



O bag

SUMMER 2018

PRESENTATION



agenda

- project progress
- integrated marketing plan SS FW 2017 – SS 2018
- Christmas project
- Summer 2018 collection
- to do list
- semester objectives

agenda

O bag



project progress

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agenda

O bag



project progress

- O bag store beach shops
- flower power project
- save money project
- in store configurator
- development plan

project progress

O bag



O bag store beach shops



flower power project



save money initiative



in-store configurator



development plan

beach project - strategy

OBJECTIVES

- enhance seasonal collection through the opening of 'specialized' shops
- test driver 2017 DOS stores

CONCEPT & PRODUCT OFFER

- selected / specific product
- dedicated furniture and concept

DISTRIBUTION & TIMING

- extend the distribution (growth driven by doors increase) w/controlled investments
- mall– tourist centres– beach centres (seasonal shop)
- from April

beach project - product

O bag

BAGS				FOOTWEAR		
O bag	O bag mini	O pocket	O chic	O shoes high woman	O shoes low woman	O shoes man
						
						
						
						

beach project - product

O bag

WATCHES	SUNGASSES	BRACELETS	ACCESSORIES
O clock 	O clock great 	O sun 	O sun aviator 
	O sun shine 	O bracelet flower 	O bracelet daisy 

beach project - visual

O bag



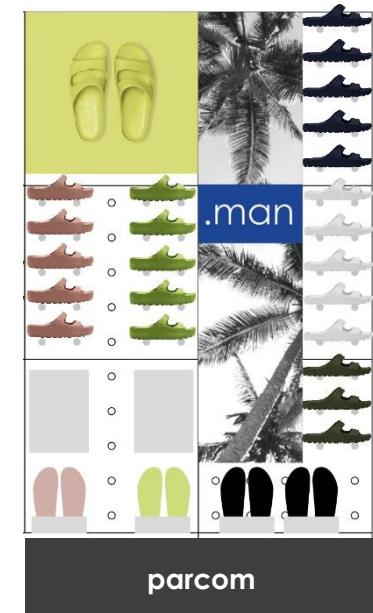
new concept



**window –
function merchandising**



kubric in-store



parcom

beach project - communication

O bag

O contentS on all O bag channels

Summer essentials! la shopping guide dell'estate

O bag la tote bag
O shoes le platform superleggere
O drillas il sandalo espadrillas
O pocket la tracollina active

Obag.it

Al mare con gli essential a colori!

Un tuffo al mare con O bag!

La **beach bag** è full color e componibile con la sacca interna in rete e i nuovi manici in corda. Capiente, pratica e coloratissima è perfetta per sentirsi già in viaggio.

O bag beach mini, il formato mini per un'estate less is more.

O fly, il nuovissimo frisbee dell'estate, divertente e colorato.

O shoes, la platform dal design minimal, colorate e easy to wear.

Accessori **plastic** che fanno subito estate!
...on the beach

ACQUISTA
Spedizione gratuita per ordini superiori a 100€

Obag [www.obag.it](#)

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Email: commerciale@obag.it - Indirizzo: 39-000 Bressana - Powered by KOMMERCE

NL O bag

Instagram

obagofficial

474 post 91,2 mila follower 188 persone seguite

O bag O bag è sinonimo di innovativo, versatile, colorato, inusuale e essenziale. [www.obag.it](#)

welcome summer!

Instagram O bag

Facebook

O bag

Una nuova collezione da Mi Ca (I) - 7 luglio alle ore 16:53 - Un'esplosione cromatica ad alta tensione! Effetto finale? Fortissimo! [O bag](#)

L'arrivo di O bag a pochi giorni fa ha aperto un'esplosione cromatica ad alta tensione! Effetto finale? Fortissimo! [O bag](#)

Facebook O bag

Facebook O bag

beach project - performance

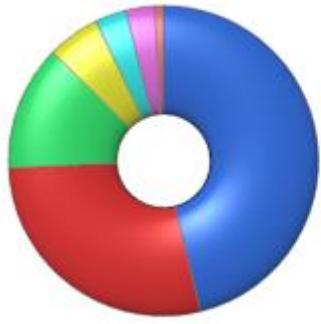
- test starts from April
- wheather influences May performance's
- in June the figures increase and in July we expect to get up to speed
- investments and management costs are affordable
- added new turnover in the O bag store network

beach project – product mix

O bag

O bag store beach

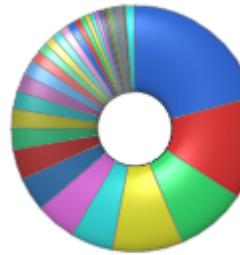
Inc. % Valore



Produttiva

Categoria	Inc. % Valore
BORSE	46,15%
SCARPE	28,12%
OROLOGI	13,10%
BRACCIALETTI	5,47%
OCCHIALI	3,29%
ACCESSORI	2,98%
-	0,90%

