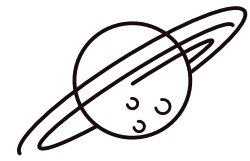




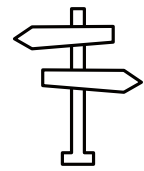
ბუბიოს

STRATEGY 2021-23

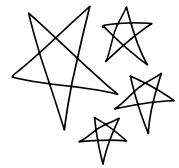




**BRAND**



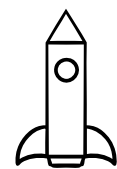
**STRATEGY**



**PRODUCT**



**MARKET & PLACEMENT**



**COMMUNICATION**

# AGGENDA



# BRAND







# HERITAGE



Byblos was founded in **1973** by the creative genius of **Gianni Versace**, subsequently followed by **Guy Paulin**, **Keith Varty** and **Alan Cleaver**.

Since then, color, a young attitude and modern shapes have always been the key features of Byblos; constructing a heritage built upon daily women and sportswear.

In **2018**, a new chapter started with **Manuel Facchini** taking control over the Creative Direction of the company, creating a new identity and repositioning the brand within the contemporary world.



A cosmopolitan soul, Manuel Facchini developed his career in major fashion cities like Milan and especially London, where he studied at the prestigious **Central Saint Martin's** university and was swept away by the spirit of the city.

After gaining valuable experience with **Anglomania** and **Fendi Jeans**, he became the **Creative Director of Byblos** in 2006, to which he gave a new luster by creating an iconic ready-to-wear apparel.

Manuel Facchini, leads today the brand towards a colorful, sporty, hi-tech and digitalia attitude, which is why the brand will continue to be one of the key players in the sector.



MANUEL FACCHINI







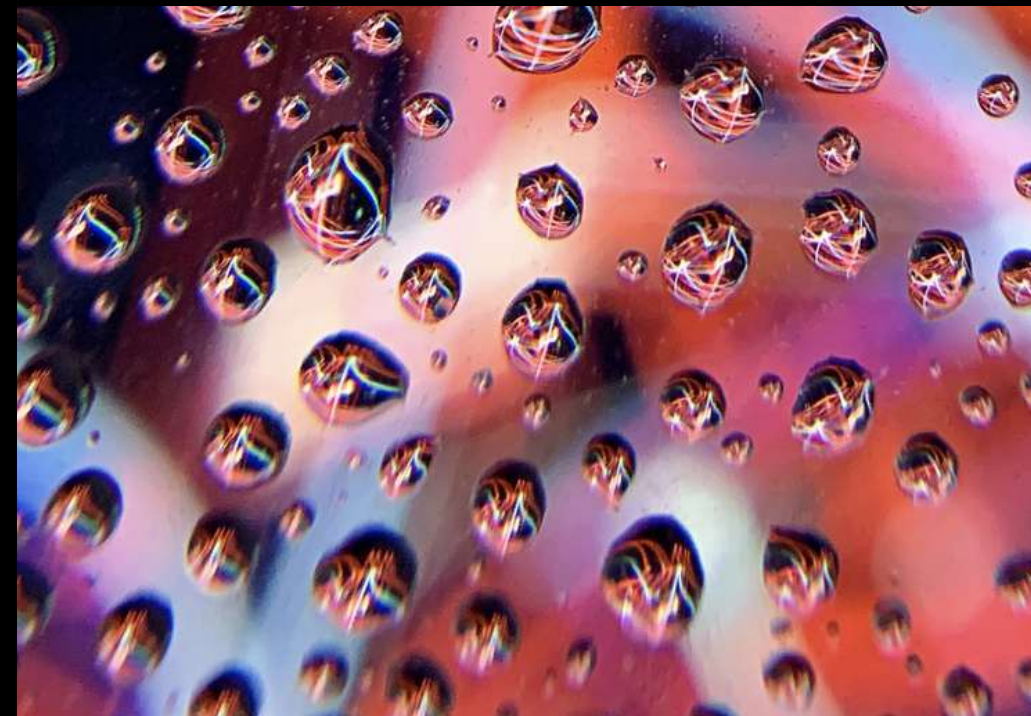
**Byblos** is a ready-to-wear brand which embraces an **unexpected** and **innovative** philosophy, possessing a cool, fresh and dynamic soul.

The concept of the brand is built upon the fusion of nature and hi-tech, conceiving a design which can be described as **sport-chic** and **futuristic**.

The collections embrace both contemporary art and music, and injects within **contemporary fashion** scenario energy and saturated color.



## TODAY



**Technology** is encountered mainly in the peculiar applications used, through the processing techniques, finishings and details, but also within the research and innovative approach of the textile choices.

