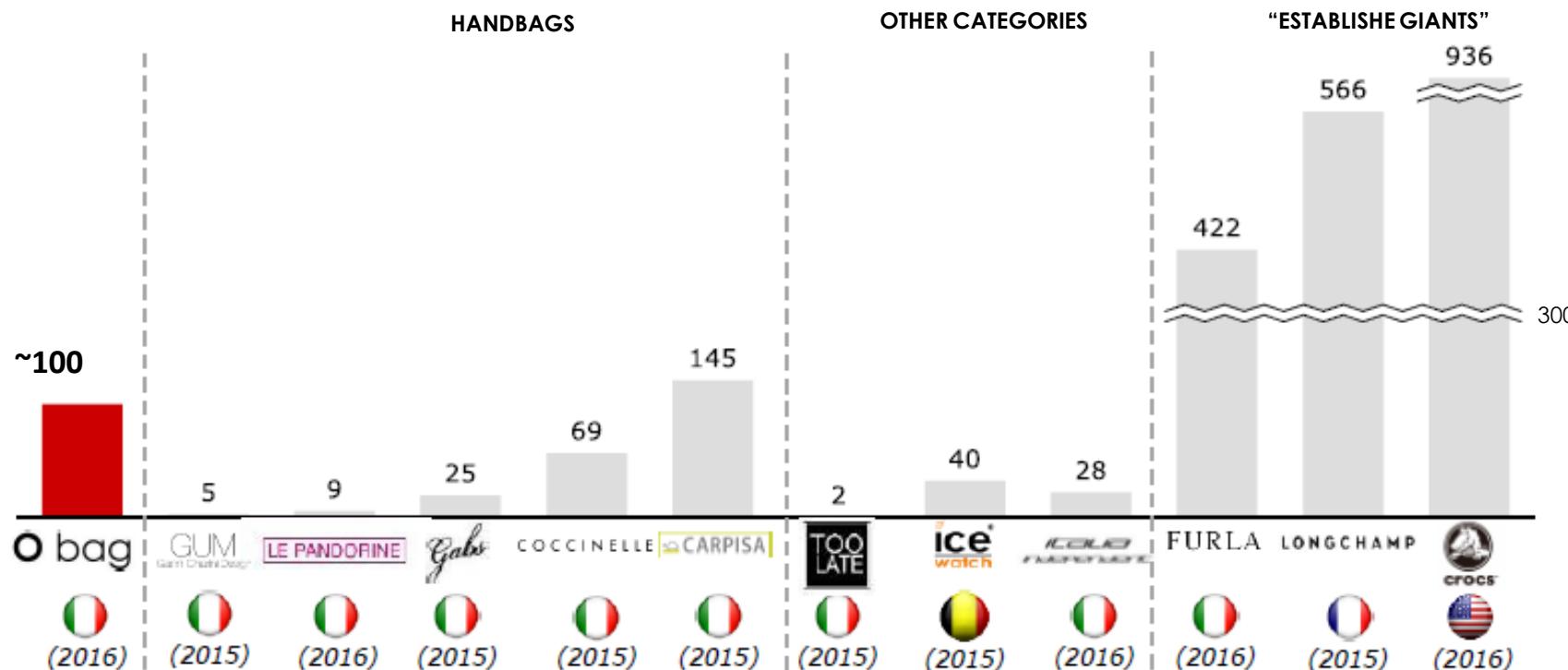


Business model based on capillary monobrand distribution and multi-categories product portfolio

Business model combined with value proposition make O bag unique in the market

O bag is competing directly with smaller-sizer fast growth «Stars» as well as with some established «Giants»

REVENUES BENCHMARKING (2015-2016 | €M)



# .fall 2018 COLLECTION



Brand



Strategy



New projects



New shapes

- promo actions
- multibrand distribution
- integrated marketing calendar
- press & ADV

# .fall 2018 COLLECTION



Brand



Strategy

- promo actions



New projects



New shapes

## Black friday

- 2016 first online test with freeshipping
- 2017 extension test in-store
- participation in a international market activity
- speed up of the sales in-store and online
- strategical test to define the 2018 promotional activities