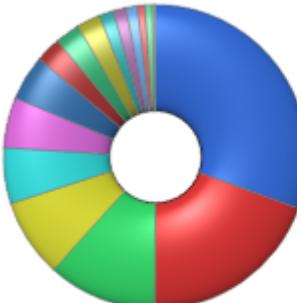
Inc. % Valore



Stile

Stile	Inc. % Valore
Generico	20,86%
High	13,46%
O Bag	9,37%
Classic	9,25%
O bag Mini	5,53%
Low	5,36%
Cinturino	4,44%
O bag 50 Soft	3,98%
O Bag Beach Mini	2,83%
O Bag Beach	2,56%

Inc. % Valore



Stile

Categoria	Inc. % Valore
Generico	30,53%
O Bag	19,55%
O bag Mini	11,60%
O bag 50 Soft	8,35%
O Bag Beach Mini	5,94%
O Bag Beach	5,38%
O Pocket	4,79%
O swing	2,68%
O bag flower hole	2,64%
NULL	2,52%

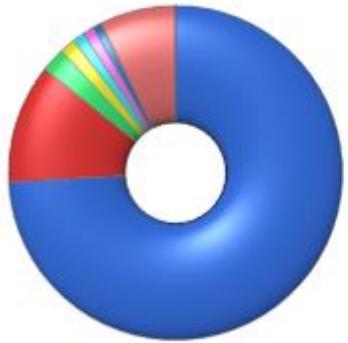
bag's category



beach project – product mix

O bag store

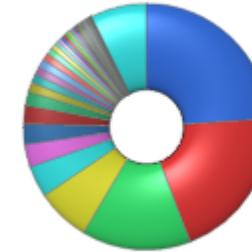
Inc. % Valore



Produttiva

BORSE	74,11%
OROLOGI	11,57%
BRACCIALETTI	2,37%
ACCESSORI	1,50%
SCARPE	1,15%
PORTAFOGLI	1,10%
OCCHIALI	0,83%
URBAN HOME	0,00%
-	7,38%
Altro	0,00%

Inc. % Valore



Stile

O Bag	23,95%
Generico	20,25%
O bag Mini	14,35%
Classic	7,04%
O Pocket	4,15%
Cinturino	2,96%
O Chic	2,70%
O City	2,40%
O Basket	1,81%
O Bag 50	1,26%

- the sales of the product mix is different than the O bag store
- in the beach stores the bag's category represents the 46% of the sales than the 74% O bag store
- good performance of the footwear' category represents the 28% than the 1% of the O bag store

considerations

- in the O bag store beach the mix of the sales are different in the bags, sunglasses and footwear category
- riduced the incidence of the iconic O bag in line with the strategy
- good result of the performance and different product mix highlights that the customer recognized us the brand
- high potentiality in the footwear and sunglasses category

beach project –concept project progress

O bag



beach project – conclusions

- work in progress project
- in the 2018 we will reinforce the image product - concept
- development of the O bag store beach
- 2018 target: open 80 O bag store beach
- development the beach and shoes project in the multibrand stores



progetto beach – specializzati O shoes



- O shoes sell by kit
- wall of 120 cm e boxes for the merchandising

project progress

O bag

- O O bag store beach shops
- O flower power project
- O save money initiative
- O in store configurator
- O development plan

flower power project

O bag



flower power capsule –ready-made product

O bag

bags				
O bag mini				
O bag moon light				
footwear				
O shoes				

KIT

n.12

n.8

n.25



in-store customization

O bag

1.

start choosing your
favourite **O bag**
product

2.

get crazy for flowers

3.

customize your item
and make it yours



bags



shoes



patches:
14 colors, 2 sizes



flower power project

O bag

- project presents in 209 shops out of 350 (60% of the networks)
- started from the 24 – 25 June
- the company sold more than 50.000 flowers
- e-commerce sold more 3.000 flowers
- gradual performance (last week sold 20.572 flowers + 89% than the previous week)

O bag

flower power project

Nome_Negozi	Incasso CY
Total	53.912
1098 bag store Praga	1.909
1012-o bag store jesolo	1.193
1107-progetto bag store Bari	1.178
1225-o bag store Grugliasco Cc Bea	1.167
1126-o bag store milano marittima	1.089
1184-progetto bag store Locate Di Ti	1.054
1190-progetto bag store Quartucciu	1.024
1035-o bag store nave de vero	997
1008-o bag store firenze	970
1139-progetto bag store Lucca	940
1010-o bag store caorle	924
1146-o bag store Messina	862
1188-o bag store roma est	843
1093-sanguineti bag store Genova C	792
1124-o bag store alassio	758
100-o bag store viareggio	755
1016-o bag store riccione	695
1221-o bag store pisa	682
1027-o bag store Torino	677
1236- C.C. ORIO	663
1002-o bag store campania	644
1140-o bag store Carini	640
1082-o bag palermo	621
1218-o bag store Val D'europe	582
1198-o bag store Napoli Scarlatti	578
1217- CENTRO SICILIA	571