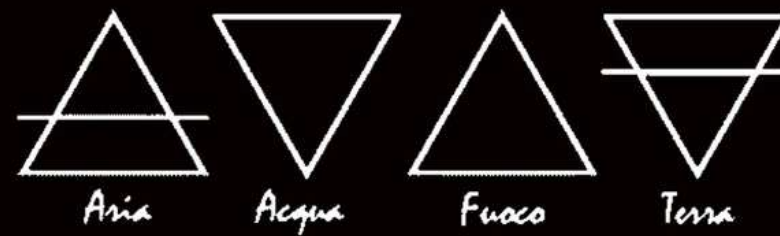
**Nature**, on the other hand, is brought to a new life through the use of eco-friendly materials and choice of addressing to an environmentally safe and cruelty-free fashion system.

## BYBLOS' NEW SYMBOLS: THE FOUR ELEMENTS

Our symbols will be the four elements which are made by the union of **four equilateral triangles**, symbol of **alchemic dynamism**.

Separately they represent the motion of bodies which generates cosmic energy.

Together they are the **origin of every phenomenon**, thrusting the dynamics of **creation, transformation** and **destruction** of life.



Together they symbolize the deep contraposition between the light elements, such as Fire and Air (facing up) and the heavy elements, Water and Earth (facing down), **on which the equilibrium of life upholds**.

Fire and Earth represent femininity, while Fire and Air masculinity.

**Combined they are whole, they are life.**

This perfectly portraits our DNA, and will be inserted in our logo.



# BRAND IDENTITY

## PHYSIQUE

- 3D + 4D dimensions
- Digitalization applied to production processes
- Chromatic Energy

## PERSONALITY

- Forward thinking
- Active & Ironic
- Technology addicted
- Environmentally conscious
- Gender Fluid

## RELATIONSHIP

- Real: No filters
- Deep: Emotional connection
- Open: Exchange of opinions

## DNA

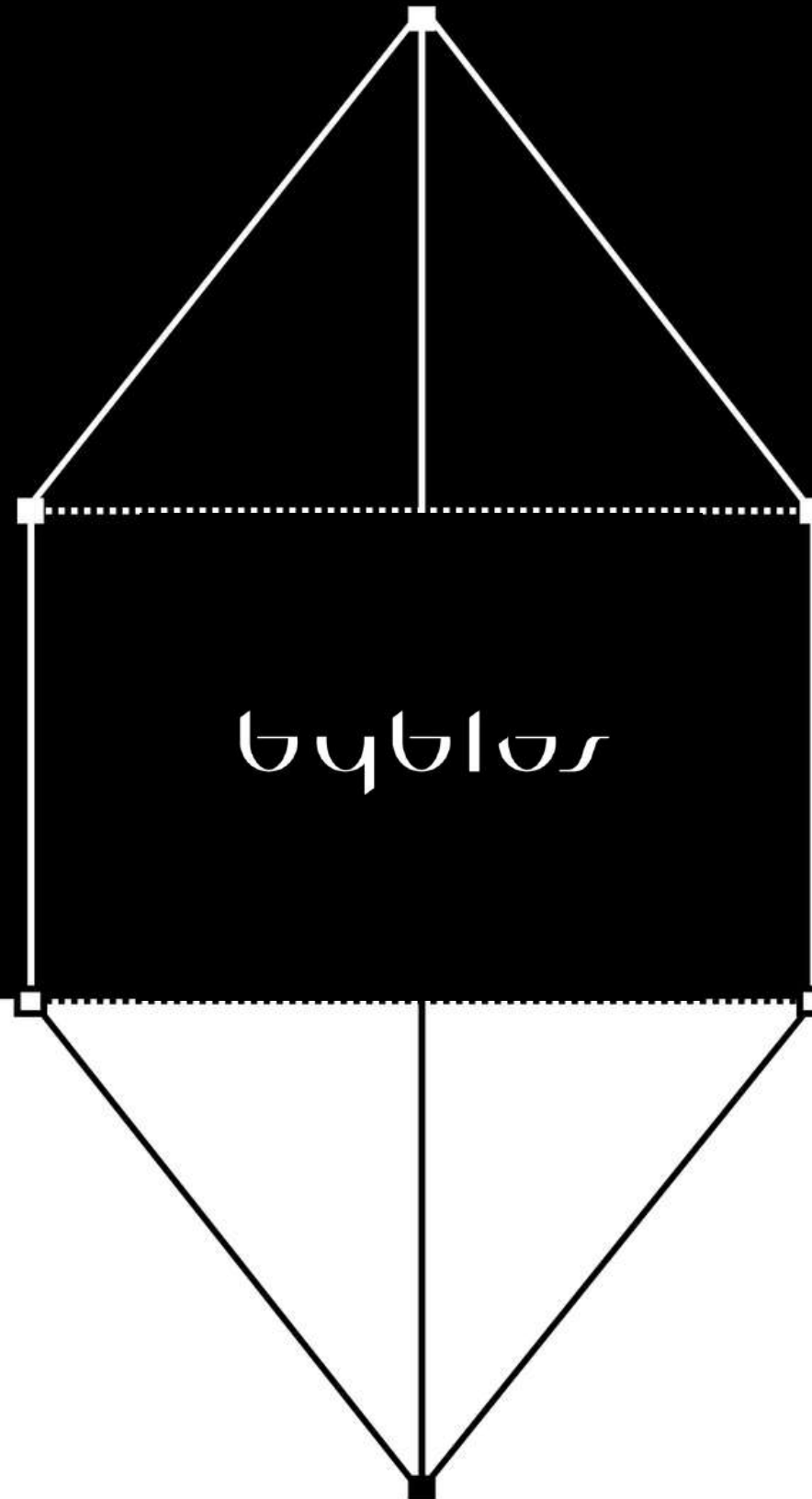
- Nature
- Technology
- Supernatural
- Transformation / Evolution

