



winter '19
collection

O bag

.agenda

.01 evolution of distribution strategy

.05 communication

.02 activity calendar

.06 in store activity

.03 in store planning

.07 events

.04 gifting

.08 collection

.09 2019 goals

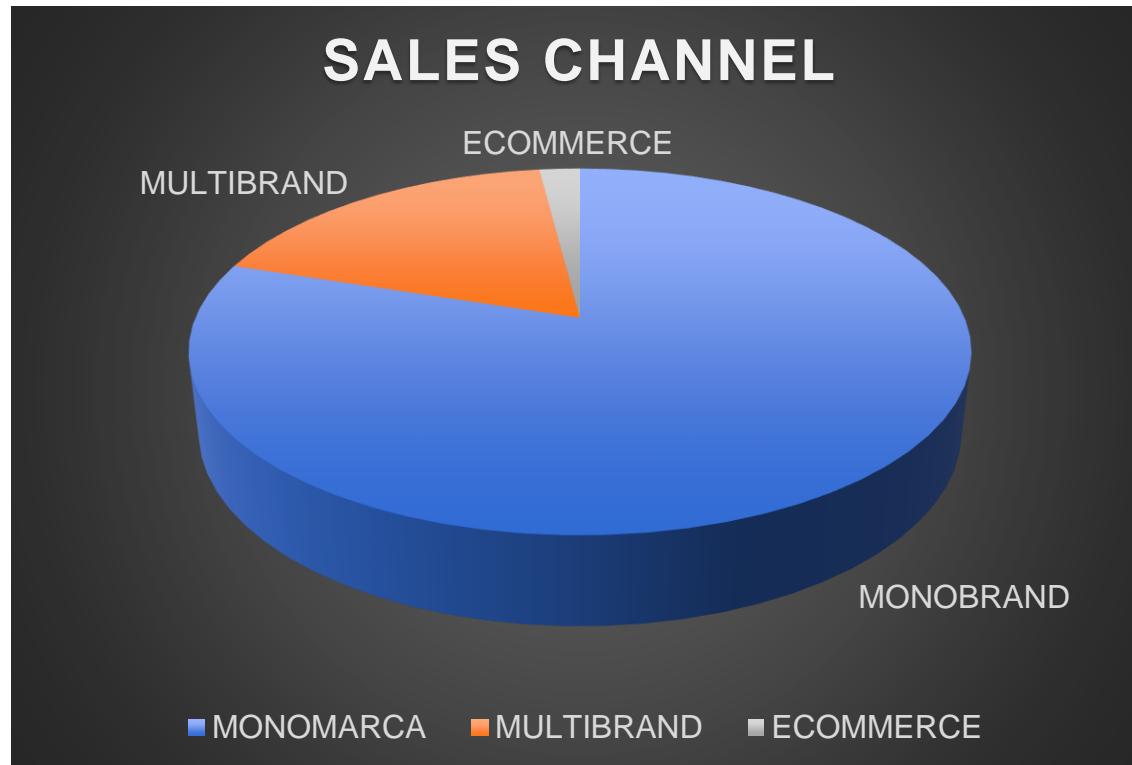
.agenda

- .01 evolution of distribution strategy** .05 communication
- .02 activity calendar .06 in store activity
- .03 in store planning .07 events
- .04 gifting .08 collection
- .09 2019 goals

evolution of distribution strategy

.winter 2019 COLLECTION

today scenario



Distribution Strategy

O bag has evolved towards a monobrand distribution model, controlling all categories more

MULTIBRAND DISTRIBUTION



~ 17.000
indipendent stores



~ 27.000
PoS



~10.000
PoS (o/w ~ 9.000
indipendent)



~10.000
indipendent stores

Each product category has a dedicated wholesale channel:

- many shops, specialized in individual product categories
- many customers, difficulty managing and controlling

New products require a different distribution strategy

- impossibility to promote different categories in the same one
- add a network of agents specialized in the different categories

MONOBRAND DISTRIBUTION



the creation of a single-brand network allows to:

- have greater control in the territory
- sell more categories
- avoid duplication of the network or sale in the wrong channel

Unexpressed potential for the product categories of O bag

Capacity for the same to be distributed by specialized sales channel

Relaunch of the Bags / watches / shoes categories

Need to specialize by channel also using alternative sales networks

Criticalities highlighted

Fragmented deliveries

Difficulty to differentiate from the single-brand channel

Sales calendar not appropriate to market needs

Multibrand channel evolution - actions

.winter 2019 COLLECTION

Change calendar of product releases

Change of in store planning for multi-brand stores

Change of product offer structure

Orders built by type of stores

Multibrand channel evolution

.winter 2019 **COLLECTION**

bags



clothing stores - leather goods

watches



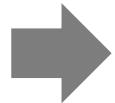
Jewelers / goldsmiths / duty free etc.