## IN-STORE ACTIVITIES

**time:** from 24 to 26 November

**action:** sale of 20% in all the assortment

**territory:** World Wide

## SUPPORT MATERIALS

window materials

## WEB E DIGITAL ACTIVITIES

**social netwok**

newsletter

**news** on O bag love



## ONLINE ACTIVITIES

**time:** from 24 to 27 November

**action:** freeshipping + promocode of 20% to use in a future online purchase

**territory:** all the online obag.it e obag.eu

## XMAS PROMO

- speed up of the sales
- value for money
- opportunity to increase the average Units Per ticket
- establish O bag as a leading gifting brand

## foldable packaging

**dedicated** for O bag inner bags and long handles and O bag mini inner bags and short handles

**5€ of discount** for the 2 items combined



## foldable packaging

**dedicated for** O clock, O clock great, O clock shift

**free gift O clock band** for the combinations of:

- 2 bands + 1 dial
- 1 O clock shift band + 1 case + 1 dial

## GIFT & FIDELITY CARD

- create new brand ambassador
- collect customers data for the CRM
- company image upgrade
- viewers increasing
- fidelity
- dedicated communication
- value for money



## GIFT & FIDELITY CARD

- rechargeable
- using in all the monobrand network
- integrated to X-STORE
- customer engagement Oracle system

**ORACLE®**



# .fall 2018 COLLECTION



Brand



Strategy

- multibrand distribution



New projects



New shapes

## NEW MARKETS

- brand introduction in the market
- distribution in the key stores
- increase visibility
- phenomenon and monobrand network development

## MATURE MARKET

- complementary channel in some category (watches, glasses, footwear and home)
- multibrand network to the support to the developing of some categories (ex. footwear and home)
- shop in shop with dedicate images (es

# Strategy . multibrand distribution

.fall 2018 COLLECTION



# .fall 2018 COLLECTION



Brand



Strategy

- integrated marketing calendar



New projects



New shapes

## WINDOWS CALENDAR TRANSITION 2018

without PROMO

8 JAN – 31 JUL

1 FEB – 14 FEB



TBD

VALENTINE'S  
DAY

with PROMO

8 JAN – 31 JUN

1 FEB – 14 FEB

TBD

PROMO +  
preview SS2018



VALENTINE'S  
DAY

## WINDOWS CALENDAR SPRING 2018

15 FEB – 28 FEB



STORY  
SPRING

COLORS IN  
NYC

1 MAR – 21 MAR



STORY  
SPRING

DEAUVILLE

22 MAR – 4 APR



STORY  
SPRING

URBAN  
DECOR

5 APR – 18 APR

CAPSULE

## WINDOWS CALENDAR SUMMER 2018

19 APR – 9 MAY



STORY  
SUMMER

MANILA  
LIVING

10 MAY – 30 MAY



STORY  
SUMMER

COTE  
D'AZUR

31 MAY – 20 JUN



BEACH  
COLLECTION

21 JUN – 11 JUL

CAPSULE  
TBD

12 JUL – 25 JUL

BEACH  
COLLECTION

# Strategy . integrated marketing calendar

.fall 2018 COLLECTION

## without PROMO

ACTIVITIES / MONTH	JAN 18	FEB 18	MAR 18	APR 18	MAY 18	JUNE 18	JUL 18	AUG 18
TRANSITION	1H	2H	1H	2H	1H	2H	1H	2H
SPRING	VALENTINE DAY							
SUMMER	delivery: december START UP 3 TEMI + CONTINUATIVI + INTEGRAZIONI				START UP 2 TEMI + CONTINUATIVI + INTEGRAZIONI			
FLASH						BEACH		
CAPSULE				TBD		TBD		
REASSORT								
SAVE MONEY			SM 1<				SM2	