## REFLECTION

- Trend Setter
- Reference & Influencer for its public
- Smart & Trustworthy

## SELF-IMAGE

See primary and secondary personas



# BRAND IMAGE





# STRATEGY





**P O S I T I O N I N G****RELAUNCH PROCESS**  
**YEAR 2021**

Main Objective:  
**BRANDING**

- Awakening Existing Customer base
- Targeting New Customer base
- Establishing clear and recognizable esthetics

INVESTMENT BUDGET:  
**4 MILLION EUROS**

**E S T A B L I S H I N G****SOLIDIFYING PROCESS**  
**YEAR 2022**

Main Objective:  
**PRODUCT PUSH**

- Extend SKU offer
- Iconic Sneakers & Bag Launch
- Push Best Selling products

INVESTMENT BUDGET:  
**4 MILLION EUROS**

**E X P A N D I N G****AMPLIFYING PROCESS**  
**YEAR 2023**

Main Objective:  
**RETAIL EXPANSION**

- Launch of Co-branding Collabs
- e-Tailers Special Projects
- Opening of 2 new POS

INVESTMENT BUDGET:  
**5 MILLION EUROS**



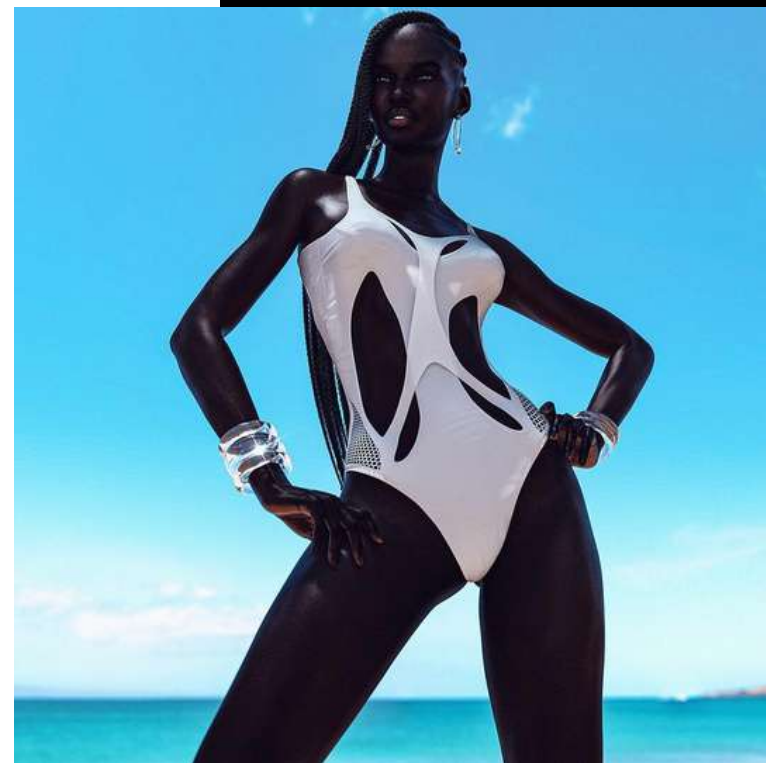


# PRODUCT





Starting from the smallest details, the designs will be developed and engineered through the use of the **latest technologies**; such as **CLO 3D** for modeling and **Cinema 4D** for graphics and motion design.