O bag store Jesolo –
p.zza Aurora: 3.400
flowers(avarage last week 200 per day)



O bag store Jesolo beach -
p.zza Milano: 1.500 flowers



O bag store Jesolo - p.zza
Marconi: 1.200 flowers



O bag store Verona: in the
first days of the opening the
flower project is the best
seller

flower power - communication

O bag

- **11** issues adv campaign (perimeter: Italy)
- **3** social media campaigns (perimeter: Europe)
- **2** events: O van tour and in-store event

flower power - communication

O bag



11 issues adv campaigns on the main feminine magazines
(weekly/monthly) (perimeter: Italy)

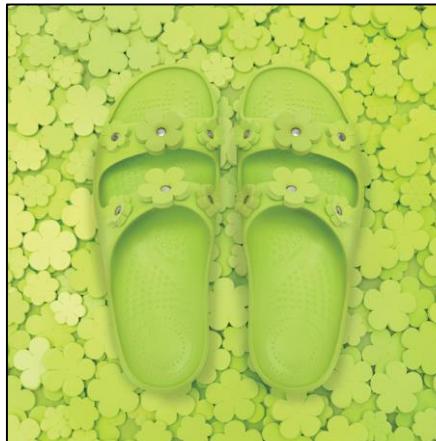


.flower power

scopri la nuova capsule e personalizza in-store e online
23-24-25 Giugno 2017

O bag

www.obag.it



.flower power

scopri la nuova capsule e personalizza in-store e online
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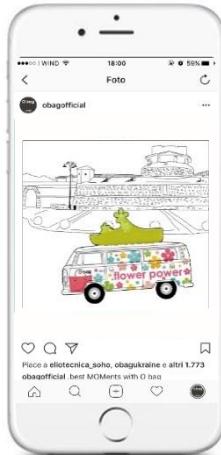
flower power - communication

O bag



3 social media campaigns:

- > teasing during PU92 fair (12 – 15 June) perimeter: Italy
- > launching capsule and event (16 – 22 June) perimeter: Europe
- > promotion in-store event (23 - 25 June) perimeter: Europe



flower power - communication

METRICS & KPI's

FOCUS

to measure and track the results and the performance of the campaign

SOCIAL
MEDIA

FB + IG reach (paid post): up to 845.686 people; over 10.000 new users, more than 11.000 interactions and about 30.000 click to links.

EFFECT: TRAFFIC INCREASE

EDITORIALS

6 EDITORIALS PRESS

11 EDITORIALS WEB

2 INTERVIEW (Grazia; Milano Finanza Fashion)

TIMING

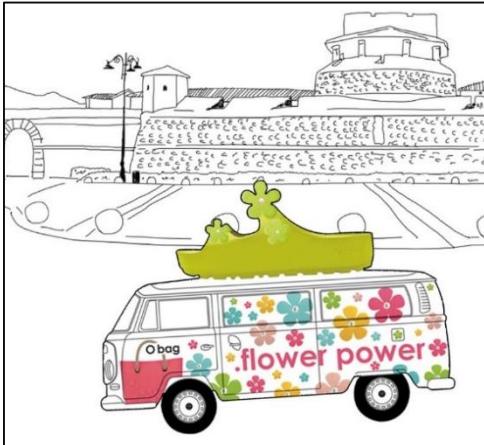
12 / 25 JUNE

flower power - communication

O bag



2 events: O van tour and in-store event



flower power - communication

O bag



flower power project - conclusions

O bag

- the good performance suggests to follow the project in July - focus on turistich place
- establishment O bag as brand leader in the customization
- reinforcement the concept of O bag as a lab
- will replicate the format as istitutional activity
- low interest in the project that represents the dna of the brand

project progress

O bag

- O bag store beach shops
- flower power project
- save money initiative
- in-store configurator
- development plan

'save money' initiative

- in May we showed you the free-standing support
- merchandising of 3 family products by function
- massive display to enhance the product offer