# Strategy . integrated marketing calendar

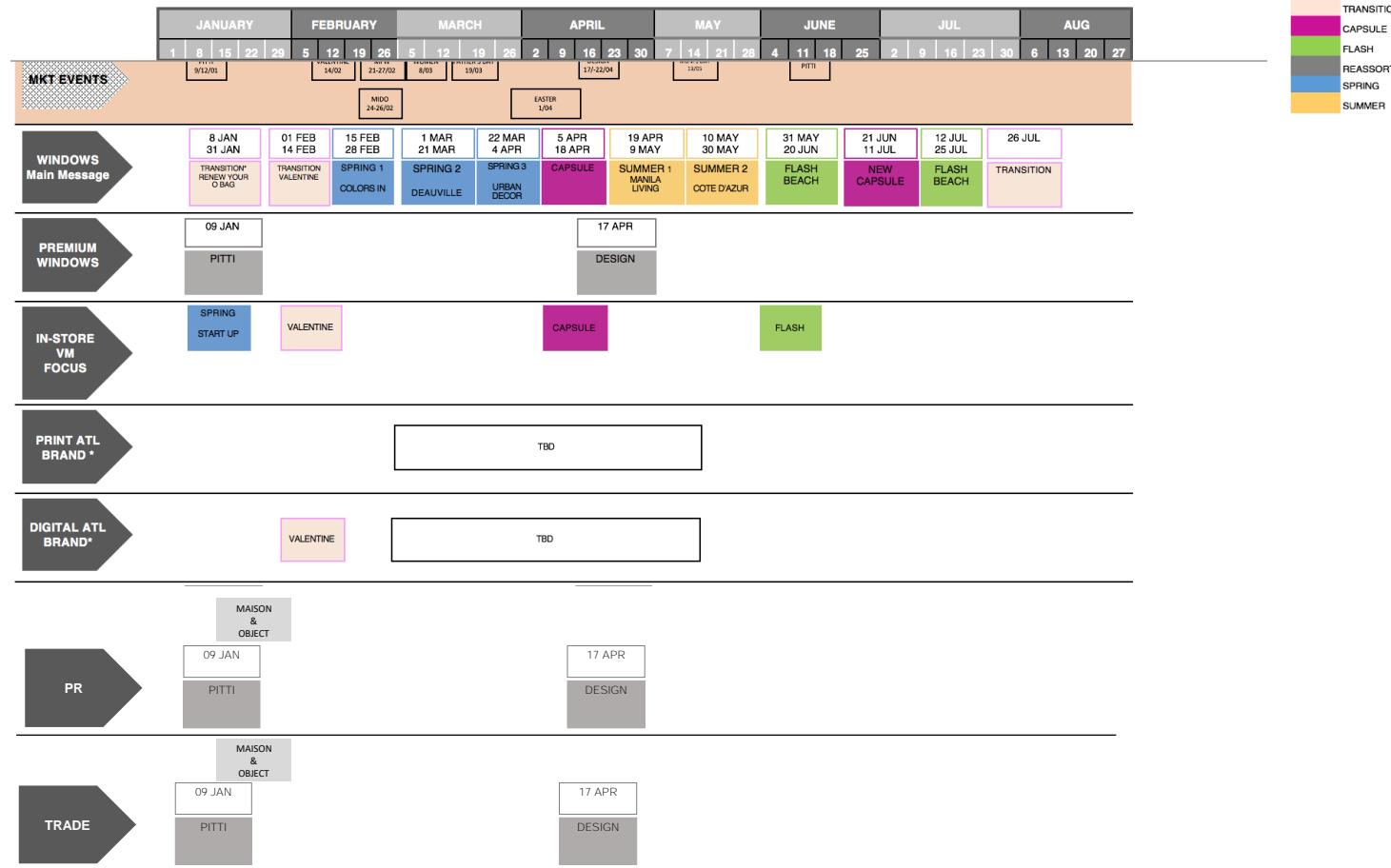
.fall 2018 COLLECTION

with PROMO

ACTIVITIES / MONTH	JAN 18	FEB 18	MAR 18	APR 18	MAY 18	JUNE 18	JUL 18	AUG 18
	1H	2H	1H	2H	1H	2H	1H	2H
TRANSITION			VALENTINE DAY					
SPRING		delivery: december START UP 3 TEMI + CONTINUATIVI + INTEGRAZIONI						
SUMMER					START UP 2 TEMI + CONTINUATIVI + INTEGRAZIONI			
FLASH						BEACH		
CAPSULE				TBD			TBD	
REASSORT								
PROMO		PROMO					PROMO	