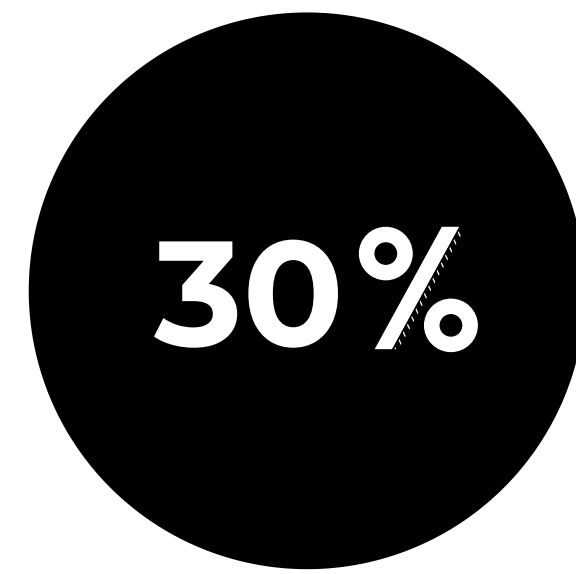
# CREATION PROCESS





# MERCHANDISING MIX -

B2B & B2C



APPAREL



SHOES & BAGS



GADGETS



LICENCES

**DIRECT 2 CONSUMER**

**EARLY FEBRUARY '21**

Basic Collection - SS21



**MID APRIL '21**

Drop Collection - SS21



**EARLY JULY '21**

Basic Collection - FW21



**LATE OCTOBER '21**

Drop Collection - FW21



**COLLECTIONS TIMING '21**

**MID FEBRUARY '21**

Fashion Show Looks - FW21  
**SALES CAMPAIGN:** Feb



**MID SEPTEMBER '21**

1Fashion Show Looks - SS22  
**SALES CAMPAIGN:** Sept



**BUSINESS 2 BUSINESS**



# Licenses

## EYEWEAR



## PERFUMES



## UNDERWEAR & BEACHWEAR



## KIDS







# byblos art hotel VILLA AMISTÀ

★ ★ ★ ★ ★ L

VIA CEDRARE, 78  
VERONA, ITALY

Villa Amistà is a combination of historic and contemporary pieces of furniture, resulting from the inventiveness of the internationally recognized designer Alessando Mendini, and with several artworks by world-famous artists, that have made the villa a real museum of contemporary art and design.