shoes



specialized sea shops - sports shops

sunglasses



shops of opticians - specialized sea



progressive use of specialized agents for each product category

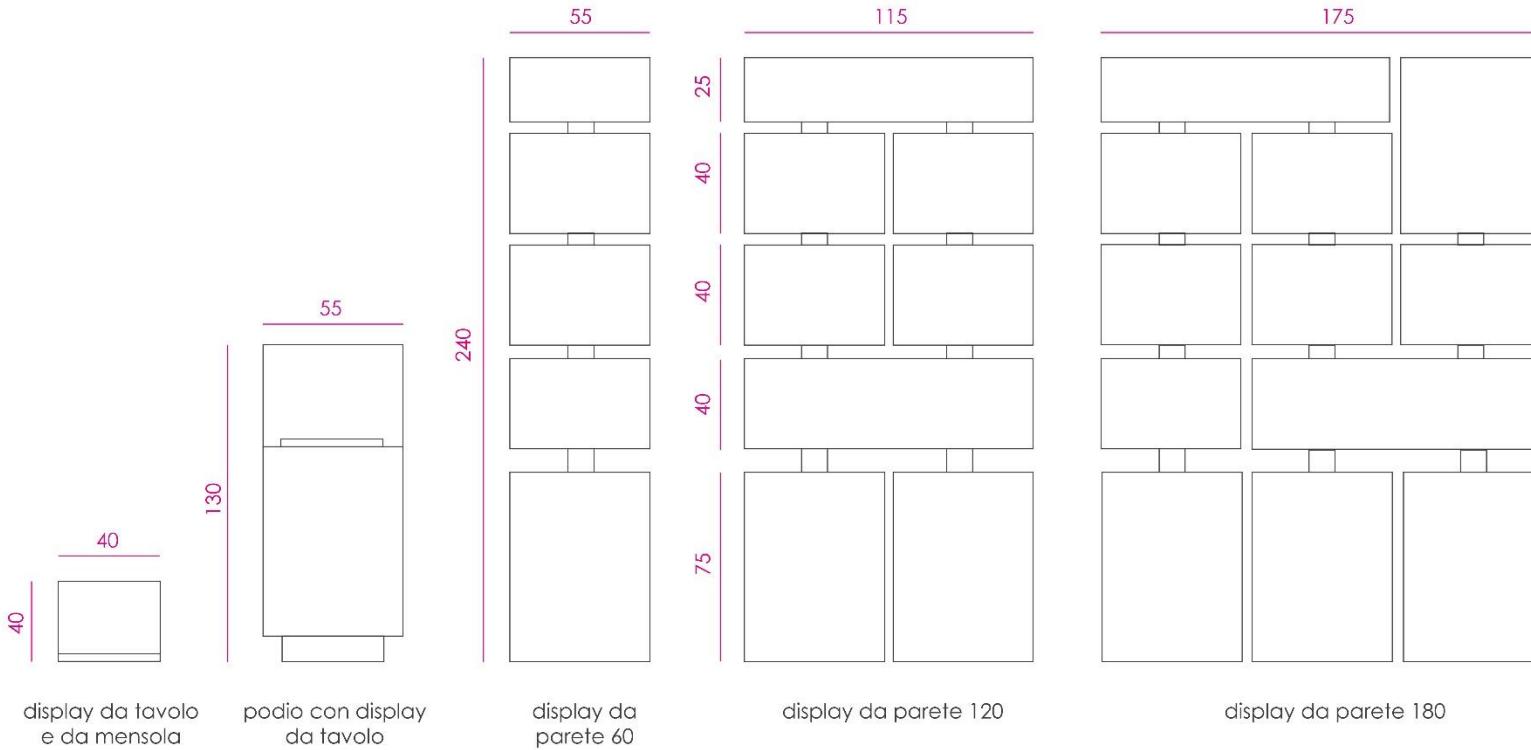


O clock

.multibrand store display

TIPOLOGIE E DIMENSIONI

O clock
.multibrand store display



O bag
.rivenditore autorizzato

vetrofania

O bag

MODULI COMPOSIZIONE DISPLAY PARETE

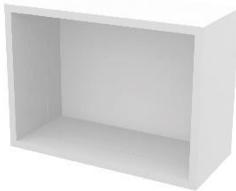
O clock
.multibrand store display



Box contenitivo con anta push pull in legno nobilitato. Sul retro è applicata una barra in metallo verniciato per l'inserimento dei diversi moduli.



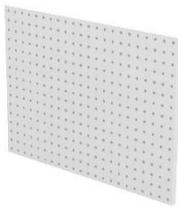
Modulo grafica in legno nobilitato.
• Opzione con forex intercambiabile
• Opzione retroilluminata



Nicchia in legno nobilitato con illuminazione integrata e fresature interne per composizioni libere.



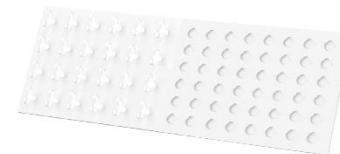
Modulo logo illuminato.



Modulo griglia metallo.
• O clock / O clock great
• O click shift
• O clock cinturino foulard



Modulo in legno nobilitato con supporti in plexiglass ad incastro.
• O clock / O clock great

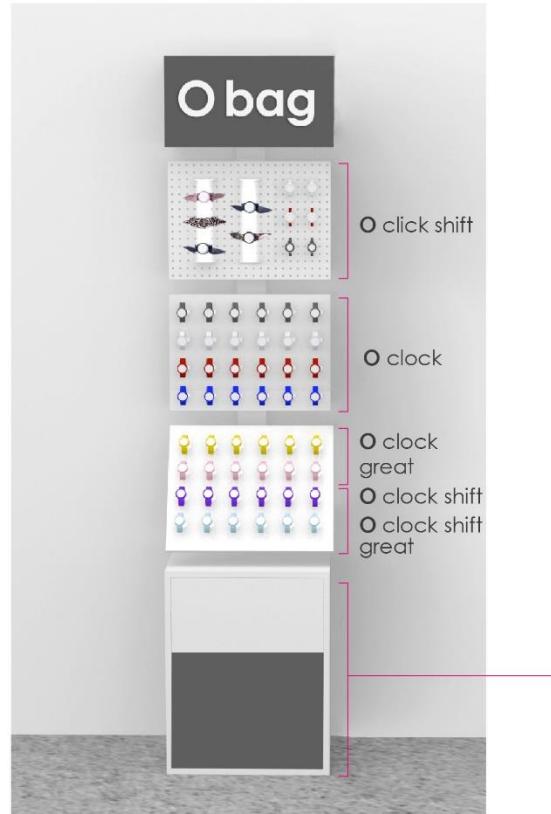


Modulo per esposizione componibili in legno nobilitato con foam per inserimento dials e supporti per incastro cinturini O clock shift
• O clock
• O clock dials