# Strategy . integrated marketing calendar

.fall 2018 COLLECTION



## WINDOWS CALENDAR FALL 2018

26 JUL – 15 AUG

16 AUG – 29 AUG

30 AUG – 19 SEPT

20 SEPT – 10 OCT



TRANSITION

STORY  
FALL

ROYAL ASCOT  
BRITISH COUNTRYSIDE



STORY  
FALL

PINK ATTITUDE

CAPSULE

## WINDOWS CALENDAR WINTER 2018

11 OCT – 24 OCT

25 OCT – 14 NOV

15 NOV – 5 DEC

6 DEC – 9 JAN

10 JAN –

STORY  
WINTER

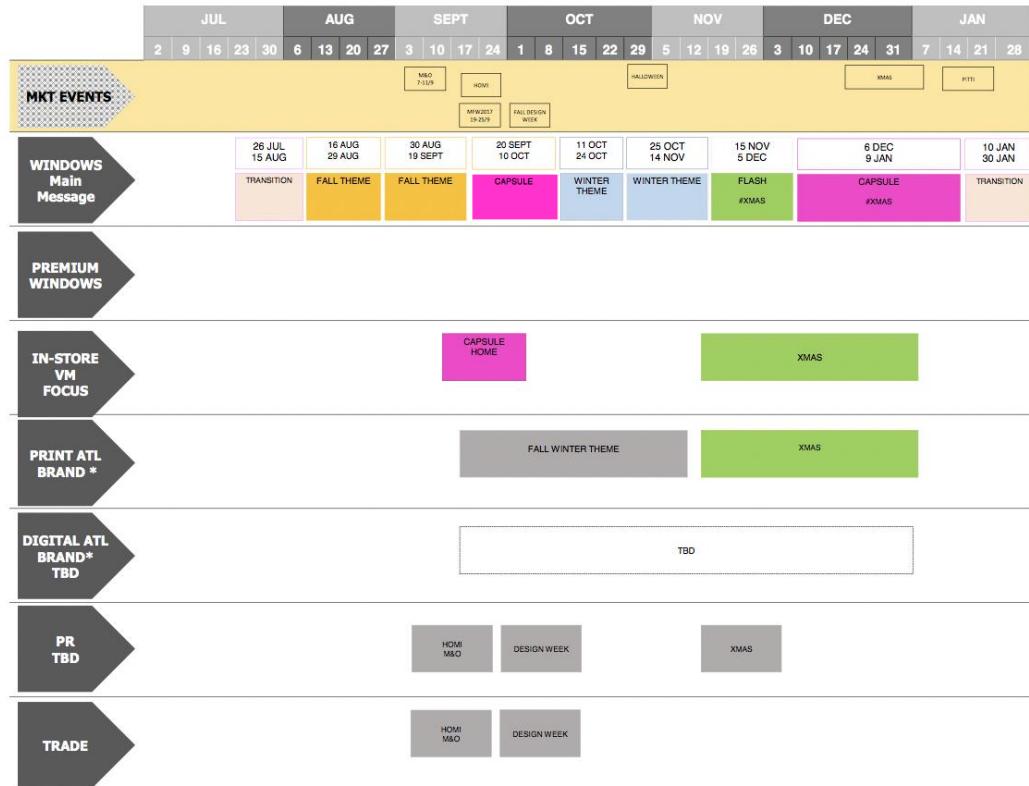
STORY  
WINTER

FLASH  
XMAS

CAPSULE  
XMAS

TRANSITION

## MARKETING CALENDAR FW 2018



# Strategy . integrated marketing calendar

.fall 2018 COLLECTION

ACTIVITIES / MONTH	AUG 18			SEPT 18		OCT 18		NOV 18		DEC 18		JAN 19		
	1H	2H	1H	2H	1H	2H	1H	2H	1H	2H	1H	2H	1H	2H
TRANSITION													TBD	
FALL														
WINTER														
FLASH														
CAPSULE														
REASSORT														
SAVE MONEY														

**delivery: july**  
START UP 3 TEMI + CONTINUATIVI + INTEGRAZIONI

START UP 2 TEMI + CONTINUATIVI + INTEGRAZIONI

HOME XMAS

CHRISTMAS

SM 1 SM2

# .fall 2018 COLLECTION



Brand



Strategy

- press & ADV



New projects



New shapes

Also for Fall season 2017 **O bag** is present in the most important italian fashion magazines, both offline and online





CAPRIE IN GOMMA CON PATTINA INTERCAMBIABILE IN VELLUTO DI RAG, € 98.  
CAMPETTO IN PELLE LISCIA DEL SOFT PELLE, PANTALONI IN GOMMA SANMICO TUTTI HERMÈS.