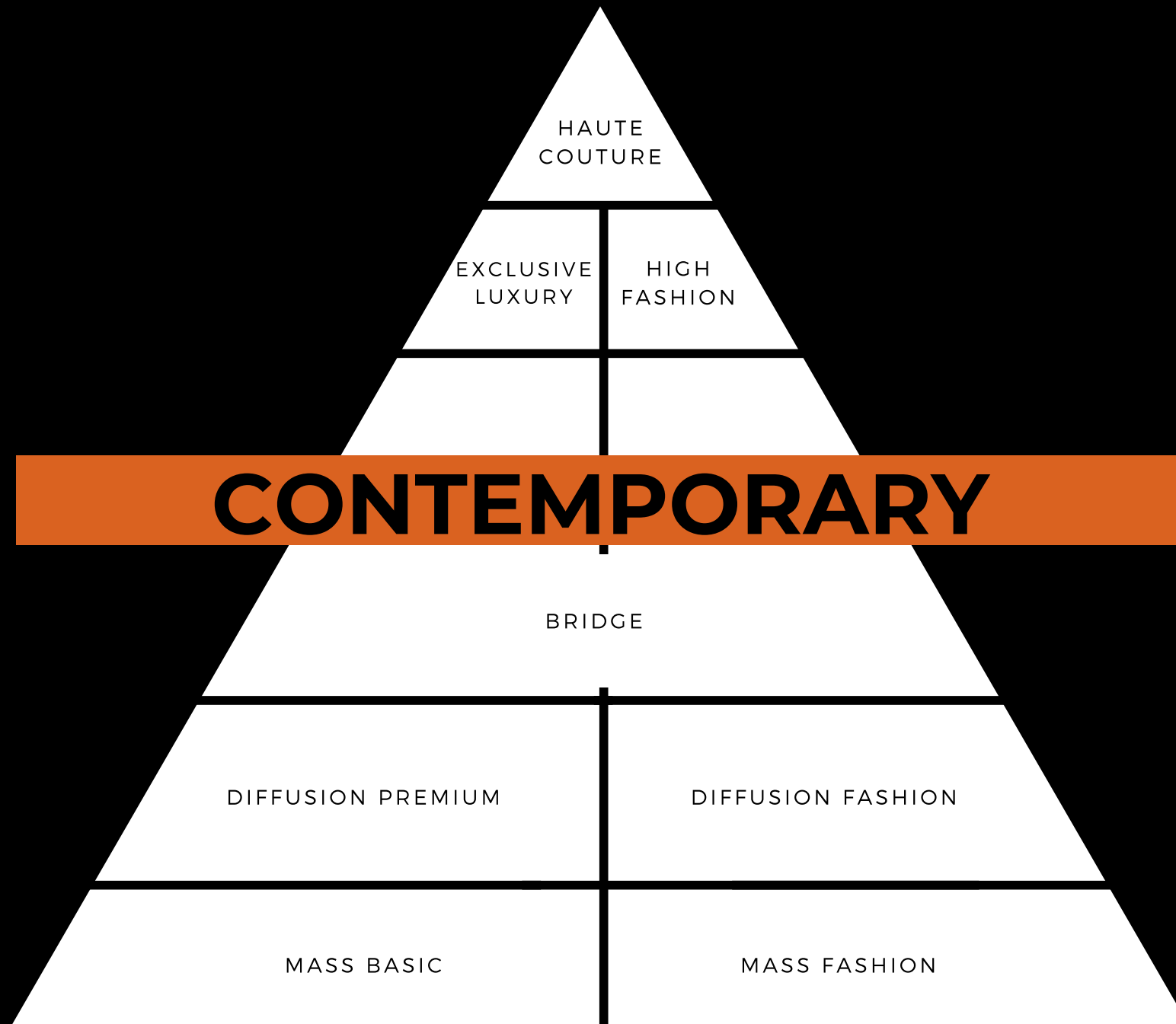






# MARKET & PLACEMENT





AFFORDABLE FASHION

**ACCESSIBLE PRICE**

CUTTING-EDGE DESIGN

**CLEAR STATEMENT**



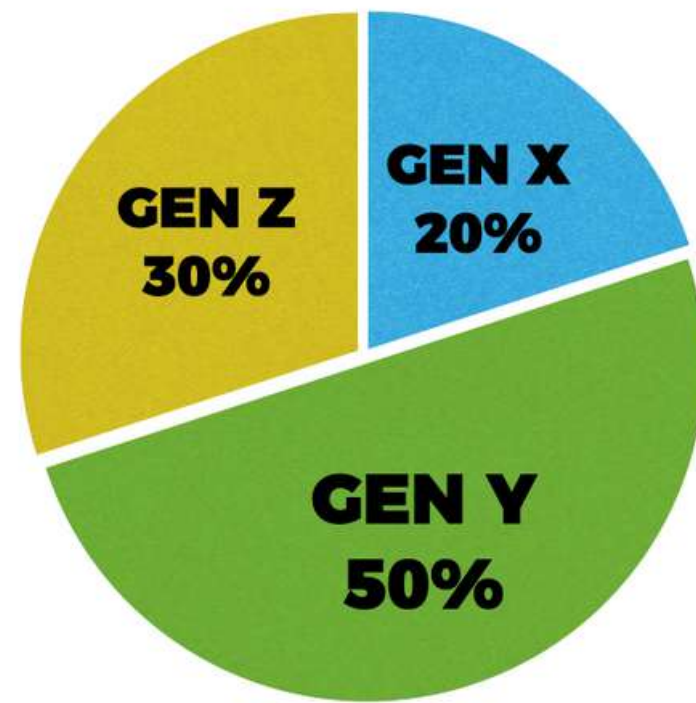


**AVERAGE RETAIL PRICE X CATEGORY**

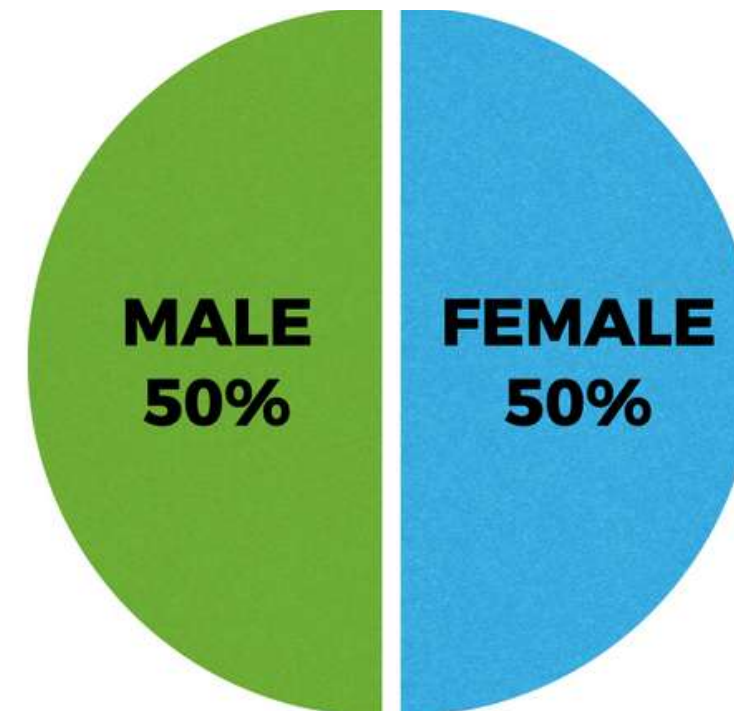
<b>APPAREL</b>	<b>370 €</b>
<b>SHOES</b>	<b>350 €</b>
<b>BAGS</b>	<b>350 €</b>
<b>GADGETS</b>	<b>85 €</b>