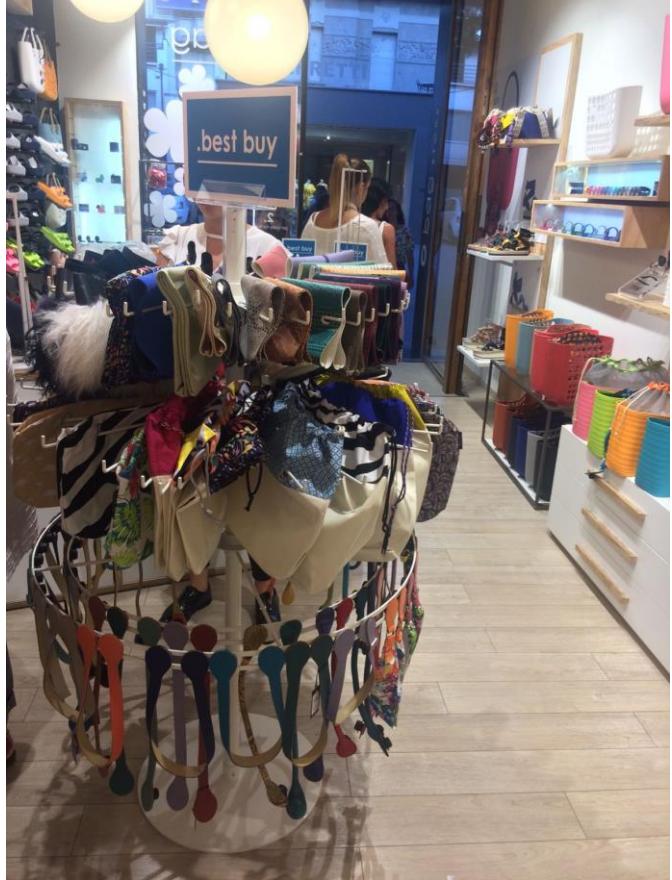
we suggest you to complete the merchandising by using other items (not only the save money ones)



turnable stand
by function

'save money' initiative

O bag



'save money' initiative

- 97 stands ordered out of 329 shops
- 73 are retail orders
- only the 8% of the franchising network joint
- common explanation is the small selling area

'save money' initiative - conclusions

- not complete support to a project that it is meant to sustain the shops
- the purpose is to speed up the items with low performance
- in addition to SV initiative, we suggest you to use the stand also to display other items

project progress

O bag

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in-store configurator – Pisa



in-store configurator – Arese S.C.

O bag



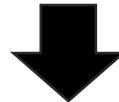
in-store configurator – Milano Galleria San Carlo

O bag



in-store configurator – activities

- starting the test in 3 stores – analysis of the result
- from July start the implementation of Stealth retail system
- it permits to manage the stockroom in each shop



- the in store configurator will give the access in the visibility of the di each stockroom – stockroom of the closest store – company stockroom
- 1° step towards the omnichannel

project progress

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development plan –2017 progress

		ITALIA	ESTERO	TOTALE
O bag store	APERTO	191	138	329
	APERTURA	19	51	70
	BEACH	18	3	21
	TOTALE	228	192	420
2017 O bag store	aperti	13	32	45
	beach	18	3	21
	apertura	19	51	70
	totale	50	86	136

- forecast in line with the strategy of the company
- balance between the shops in Italy versus the foreign countries
- 1/3 of the network is controlled by the company

development plan –2017 progress

COUNTRY	Wholesale	Retail Agreement	Master Franchise	Retail	Total
AUSTRIA	0	7		2	9
BELGIO				3	3
BULGARIA	4				4
CAPOVERDE	1				1
CINA			14		14
COLOMBIA	3				3
COSTARICA		2			2
CROAZIA				4	4
CZECH REPUBLIC		5			5
FRANCE		16		2	18
GERMANY		14		4	18
GREECE		2		0	2
HUNGARY			8		8
ISRAEL	1				1
ITALY		130		98	228
LETTONIA		1			1
KSA			2		2
KUWAIT	1				1
MESSICO			7		7
OLANDA				2	2
POLAND	6	3			9
PORTUGAL		2			2
ROMANIA			5		5

COUNTRY	Wholesale	Retail Agreement	Master Franchise	Retail	Total
RUSSIA	2				2
SERBIA				1	1
SLOVAKIA					1
SLOVENIA					1
SPAIN				19	19
SVIZZERA					3
TURKEY		5			5
UCRAINA		6			6
UK	1			1	2
USA				7	8
AUSTRALIA				1	1
MALESYA				1	1
MALTA					1
PANAMA		3			3
CHILE				1	1
NICARAGUA				1	1
LUSSEMBURGO					1
CANADA				3	3
FILIPPINE				1	1
MACEDONIA				1	1
INDIA				1	1
TOTAL	33	220	36	131	420