GRAZIA

F

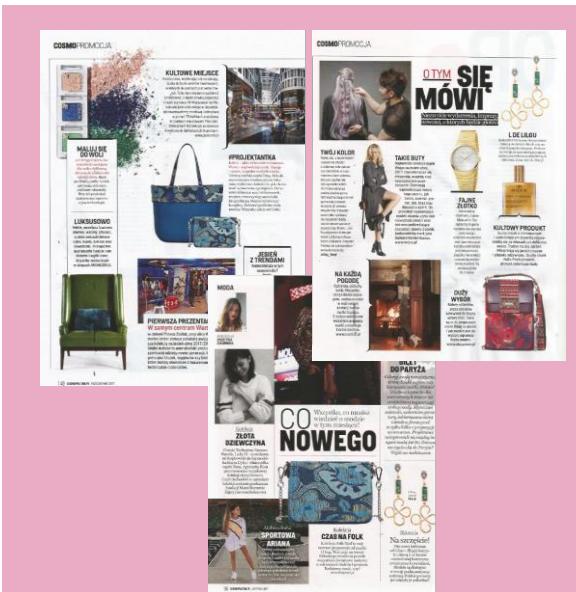
IO DONNA



F

IO DONNA

O bag also appears in european fashion magazines with dedicated press release thanks to collaboration with local partners.



## COSMOPOLITAN

## HARPER'S BAZAAR



**O bag**  
[www.obag.it](http://www.obag.it)

O bag is planning a precise ADV in fashion magazine

We invest in ADV in these magazines:

**Very Elle**  
**Elle**  
**Glamour**  
**Amica Accessori**  
**Gioia**  
**F**  
**Grazia**  
**D**  
**Io donna**  
**Donna Moderna**  
**Tu Style**



HARPER'S BAZAAR - PL

COSMOPOLITAN - PL

O bag also appears in european fashion magazines with dedicated ADV thanks to collaboration owith local partners.



*.fluffy fur cover bag*



O bag

O bag ADV will appear during next upcoming Xmas time. The new subject is the fluffy cover bag, the new ecofree fur cover which embraces the classic O bag and mini O bag.

**ELLE** dicember  
**Glamour** dicember  
**F** – nr. 49  
**Grazia** – nr. 50 51  
**Gioia** nr. 48 49  
**Tu Style** – nr. 40