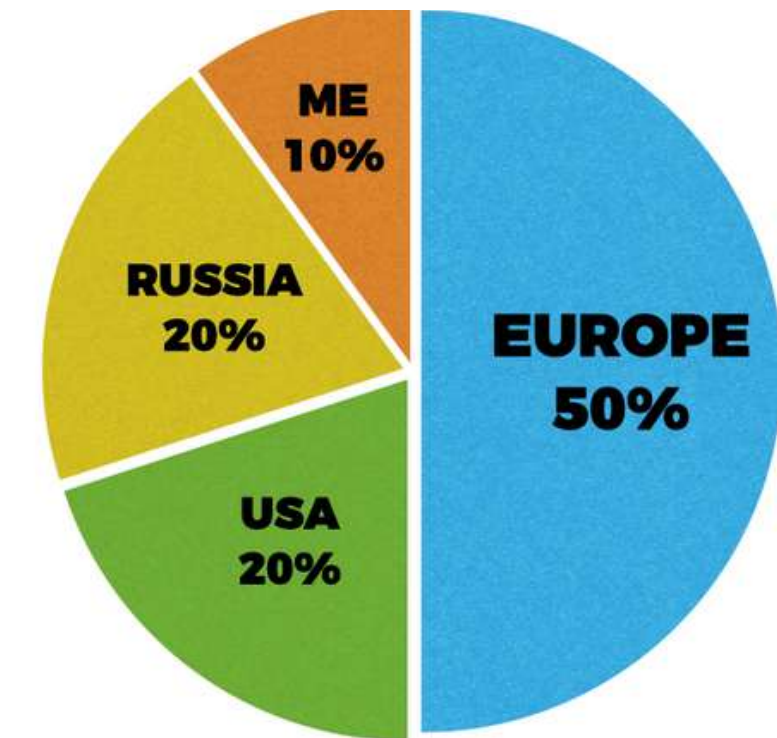
# B2C SEGMENTATION



BY AGE



BY GENDER



BY LOCATION



# PRIMARY PERSONA

## VICTORIA AKA VICKY

**AGE:** 28

**NATIONALITY:** Born in Milano - currently living in London - moved for university

**PROFESSION:** Account Manager in Ogilvy UK

**KEY FEATURES:** Forward-Thinker, Dynamic, Ambitious, Brave, Sporty & Healthy, Positive and Enjoying Life

**PASSIONS & HOBBIES:** Electronic Music, Contemporary Art, Participates to festivals and events, Likes to photograph everything that surrounds her



## TOMMASO AKA TOMMY

**AGE:** 20

**NATIONALITY:** Born and living in New York

**PROFESSION:** Design apprentice  
Francis Sultana Studio

**KEY FEATURES:** Loves to be with people even if describes himself as an introvert, funny and free soul

**PASSIONS & HOBBIES:** Design, Architecture, Fashion and anything which fits in his sophisticated idea of beauty, Loves team sports and takes good care of his body