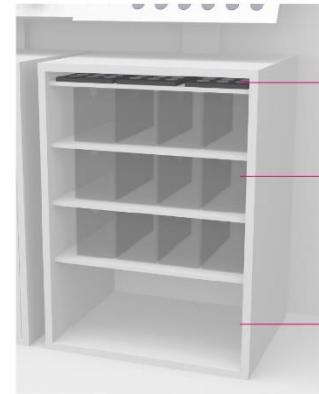
O bag

DISPLAY PARETE 60

O clock
.multibrand store display



CONTENIMENTO INTERNO



pannello esposizione dials

cassetto in plexiglass trasparente
per contenimento cinturini

spazio per packaging

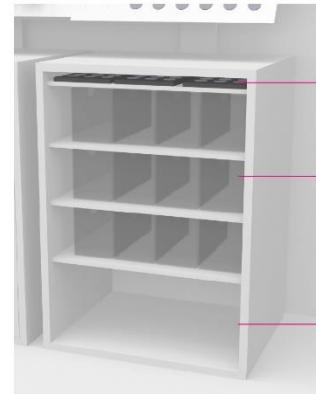


DISPLAY PARETE 120

O clock
.multibrand store display



CONTENIMENTO INTERNO



pannello esposizione dials

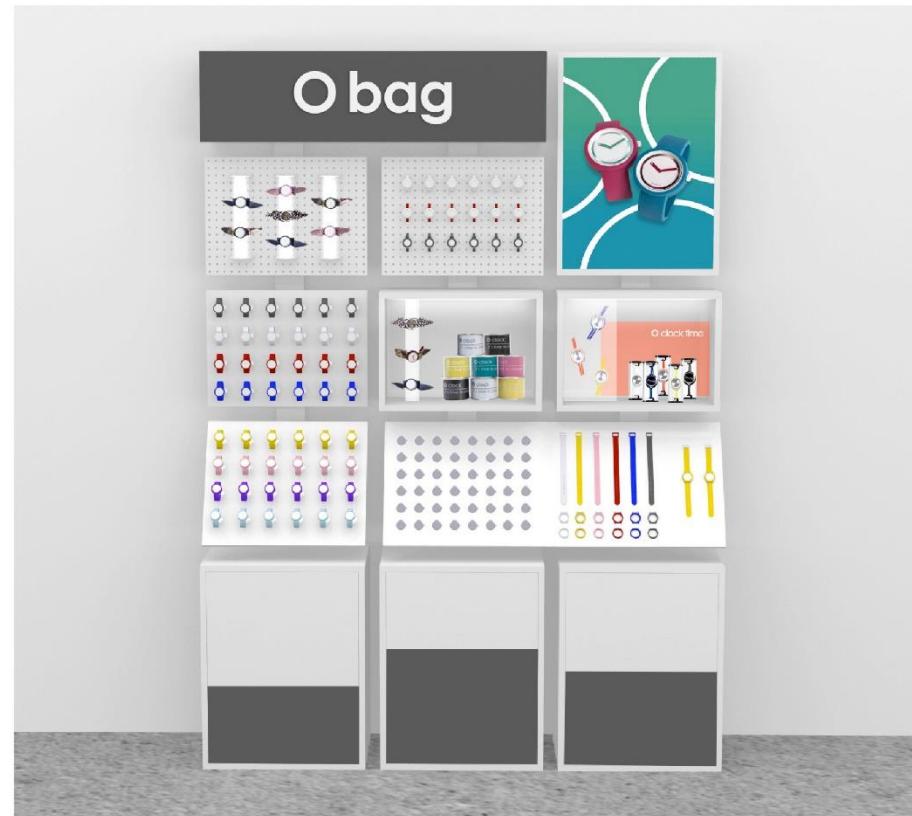
cassetto in plexiglass trasparente per contenimento cinturini