# .fall 2018 COLLECTION



Brand



Strategy



New projects

- Rinascente di Milano
- El Corte Ingles



New shapes

# .fall 2018 COLLECTION



Brand



Strategy



New projects

- Rinascente di Milano



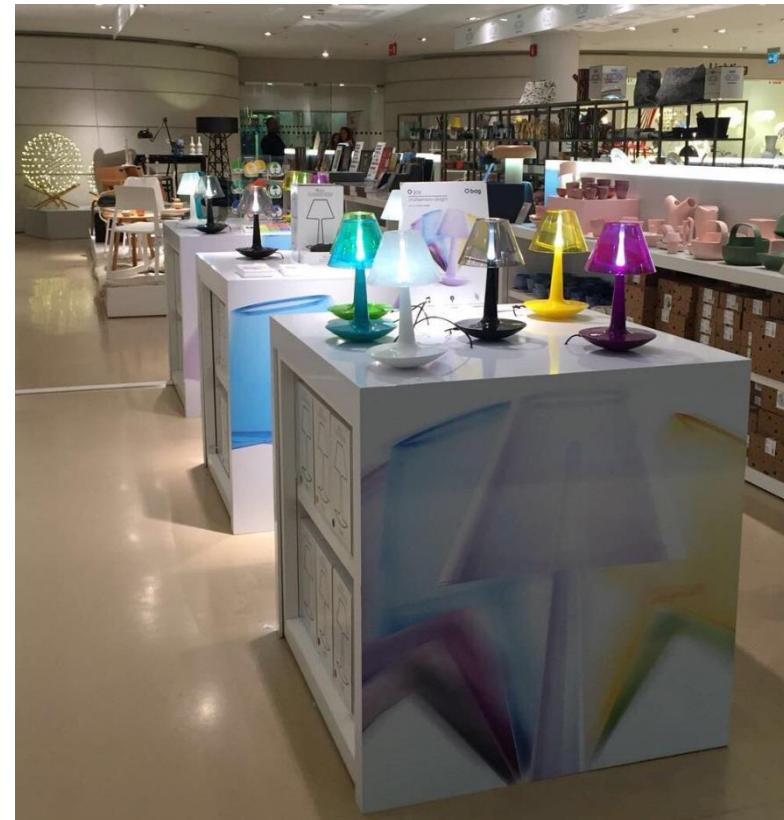
New shapes

## Rinascente di Milano

From October 18th to November 8th 2017 O bag is premiered at **Rinascente di Milano** into the prestigious «Home&Design», located at floor -1.

O bag presents to the audience **O joy**, the smart and multitasking lamp designed by Franco Driusso, a venetian architect and co-founder of the DriussoAssociati studio.

This debut anticipates the arrival of lamps throughout the sales network starting from October 26°



# .fall 2018 COLLECTION



Brand



Strategy



New projects - El Corte Ingles



New shapes

## El Corte Ingles

Starting from December 2017 O bag will be part of a great expansion project. O bag will be hosted at **El Corte Ingles**, the hugest and the most important department store of Spain.

The goal will be open others six El Corte Ingles corners in Barcelona, Palma de Maiorca and Bilbao.



# .fall 2018 COLLECTION



Brand



Strategy



New projects



New shapes



# New shapes

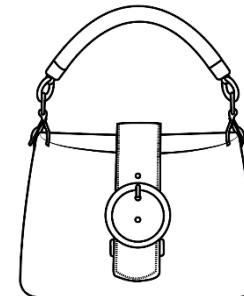
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## Fall 2018

○ bag urban

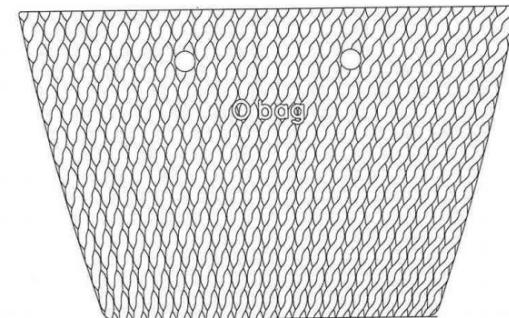


○ bag glam



○ bag knit

○ bag knit mini

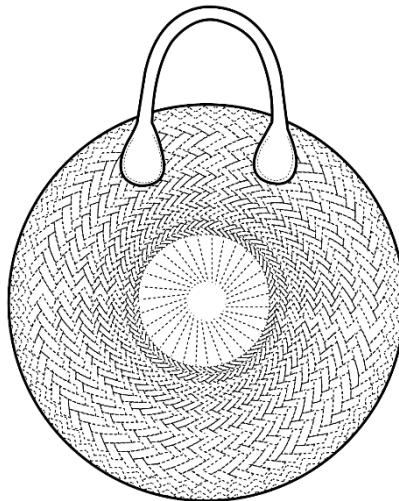


New shapes

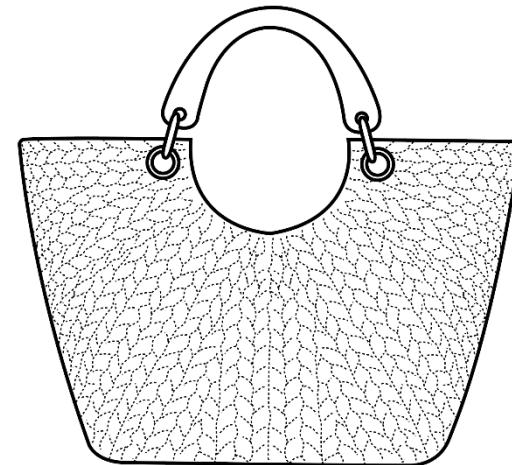
.fall 2018 COLLECTION

## Beach 2018

O bag twist



O bag sand



O bag roll



# Purposes

.fall 2018 **COLLECTION**

- upload the order of the fall collection 2018 within the mid of December
- next Winter 2018 presentation at the end of Genuary
- focus on the buying orders planned and re-orders
- following the development plan

**Thank you**