# SECONDARY PERSONA



**DIRECT 2 CONSUMER**

**WORLDWIDE  
ECOMMERCE**

80% of B2C sales

**SHOP VIA  
DELLA SPIGA**

20% of B2C sales

**RETAIL  
EXPANSION**

future: 2023 - onwards

**SALES STRATEGY**

**JOOR ONLINE  
SHOWROOM**

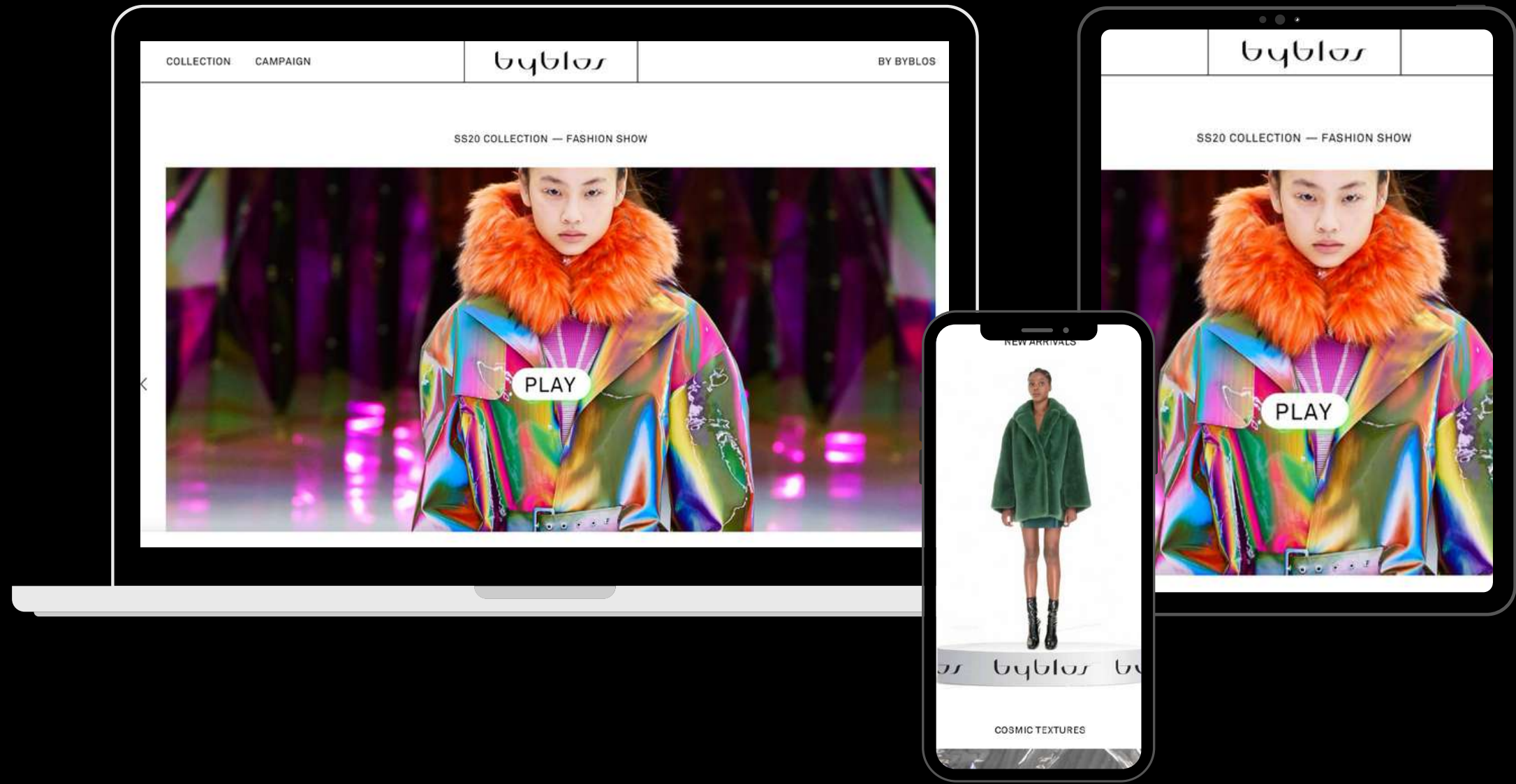
100% of B2B sales

**SPECIAL MULTI-  
BRAND SHOPS  
PROJECTS**

future: 2022 - onwards

**BUSINESS 2 BUSINESS**





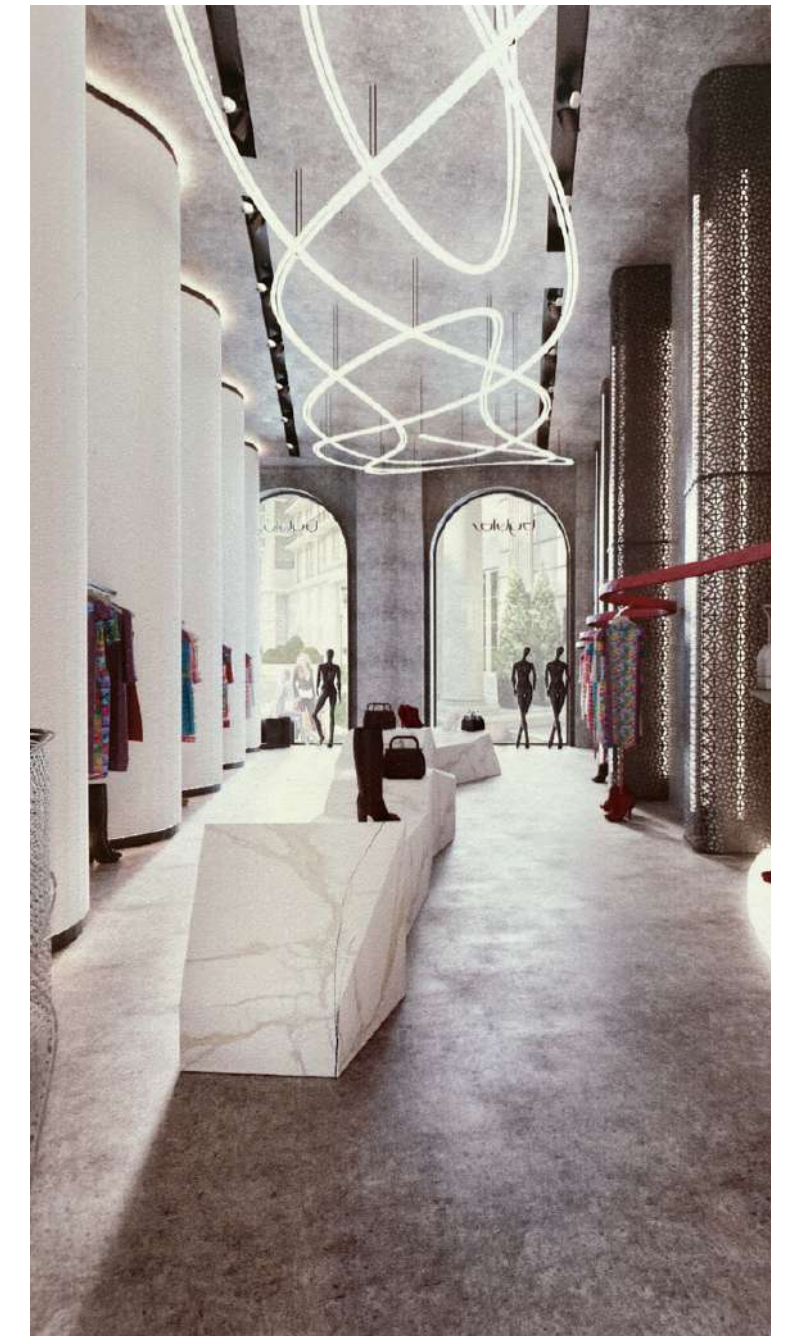
# WORLDWIDE E&M COMMERCE

OPENING: FEBRUARY 2021



OPENING: FEBRUARY 2021

# RETAIL VIA DELLA SPIGA, 33





OPENING: FEBRUARY 2021

**JOOR ONLINE SHOWROOM**

Founded in 2010, JOOR is based in New York City with offices in Los Angeles, Philadelphia, London, Madrid, Milan, Paris and Melbourne. It's the world's largest wholesale platform and data exchange for fashion.