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windows calendar fall 2017

O bag

10 AUG – 30 AUG



STORY FALL

FOLK
NAIF

31 AUG – 20 SEPT



STORY FALL

VINTAGE
VANTAGE

21 SEPT – 11 OCT



CAPSULE

windows calendar winter 2017

O bag

12 OTT – 25 OTT



STORY
WINTER

METROPOLIS

26 OTT – 15 NOV



STORY
WINTER

ART LOVER

16 NOV – 6 DIC



FLASH
XMAS

7 DIC – 10 GEN



CAPSULE
XMAS

in-store planning fw 2017

O bag

ACTIVITIES / MONTH

TRANSITION

FALL

WINTER

FLASH

CAPSULE

REASSORT

SAVE MONEY

AUG 17

SEPT 17

OCT 17

NOV 17

DEC 17

JAN 18

1H

2H

1H

2H

1H

2H

1H

2H

1H

2H

1H

2H

START UP 3 TEMI + CONTINUATIVI + INTEGRAZIONI

START UP 2 TEMI + CONTINUATIVI + INTEGRAZIONI

CHRISTMAS

DISNEY

HOME

XMAS /DISNEY XMAS

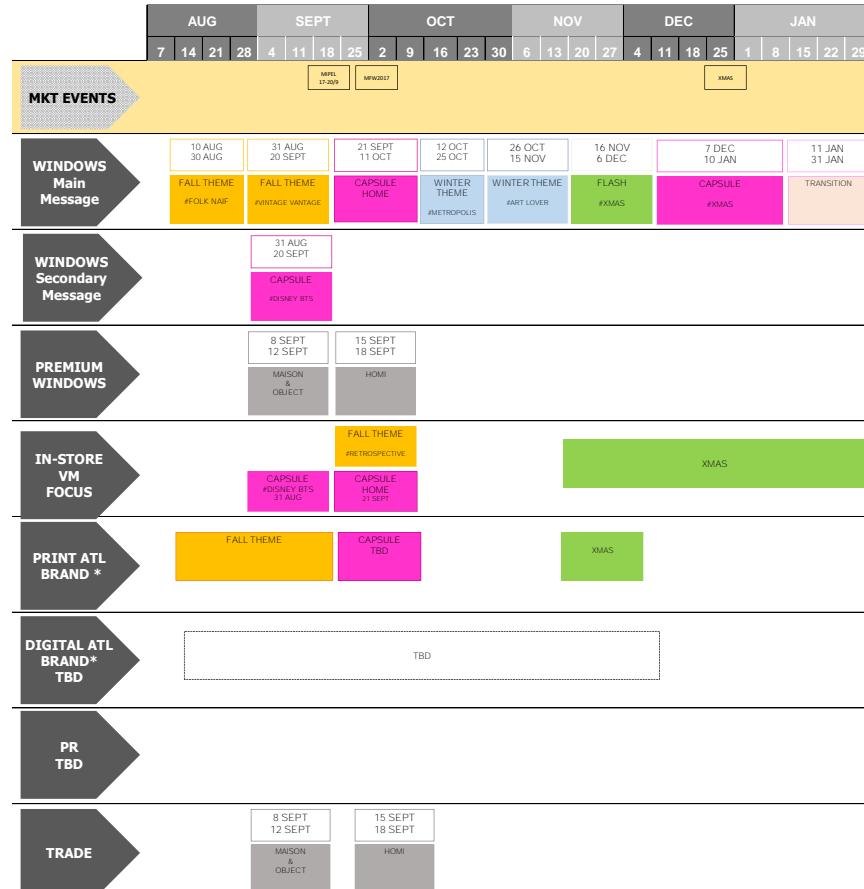
SM 1

SM2

TBD

O bag

mkt calendar fw 2017



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

windows calendar transition 2018

O bag

11 JAN – 31 JAN



RE-NEW
YOUR BAG

1 FEB – 14 FEB



VALENTINE'
S DAY

windows calendar spring 2018

O bag

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

O bag

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



in-store planning ss 2018

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

ss18 simulator budget ss18

Incasso annuale	350.000	con IVA	
Fabbisogno merce	129.850	netto IVA	
Primavera / Estate	45%	58.433	
Autunno / Inverno	55%	71.418	
SS 18	100%	58.433	
SPRING	25%	14.608	
	<i>start up</i>	10.000	
	<i>residuo Spring</i>	4.608	
	<i>Integrazione 1° consegna</i>	34,0%	1.567
	<i>Integrazione 2° consegna</i>	34,0%	1.567
	<i>Integrazione 3° consegna</i>	32,0%	1.475
SUMMER	12%	7.012	
	<i>start up 1° consegna</i>	5.000	
	<i>Integrazione 2° consegna</i>		2.012
BEACH	8%	4.675	
CAPSULE	5%	2.922	
RIASSORTIMENTI	50%	29.216	