spazio per packaging



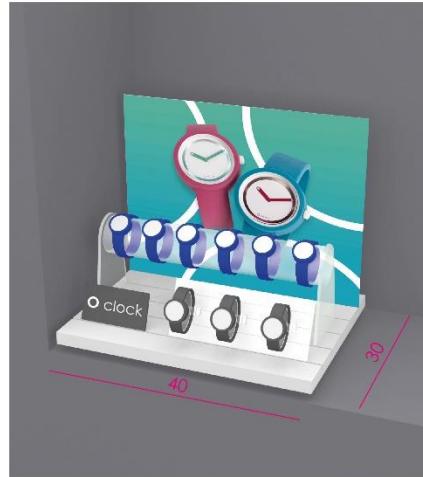
DISPLAY PARETE 180

O clock
.multibrand store display



PODIO E DISPLAY DA TAVOLO

O clock
.multibrand store display



espositore da banco

O bag

Product category - clock

.winter 2019 COLLECTION

Minimum order differentiated to receive complimentary items of furniture

Sales campaign from 24 January to 30 March 2019

Delivery in store June 2019



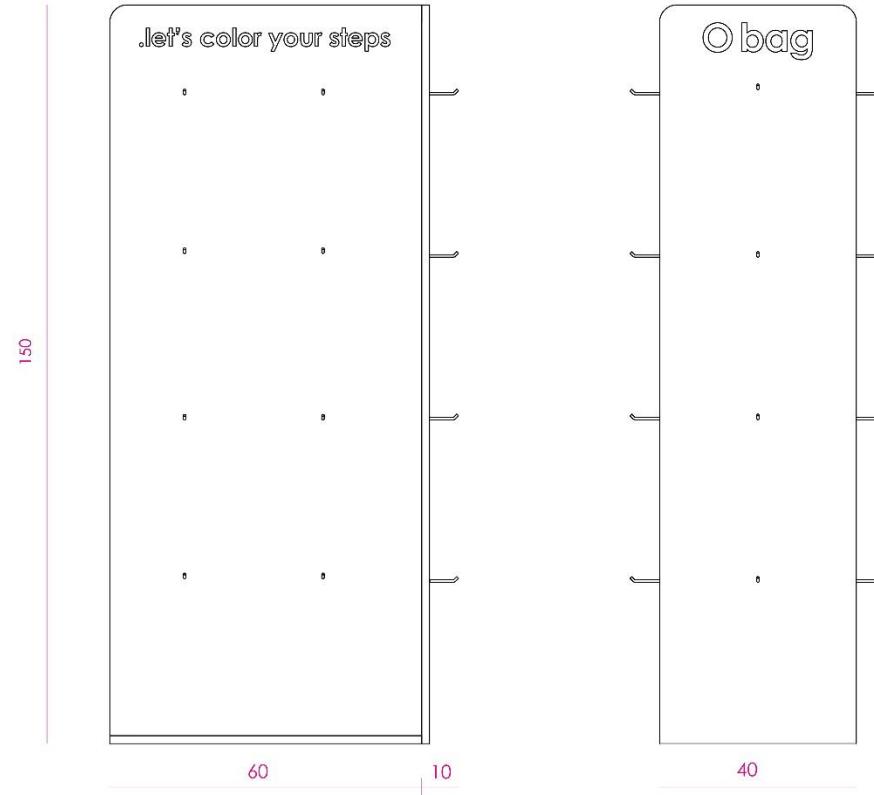
O shoes

.multibrand store display

DIMENSIONI

Il display è adatto all'esposizione dei modelli O shoes e O slippers ed è realizzato in legno laccato bianco e blister in metallo con hanger in plexiglass trasparente. L'espositore è predisposto per l'inserimento di ruote.

32 paia per lato



let's color your steps

O bag

O shoes
.multibrand store display

O bag

RENDER

Esposizione totale
52 paia

Fronte: 24 paia
Retro: 24 paia
Lato: 4 paia



Vetrofania



O shoes
.multibrand store display

Obag

Product category - footwear

.winter 2019 COLLECTION

Minimum order € 1,600 to receive the exhibitor for free

Sales campaign from 24 January to 28 February 2019

Delivery in store May 2019

Products: O shoes and Slipper

Production capacity for delivery:

250kit Slipper (81 pairs in 8 colors)
375kit O shoes (81 pairs in 8 colors)



winter '19
collection

O bag

Collection for multibrand divided into two sales campaigns

Spring - Summer



- Main
- Flash beach

Fall - Winter



- Main
- Flash Christmas

single code for the bags

Fall - Winter



- Main
- Flash Christmas

Fall: selection of complete bags from the Fall '19 collection
+ soft collection

flash Christmas: selection of complete bags from the Winter
'19 + christmas collection + alternative skins + soft capsules

single code for the bags

Collezione Fall '19

- Sales campaign starting from **24 January - to 30 March 2019**
- Delivery in stores mid-August
- Selection of bags from the Fall '19 collection and new articles / shapes

Collezione Winter '19 – flash Christmas

- Sales campaign starting from **18 February to 30 March 2019**
- In-store delivery mid-October

Integrated communication package

.agenda

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focus wholesale – calendar 2019

.winter 2019 COLLECTION

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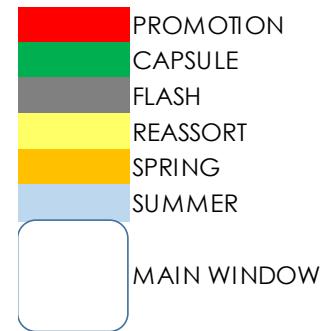
.07 events

.08 collection

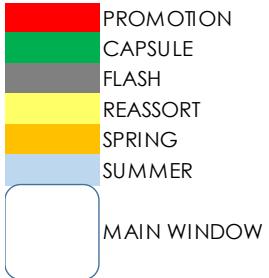
.09 2019 goals

In store planning SS 19 – south europe

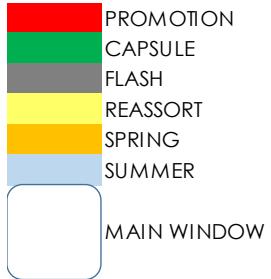
	JAN			FEB			MAR			APR			MAY			JUN			JUL														
	31-6	7-13	14-20	21-27	28-3	4-10	11-17	18-24	25-3	4-10	11-17	18-24	25-31	1-7	8-14	15-21	22-28	29-5	6-12	13-19	20-26	27-2	3-9	10-16	17-23	24-30	1-7	8-14	15-21	22-28	29-4		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
MARKETING\INSIGHT\EVENTS																																	
ACTIVITIES																																	
SALE	PROMOTION FW 18	Sale	SALE																														
SPRING	START-UP 3 STORIES																																
	INTEGRAZIONE STORY 1 -							15/02																									
	INTEGRAZIONE STORY 2 -														28/02																		
	INTEGRAZIONE STORY 3 -																28/03																
SUMMER	START-UP 3 STORIES																																
	STORY 1 MEDITERRANEO																		24/04														
	STORY 2 HAVANA SWING																			09/05													
	BEACH																				30/05												
CAPSULE	CAPSULE SOFT						17-01																										
	VALENTINE							31-01																									
	CAPSULE SPRING MATELASSE																	11/04															
	CAPSULE DISNEY																				13/06												
	CAPSULE BEACH																				27/06												
TRANSITION	SOFT FW19																																
	ATHLEISURE																																
REASSORT	REASSORT		CARRY OVER / BEST SELLER																														
PROMOTION	BORSA DEL MESE																																
	GIFT S.VALENTINO																																
	FATHER'S DAY																																
	GIFT OROLOGI																																
	GIFT SCOCCA\ CINTURI																																
	MOTHER'S DAY																																
	GIFT OROLOGI\ OCCHI																																
	MID SEASON SALE																																
	PROMOTION SS19																																