Charcoal CHACO	Caramel CHACO
W: USD 450.00 R: USD 950.00	W: USD 445.00 R: USD 1,080.00

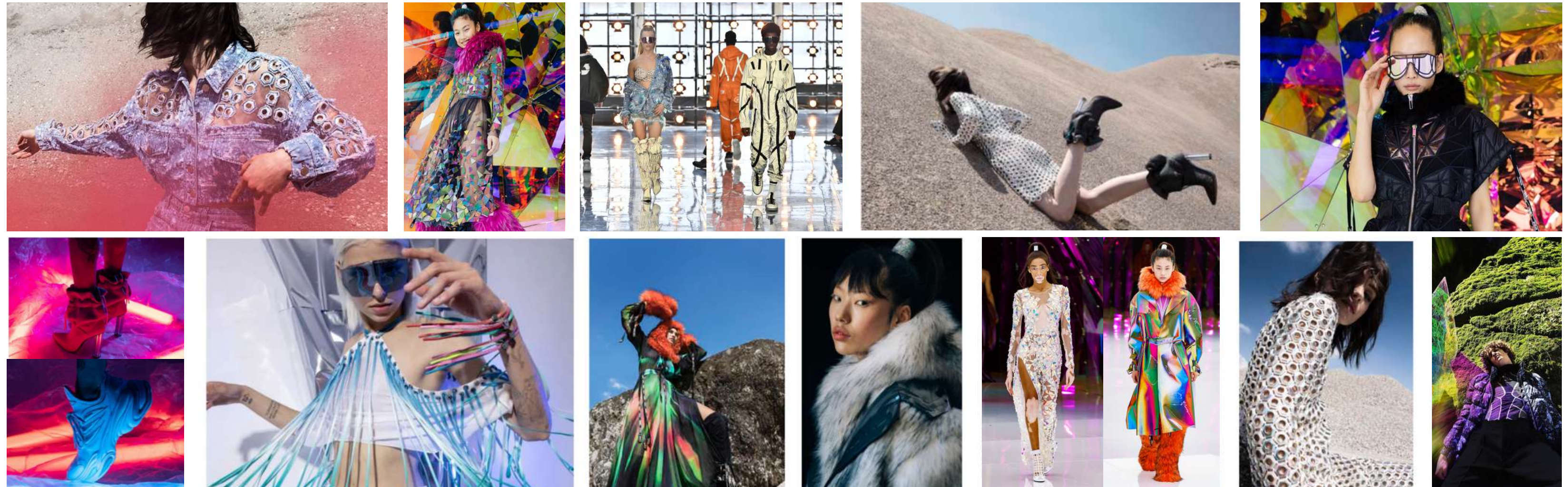
OPENING: FEBRUARY 2021



# COMMUNICATION







The communication strategy will be build upon a **seamless brand experience**, both **Online** and **Offline**. The aim is to boost a brand image coherent with the values of Byblos and create a **multilogue** with its community. Through the **exploitation of imagery** and storytelling, the goal is to become **top-of-mind** for the targeted segment of the market, creating high quality content which captures immediately the attention of the fast moving and fragmented fashion ecosystem.



# OFFLINE touchpoints

## PRESS

Brand Coverage  
Press Cultivation  
Dedicated Dinner  
& Events



## EVENTS

Milano Fashion Week  
In-Store Events  
Press, VIP, Customers  
& Influencer Events



## STYLISTS

Press Coverage  
Celebrities &  
Influencer  
Activities  
Capsules Projects



## CELEBS

Customs  
Red Carpets  
Gifting  
Placements Music  
Videos, Movies & Series

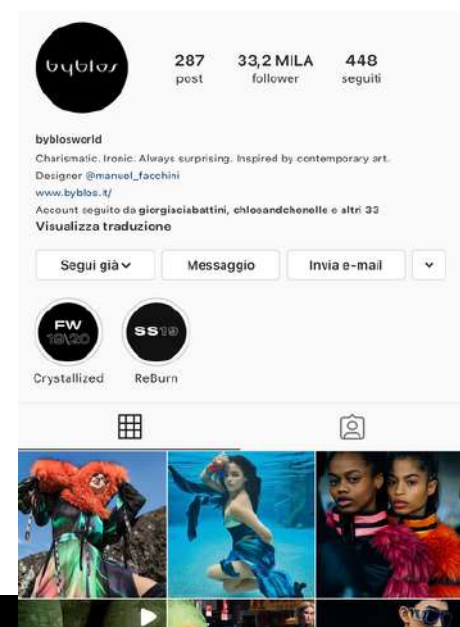




# ONLINE touchpoints

## SOCIAL MEDIA

Instagram - Facebook -  
Twitter - Youtube -  
Linkedin - Pinterest -  
Spotify / Tidal



## ONLINE

Window Website -  
Display ADV - DEM  
- SEM



## INFLUENCERS

Storytelling Activities  
Educational Activities  
Endorsements





**byblos**  
VIA SENATO, 45 MILANO  
+39 02 6200491  
WWW.BYBLOS.IT