mkt calendar ss 2018

O bag

	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				JUL				AUG						
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27
MKT EVENTS	PITTI 9/12/01	VALENTINE 14/02	MFW 21-27/02	WOMEN'S 8/03	FATHER'S DAY		DESIGN 17/22/04		MOP'S DAY 13/05		PITTI																								
	MIDO 24-26/02	EASTER 1/04																																	
WINDOWS Main Message	11 JAN 31 JAN	01 FEB 14 FEB	15 FEB 28 FEB	1 MAR 21 MAR	22 MAR 4 APR	5 APR 18 APR	19 APR 9 MAY	10 MAY 30 MAY	31 MAY 20 JUN	21 JUN 11 JUL	12 JUL 25 JUL	26 JUL TRANSITION																							
PREMIUM WINDOWS	09 JAN PITTI					17 APR DESIGN																													
IN-STORE VM FOCUS	SPRING START UP	VALENTINE			CAPSULE		FLASH																												
PRINT ATL BRAND *					TBD																														
DIGITAL ATL BRAND*		VALENTINE			TBD																														
PR	09 JAN PITTI				17 APR DESIGN																														
TRADE	09 JAN PITTI				17 APR DESIGN																														

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Christmas project

O bag



the Christmas period
represents the most
important event in the
O bag world in terms of
turnover



- flash Christmas
(already presented)
- capsule Christmas texture
- capsule Disney Christmas

O bag
**CAPSULE
CHRISTMAS**
2017

capsule – *Christmas texture*

O bag



O bag

texture crystal rain



O bag moon

texture crystal rain



handles

double flat handles

important note: illustrative purposes only. This presentation is not representative of the whole collection and all sku. Please refer to the catalogue.

project Disney – Christmas

O bag

.HIGHLIGHT

O pocket
accessories

.COLOR PALETTE

main colors:
red, black



project Disney – Christmas

O bag

O pocket



minnie on rubber

eco leather bow



writing eco leather



minnie on eco saffiano



eco leather pois



flowers eco leather shoulder straps



patent leather + rubber + patent leather box

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The background features a large black circle centered on a surface split into two vertical halves: orange on the left and pink on the right. Inside the black circle, the brand name "O bag" is written in white lowercase letters, with "O" and "bag" on separate lines. Below it, the words "SUMMER 2018" are displayed in a bold, sans-serif font, with "SUMMER" in pink and "2018" in red. Underneath that, the word "COLLECTION" is written in white capital letters.

O bag

SUMMER 2018

COLLECTION

O bag

collection – Manila

.HIGHLIGHT

all over fabric
and unrefined canvas

.COLOR PALETTE

main colors:
sangria, atlantic



The **Manila** theme is inspired by the Eastern with esotic prints.

Flower fantasy and leaf are drawned in contrast I a macro version and are combined with soft fabric for a evergreen chromatic impact which is always renew.

Trims, inner bags and flaps create a funny personalization for a summer mood!

.100% holiday

collection – Manila

O bag



O bag

paille d'été fabric

santiago fabric

cocos palma fabric

flower manila bay fabric



flower manila bay fabric

pasig river fabric

santiago fabric

O bag mini



paille d'été fabric

santiago fabric

cocos palma fabric

flower manila bay fabric

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collection – Manila

O bag



O bag mini



flower manila bay fabric



santiago fabric



stripes fabric



O bag moon



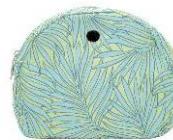
pasig river fabric

collection – Manila

O bag



O bag moon
light



cocos palma fabric



pasig river fabric



stripes fabric



O pocket



cocos palma fabric



fabric + santiago rubber



O pocket
micro



cocos palma fabric

collection – Manila

O bag



O
swing

pasig river fabric

cocos palma fabric

flower manila bay fabric



stripes fabric + coulisse

O bag
beach



paille d'etè fabric + zip

O bag
beach mini

nota importante: la presentazione ha scopo illustrativo, non è rappresentativa dell'intera collezione e di tutte le sku. Fare riferimento al catalogo.

O bag

collection – Manila

handles
and
shoulder
straps



eco leather clip

short tubular microhandle eco leather

short tubular handle eco leather



long flat handle eco leather

eco leather

ethnic manila fabric

manila band fabric



accessories

basic pierced pochette rubber

cocos palma fabric bracelet foulard

O bag

collection – Manila

O clock



O clock
great



tone on tone



soleil

ocean race

manila foliage

important note: illustrative purposes only. This presentation is not representative of the whole collection and all sku. Please refer to the catalogue.

collection – Manila

O bag

O sun shine



opalin unisex

opalin cateye

O sun



bump

O bag

collezione – cote d'azure

.HIGHLIGHT
O bag bucket

.COLOR PALETTE
main colors:
red, cobalto, blu navy



The second theme of the season is inspired by the **Code d'azure** atmosphere, for a essential-chic look.

Flowers on vichy fabric, contrasts on denim accessories and paile d'été details in 2.0 version.

Trims, inner bags and accessories for a refined and elegant mix and match.