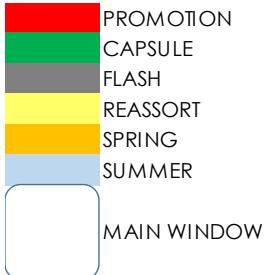
In store planning SS 19 – south europe



In store planning SS 19 – south europe



In store planning SS 19 – south europe



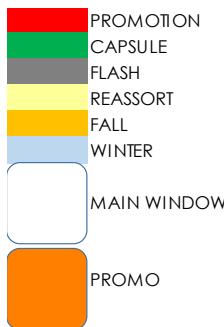
ACTIVITIES	JAN					FEB					MAR					APR					MAY					JUN					JUL				
	31-6	7-13	14-20	21-27	28-3	4-10	11-17	18-24	25-3	4-10	11-17	18-24	25-31	1-7	8-14	15-21	22-28	29-5	6-12	13-19	20-26	27-2	3-9	10-16	17-23	24-30	1-7	8-14	15-21	22-28	29-30				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
PROMOTION	MARKET INSIGHT	EVENTS																	EASTER																
	BORSA DEL MESE						IN-STORE 15/02			IN-STORE 07/03			IN-STORE 28/03					IN-STORE 25/04		IN-STORE 16/05															
	GIFT S.VALENTINO																																		
	FATHER'S DAY																																		
	GIFT OROLOGI																																		
	GIFT SCOCCA\CINTURI																																		
	MOTHER'S DAY																																		
	GIFT OROLOGI\OCCHI																																		
	MID SEASON SALE																																		
	PROMOTION SS19																																		

SALE

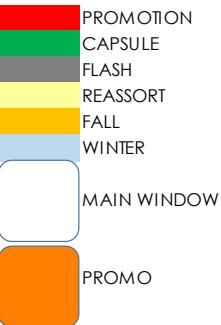
In store planning FW 19 – south europe



In store planning FW 19 – south europe



In store planning FW 19 – south europe



Promo Calendar SS 19

.winter 2019 **COLLECTION**

THE BAG OF THE MONTH

PROMO GIFT

SPRING

15/02 – 06/03
07/03 – 27/03
28/03 – 18/04

SUMMER

25/04 – 08/05
09/05 – 30/05

S VALENTINE 31/01 – 15/03

FATHER'S DAY 07/03 – 21/03

GIFT WATCHES 04/04 – 16/05

MOTHER'S DAY 02/05 – 16/05

GIFT BODY\STRAP 04/04 – 02/05

GIFT WATCH\SUNGGLASSES 30/05 – 13/06

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O bag, thanks to its products of design and distinctive packaging has carved out over the years a leading role in the world of gifting, has decided to strengthen its image through a specific program of activities by month

gift + love

.winter 2019 **COLLECTION**



panels

Tin packaging



gifting – exemples realised in 2018

.winter 2019 **COLLECTION**



As example, we present the result of 2018 gifting program upload

single-brand stores in the circuit: 420

ordered windows 205

windows ordered DOS channel 175

7% of single-brand customers have joined

little participation of the sales network

S Valentine 2019

Showcase Kit 152 (DOS and seasonal unopened)

Promo bags Love 169

Promo watches Love 69

Love panel 94

gifting

S valentine 2019

.winter 2019 **COLLECTION**



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. Gift Card new project O bag

The Gift Card O bag project is active from mid-December in a selection of O bag stores in Italy.
The will is to extend the project to other countries within few months.

Gift Cards O bags offer the customer the opportunity to:

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

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

GIFTS THE GIFTCARD O bag!

Give the uniqueness to compose your own O bag!

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



Avg. Ticket with Gift Card O bag:
88€ (vs 47€ avg. Total ticket)

25% Upselling

social channel - Instagram

.winter 2019 COLLECTION

obagofficial

Modifica il profilo

945 post 211mila follower 312 profili seguiti

+ 26k followers in 4 months
+ 1.600k follower in 1 week

obagofficial Modifica il profilo

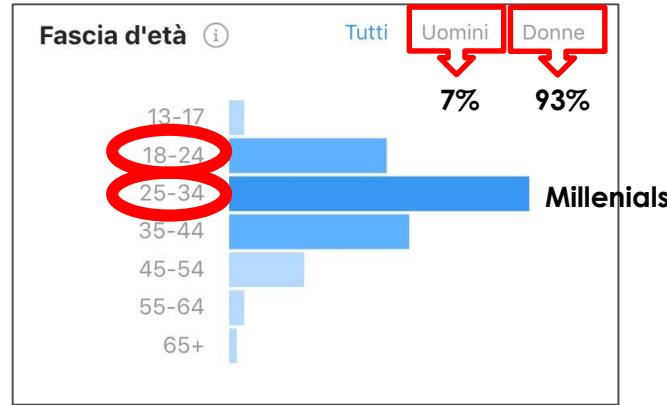
945 post 211mila follower 312 profili seguiti

O bag

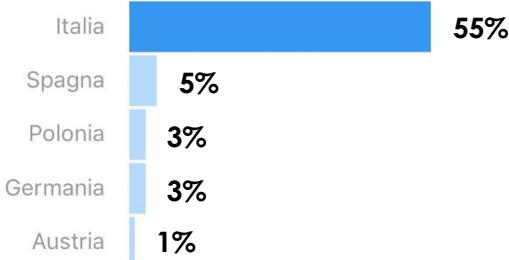
The official IG of O bag: the Italian design brand of Bag, Colour, Design and Fashion. #Obag Tag your pic #Obag Click to shop [Linktree.ee/obagofficial](http://linktree.ee/obagofficial)

Valentine's ... SALE Twist coco O bag glam Fur Free #XmasWith... Autumn vi...