.sea chic

collection – côte d'azur

O bag



O bag

paille d'été fabric

perforated denim fabric

saint tropez stripes fabric

delavé canvas

vichy fabric

O bag mini

paille d'été fabric

perforated denim fabric

tessuto righe saint tropez

delavé canvas

vichy fabric

O city

vichy + flower fabric

eco leather fap with turn-lock



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collection – cote d'azure

O bag



O bag moon



vichy fabric

O bag
moon light



striped straw + flowers

perforated denim fabric

O pocket



rubber + flowers

O bag
bucket

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collection – côte d'azur

O bag



O
swing

denim fabric + coulisse

vichy fabric + flowers + coulisse



O bag beach

vichy fabric + flowers + coulisse



O bag
beach mini

paille d'été fabric + zip

saint tropez strips + coulisse

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O bag

collection – cote d'azure

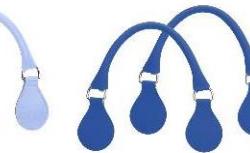
handles and
shoulder
straps



clip eco leather



short tubular handles eco leather



short tubular handles eco
leather



eco leather



componibile long flat handles eco
leather



cannes foulard



braided eco leather shoulder
strap



vichy fabric



fabric with bouclé effect



tricolor brand

O bag

collection – cote d'azure

accessories



pochette rubber + straw + flower

tassel + plexi charm plexi

basic pierced pochette rubber

O hug -
woman



eco leather inserts

collection – cote d'azur

O bag



O clock



vichy



cotè d'azur
blooms



O clock
great



tone on tone



soleil



racing soleil



ocean
race

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collezione – cote d'azure

O sun shine



injected material



O bag
BEACH 2018

FLASH

collection – *flash beach*

O bag

.HIGHLIGHT

O bag straw

.COLOR PALETTE

main colors:
coral, yellow cedar,
multicolor



A fabrics explosion and ethnic details from 1000 inspirations.

Pom pom and fringes are attach on juta, canvas and striped fabric are contaminated by different styles and are mixed for a gipsy look.

Fresh accessories and colors to reinterpret and customize for a vitaminic summer!

collection – *flash beach*

O bag

O bag straw



important note: illustrative purposes only. This presentation is not representative of the whole collection and all sku. Please refer to the catalogue.

collection – flash beach

O bag



O bag

juta + pom pom

haiti ethnic fabric

delavé canvas



basic canvas

haiti stripes fabric

O bag mini

juta + pom pom

haiti ethnic fabric

basic canvas

haiti stripes fabric

delavé canvas

important note: illustrative purposes only. This presentation is not representative of the whole collection and all sku. Please refer to the catalogue.

collection – flash beach

O bag

O bag mini



fluo triples fabric + coulisse

O city



fluo stripes fabric



fringe canvas + stud

O bag moon



haiti stripes fabric



basic canvas



delavé canvas

collection – *flash beach*

O bag



O bag moon
light

haiti stripes fabric



O bag '50

basic canvas



O pocket

fluo stripes
fabric



haiti ethnic fabric

collection – *flash beach*

O bag



O
swing



bicolor fringe fabric + studs



juta + hawaii band



braided rope shoulder strap



O bag beach



basic canvas



O bag beach
mini

fluo stripes fabric

collection – *flash beach*

O bag



O bag soft

rubber

O bag

collection – flash beach

handles and
shoulder
straps



eco leather short tubular handle

eco leather



haïti ethnic fluo fantasy



fluo stripes fabric



tricolor band fabric



hawaii band fabric



juta grezza



juta pochette + pom pom



pochette with fluo stripes



pom pom + plexiglas



basic pierced pochette
eco leather

accessories

important note: illustrative purposes only. This presentation is not representative of the whole collection and all sku. Please refer to the catalogue.