POST IGTV ELEMENTO SALVATO POST IN CUI TI HANNO TAGGATO



Luoghi più popolari



social channel - Facebook

.winter 2019 COLLECTION

O bag (@Obag)

Home Informazioni Foto Video Eventi Pinterest YouTube Note Post

Like Ti piace Pagina seguata Condividi ... Acquista ora

Crea un post In diretta Evento Offerta Lavoro

Scrivi un post... Our Story

Community Mostra tutti

Piace a Maddalena Cardin e altri 70 amici

Invita i tuoi amici

Piace a 177.430 persone

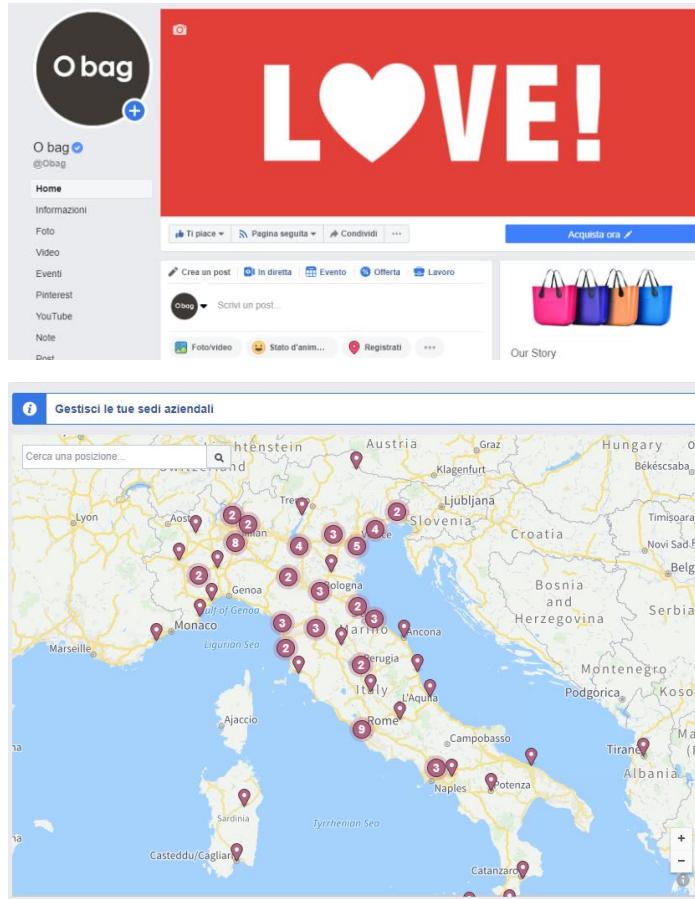
Follower: 178.691



Paese	I tuoi fan	Città	I tuoi fan	Lingua	I tuoi fan
Italia	109.643	Roma, Lazio	4686	Italiano	108.062
Polonia	10.306	Palermo	2968	Polacco	11.523
Germania	5661	Milano, Lombardia	2419	Tedesco	9498
Stati Uniti d'America	5323	Napoli, Campania	1901	Inglese (USA)	9264
Spagna	4907	Torino, Piemonte	1711	Spagnolo	5307
Austria	4726	Vienna, Austria	1619	Francese (Francia)	4239
Ungheria	3517	Catania	1552	Ungherese	3884
Romania	3048	Padova, Veneto	1054	Spagnolo (Spagna)	3328
Francia	2406	Bari, Puglia	1035	Rumeno	2911
Repubblica Ceca	1963	Bucarest, Romania	994	Inglese (Regno Unito)	2725

social channel - Facebook

.winter 2019 **COLLECTION**



With Facebook places we can connect and manage all our stores on Facebook to improve the effectiveness of local pages and increase notoriety in the area.

After one year of experience (Butterfly capsule, Disney capsule, O bag twist cocco capsule)
we strongly suggest to use this action to promote:

- **store openings**
- **capsule collections**
- **traffic reactivation**

qualitative pillars

.winter 2019 **COLLECTION**

STORYTELLING:

New capsule/collection, re-merchandising, new location, shop experience, promotion of Brand, personalization... Find **«always a reason why».**

DYNAMICS:

Presence of **promoters** **to distribute flyers** to invite people to come to the store and personalize its O bag product. The flyer can include or not a sampling (O clock silicone band). Each flyer has a barcode to track the redemption.

MECHANISM OF MONETIZATION:

Go to the store with the flyer and **finalize the purchase** buying the O clock and other O bag products.

SELECTION CRITERIA:

Choose the **right store at the right timing**



THE APPROPRIATE EXECUTION GRANT TRAFFIC IN STORE > CASH IN/RETURN OF THE INVESTMENT

format events

.winter 2019 **COLLECTION**

	Mandatory	Basic	Good	Top	Remarks
Physical card					cards can include or not a O bag product: watch band, others (?)
Digital card					only digital: guest list is needed in compliance with GDPR
Social media amplification					
Presse amplification (digital/print)					
Accessories to support the social amplification					photowall, stickers for pictures, outfit for promotes, etc
Level of customer involvement					dedicated contest, illustrator, videomaker, photographer
Influencers in store					gifting to them
Gifting					to final customers: band watch
External focal point/physical display					kiosk display: big bag or big watch
External promoters					briefing, outfit
Pop material					O bag graphic department take care of the design. Cost bear to the store
Catering/beverage					catering could be various: finger food or beverage only
In store music					dj set
Average cost (1.000 cards)	1.000/2.000	2.000/3.000	3.000/4.500	4.500/7.500	
Cost in euro related to western europe					

flyer & sampling

.winter 2019 COLLECTION

Example of flyer's text:

This strap is a free gift for you!
We look forward to seeing you in our
O bag store to complete your new O clock
(Dedicated #Obagxxx)



digital card/Newsletter

.winter 2019 **COLLECTION**



Digital invitation



Digital invitation



Newsletter

social communication

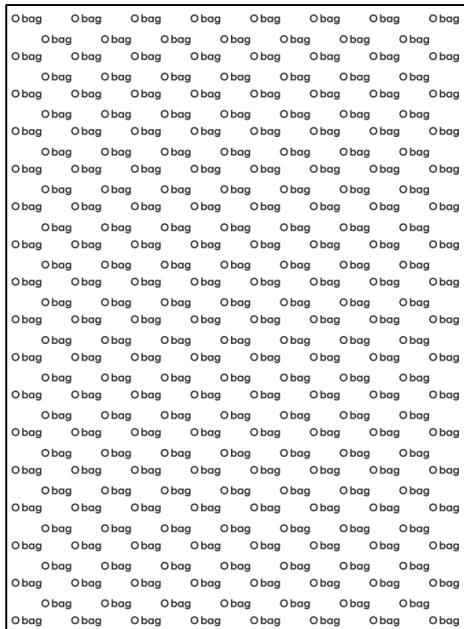
.winter 2019 **COLLECTION**



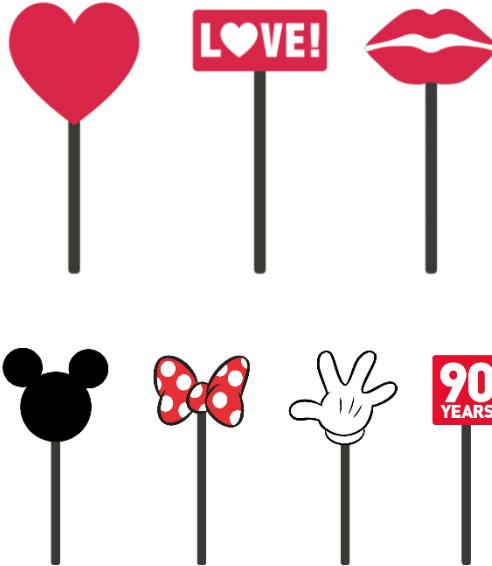
Posts + stories

social amplification thanks to some props like:

.winter 2019 **COLLECTION**



Photowall



Sticks
for photo

press amplification

.winter 2019 **COLLECTION**

AGENDALUGANO



NEWS LETTER
CONTATTI REDAZIONE

TADDEI  

EVENTI

BLOG

MAGAZINE

•FREE
VEN 08.02.19
17:00 - 20:00
O bag , Lugano



Eventi

Like 0

Twitter

G+

PARTY DI SAN VALENTINO

Un'occasione speciale per presentare la nuova limited edition dedicata a San Valentino e per incontrare gli innamorati che vorranno dimostrare il proprio amore: alle coppie che si baceranno nello store, O bag regalerà un O clock della nuova collezione (fino ad esaurimento scorte previste per l'iniziativa).

Locandina

Promotori

O Bag Store

Piazza della Riforma, angolo Via Canova
6900 Lugano
Tel. +41 (0)91 922 84 40

ellevents.in LUGANO ▾

Un orologio X Un bacio

TIME Fri Feb 08 2019 at 05:00 pm to 08:00 pm [+ Add to calendar](#)

VENUE O bag (Lugano, Switzerland)Piazza Riforma, 06900 Lugano, Switzerland

CREATED BY [O bag](#) [Follow](#) [Contact](#)

Advertisement



BERING inspired by artistic beauty



Un orologio X Un bacio

Festeggiamo insieme San Valentino!
Veni in negozio con il tuo partner, datevi un bacio davanti al nostro Love Wall e avrai subito in regalo un O clock dell'esclusiva collezione San Valentino!
Sarà disponibile in store l'intera collezione in edizione limitata:
O bag, O bag mini e O clock.
Tante altre sorprese ti aspettano.?????

#ObagLove

L'iniziativa è valida fino a esaurimento scorte.

level customer involvement

.winter 2019 **COLLECTION**

Lugano with
LOVE!

Venerdì 8 Febbraio
dalle 17 alle 20

festeggia con noi San Valentino!!

Vieni in negozio con il tuo partner,
baciatevi davanti al nostro LOVE WALL
e avrai subito in **REGALO**

un esclusivo
O clock
della collezione
San Valentino!

IT'S TIME TO LOVE
#ObagLove



Kiss with contest



Illustrator



Personalization/shop experience



influencers in store

.winter 2019 **COLLECTION**



gifting

.winter 2019 **COLLECTION**



Gift for customers



Gift for influencers



Gift for customers

big kiosk

.winter 2019 **COLLECTION**



3 days for 5 hours (approx.)

in traffic city/ dedicated mall point

promotion



Transportable
double sided
bags expositor
inside storage space

160cm x 45cm x h220cm

promoters

.winter 2019 **COLLECTION**



POP material

.winter 2019 COLLECTION



Poster



Card



Poster

catering/beverage & in-store music

.winter 2019 **COLLECTION**



main
catering



mini catering



only drink



dj set

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institutional events - next dates

1. April

O bag confirms his «alliance» with **design** and it'll be present at «**Fuori Salone Milano**» in April to announce the winner of **Desall contest**.

2. summer

O bag is scouting how to re-inforce its **summer «attitude»**.

3. September

O bag will celebrate its **10° anniversary** in the middle of September/October.

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collection

.winter 2019 COLLECTION

collection	Sales campaign	In store
Winter 2019	18 February - 30 March	starting mid-October
Flash Christmas 2019	18 February - 30 March	starting from mid-November
Capsule Disney Summer 2019	8 February - 28 February	end of May
Capsule Beach 2019	8 February - 28 February	end of May
Linea alternative skin	8 February - 30 March	starting from mid-August
Capsule soft	8 February - 30 March	from mid-September
capsule backpack	8 February - 30 March	mid-August

soft- 5 new bags

.winter 2019 COLLECTION



- O boxi

- Winter 19 collection



- O nice

- Winter 19 collection



- O jolie

- Winter 19 collection

soft- 5 new bags

.winter 2019 COLLECTION



- O candy small - Winter 19 collection



- O candy maxi - Winter 19 collection



Inspiration: Restyling O maxi

Age range: 18-40

Client: dynamic, easy, classic

Occasion: Everyday use, work, free time, city

Key words: Soft, linear, minimal



Inspiration: Saddle bag

Age range: 25-50

Client: Stilish, modern

Occasion: Everyday use, shopping time, free time, city

Key words: Round, bi-material, soft



Inspiration: backpack trend

Age range: 18-30

Client: trendy girl, modern, funny, stylish

Occasion: Everyday use, free time, aperitif

Key words: Soft, easy, funny, playful



Inspiration: Restyling Boston bag

Age range: 18-55

Client: Modern, trendy, stylish, all ages

Occasion: Everyday use, city, free time, aperitif, dinner

Key words: Versatile, soft, convertible

O candy maxi

.winter 2019 COLLECTION



Inspiration: Restyling Boston bag

Age range: 18-55

Client: Modern, stylish, trendy, all ages

Occasion: Everyday use, work, free time, city

Key words: Versatile, soft, convertible

soft- small leather goods

.winter 2019 COLLECTION



- O wally:

- Winter 19 collection



- O charter

- Winter 19 collection



- O caddy

- Winter 19 collection



- O slide

- Winter 19 collection



- Beauty

- Winter 19 collection

ecoleather: 3 new shapes

.winter 2019 COLLECTION



- O bag Chelsea

- Winter 19 collection



- O bag Primrose

- Winter 19 collection



- O bag Camden

- Winter 19 collection



Inspiration: sophisticated shopping bag

Age range: 20-55

Client: minimal, self confident, detail-oriented

Occasion: Everyday use, work, free time

Key words: shopper, texture, geometric, new details

O bag Primrose

.winter 2019 COLLECTION



Inspiration: Handbag with metallic details

Age range: 25-55

Client: minimal, sophisticated, detail-oriented, loves classic shapes with a twist.

Occasion: work, free time, dinner with friends

Key words: unique, iconic, texture, logo, circle, metallic



Inspiration: bucket with bold details, eyelets

Age range: 18-40

Client: young, fashionista, modern

Occasion: free time, aperitif, lunch with friends

Key words: versatile, funny, eyelets, texture, chain

travel/technical Backpacks:2 new shapes

.winter 2019 COLLECTION



- Obag M217 - Man

- Capsule back to school 19



- Obag W217 - Woman

- Capsule back to school 19

O bag M217 - Man

. 2019 COLLECTION



**Inspiration: fully equipped design backpack
optional: laptop case + organizer**

Age range: 18-50

**Client: man, modern, detail-oriented,
sophisticated**

Occasion: work, travel, study

**Key words: hi tech, rubber fabric, texture,
accessories**

O bag W217 - Woman

. 2019 COLLECTION



**Inspiration: Design backpack
optional: laptop case + organizer**

Age range: 18-40

**Client: woman, modern, detail-oriented,
sophisticated**

Occasion: work, travel, free time

**Key words: rubber fabric, texture,
accessories**

rain Collection: 1 new shape

.winter 2019 COLLECTION



- Rain boots

- Capsule rain 19 collection

O bag Rainboots

.fall 2019 COLLECTION



Inspiration: Short rainboots with combinable faux fur trims

Age range: all ages in sizes from 36 to 41/42

Client: woman, all ages, practical yet fashionable

Occasion: every rainy days

Key words: rubber, waterproof, colors

alternative Skin- 4 new bags

.fall/winter 2019 COLLECTION



- O Daisy

- Fall/Winter 19 collection



- O bag Brooklyn

- Fall/Winter 19 collection



- O bag Harlem

- Fall/Winter 19 collection



- O bag Soho

- Fall/Winter 19 collection



Inspiration: O Daisy restyling

Age range: 25-40

Client: Sporty, dynamic, modern, metropolitan woman, Self-confident

Occasion: Everyday use, free time, work, sport, weekend

Key words: Soft, comfort, large, weekend-travel bag

O bag Brooklyn

.fall/winter 2019 COLLECTION



Inspiration: Doctor bag

Age range: 18-35

Client: Sporty, modern, urban, dinamic

Occasion: Sport, free time, travel, work

Key words: Soft, easy, sporty

O bag Harlem

.fall/winter 2019 COLLECTION



Inspiration: Vertical shopper

Age range: 18-35

Client: Self-confident, modern, trendy, stilish

Occasion: Everyday use, city, free time, shopping time, travel

Key words: Versatile, soft, metropolitan bag



Inspiration: Shoulder bag

Age range: 18-35

Client: Modern, dynamic, trendy, sporty

Occasion: Everyday use, free time, city, travel, shopping time

Key words: Trendy, soft, bi-material

capsule Beach 2019: 3 new bags

.summer 2019 COLLECTION



- O bag Lace

- Summer 19 collection



- O bag Bonita

- Summer 19 collection



- O bag Sailor

- Summer 19 collection

3 new bags: O bag Lace

.summer 2019 COLLECTION



Inspiration: Shopper with new texture

Age range: 18-40

Client: Young, funny, playful

Occasion: Beach, city

Key words: Texture, color

3 new bags: O bag Bonita

.summer 2019 COLLECTION



Inspiration: basket

Age range: 25-40

Client: Modern, elegant, stylish

Occasion: Cocktail party, aperitif, lunch with friends, beach

Key words: Easy, straw texture, bi material

3 new bags: O bag Sailor

.summer 2019 COLLECTION



Inspiration: Sailor bag

Age range: 18-30

Client: Sporty, dynamic, trendy

Occasion: Beach, sport, free time, boat

Key words: Versatile, soft, playful, colorful, sailor



*Winter
Blues*





.agenda

.01 evolution of distribution strategy

.05 communication

.02 activity calendar

.06 in store activity

.03 in store planning

.07 events

.04 gifting

.08 collection

.09 2019 goals

collection

.winter 2019 COLLECTION

collection	Sales campaign	In store
Winter 2019	18 February - 30 March	starting mid-October
Flash Christmas 2019	18 February - 30 March	starting from mid-November
Capsule Disney Summer 2019	8 February - 28 February	end of May
Capsule Beach 2019	8 February - 28 February	end of May
Linea alternative skin	8 February - 30 March	starting from mid-August
Capsule soft	8 February - 30 March	from mid-September
capsule backpack	8 February - 30 March	mid-August

- loading orders according to the presented calendar
- focus on the distribution of the wholesale project by product category
- allocation of a project budget by the company

GRAZIE