collection – flash beach

O bag



O clock

haiti crochet

dream



O clock great

tone on tone

soleil



rainbow

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collection – *flash beach*

O bag



O sun

flat

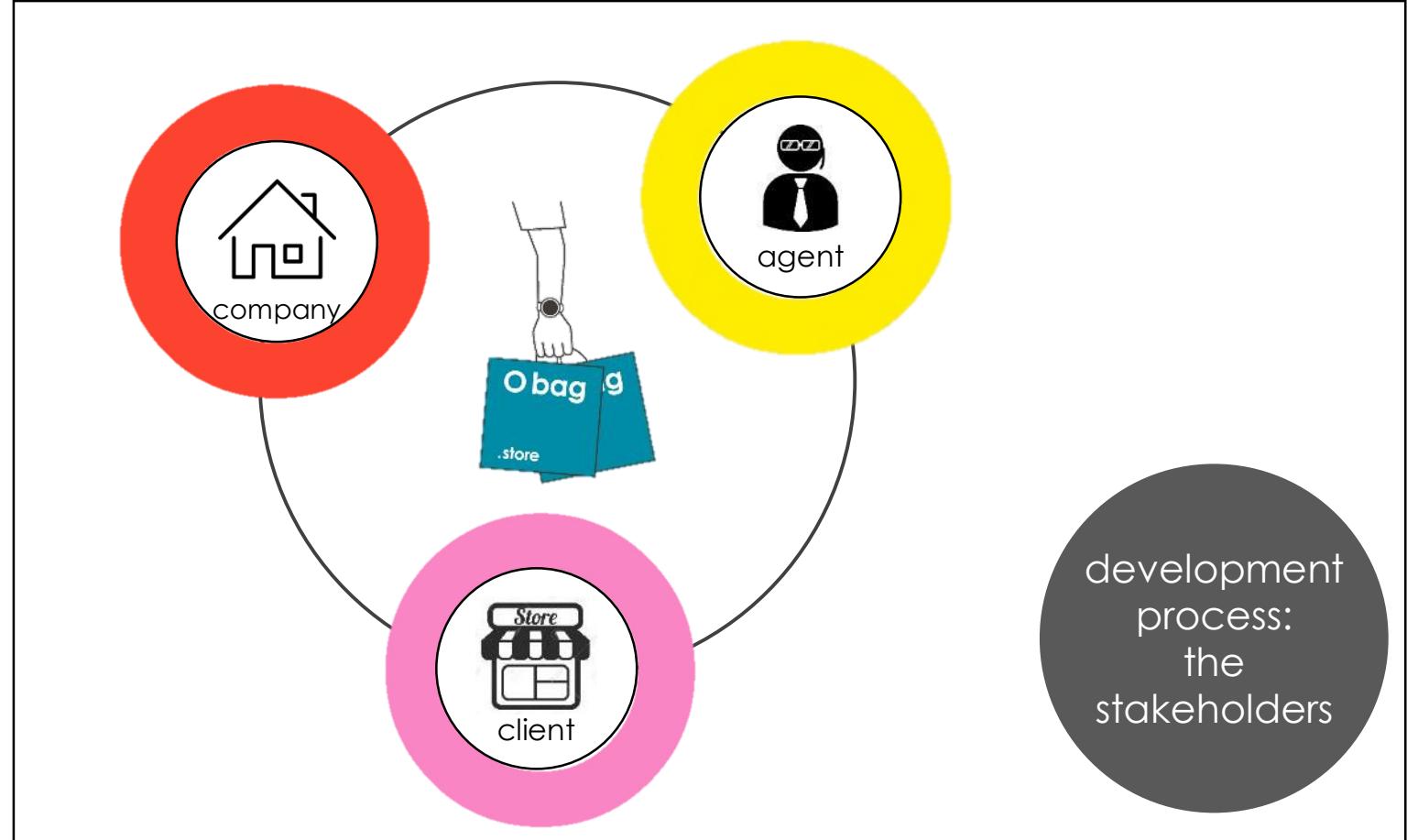
agenda

O bag

- project progress
- integrated marketing plan SS FW 2017 – SS 2018
- Christmas project
- Summer 2018 collection
- to-do list
- semester objectives

to-do list

O bag



to-do list - company

O bag



- implementation beach project
- continuity to beach project in the fw period
- omnichannel approach
- implementation home category
- development kids category
- launching activity «renew your bag»

to-do list - agent

O bag



- reach the budget
- complete the development plan
- new focus on multibrand distribution
- accelerate the beach project
- promote the save money initiative
- support the development of the new home category
- support the kids category
- focus on the point of purchase, mostly on staff training
- focus on reassorts
- improve the shopping experience

to-do list - client

O bag



- follow the company guidelines
- update shop concept continually
- involve in the new projects
- improve the shopping experience

shopping experience

O bag

customer-driven strategy

- focus on customer
- customer wants personalization, wants to express himself
- the O bag product is a unique product because it is first of all custom-made (key success)
- It is necessary rethink the approach:
start thinking about what the customer wants, not what you want to sell





shopping experience

O bag

why customer experience is important:

- builds loyalty
- helps retain customers
- but it must offer value
- it needs to be consistent from the initial engagement of the customers attention, all the way through to after sales support



shopping experience

O bag

no focus on the customer experience :

- already composed product offer
- limited personalization is dangerous: shop no more as lab concept
- first stock, rather than the whole assortment
- low attention to the ritual of purchase (phase ante/post)
(i.e.: no use the dedicated pop)

agenda

O bag

- project progress
- integrated marketing plan SS FW 2017 – SS 2018
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- semester objectives

semester objectives

- upload the Summer 2018 orders within the 15 of September
- next Fall 2018 presentation will be in October
- sharing of the development plan
- support the introduction of the new products in the network



.thank you