

Teamworks Brand Assignment

Groups and Brands are uploaded on the Fashion Management Section
Please check your Group and your assigned Brand

N.B.: Groups with a 2 brands assignment should compare and highlight the differences between the two.

What are you expected to do

Using power point with videos, interviews, demos and creativity.

You'll have 35/40 minutes (maximum!) for each presentation and please double check the time sequence and duration of each speech: overtime won't be possible.

Focus on being consistent and relevant!

The Presentation Assignment

We expect a pptx presentation of your Brand with:

1. Brand positioning;
2. Identification of Brand Values and Attributes;
3. Effective Brand Promise;
4. Value Chain;
5. Business model (pipeline, retail, value proposition, etc.);
6. Financials and Organization;

The Presentation Assignment

7. Competitors and comparitors (benchmarks);
8. Customer Experience (audit and improvement);
9. Communication;
10. Web site e commerce –if any- Social Network and blog activities (detail);
11. Style and innovation;
12. Sustainability and Social Responsibility Strategy (focus on differences between communicated values and actual sustainable practices);
13. The future if you were in front of the buttons panel (priorities and opportunities on your point of view).

The Presentation deadline

Works with final and completed presentation should be delivered to Teaching team no later than
Thursday November 14th

Group 1

PATAGONIA

.....
MARIA GINEVRA

.....
ANATRIELLO

.....
YARDEN

.....
CALAMARO

.....
MARCELLO

.....
CASA'

.....
WEN XIN GRACE

.....
CHIA

.....
PAULINA

.....
KEMPER

.....
ROMAN

.....
MOUROUVIN

.....
ELENA

.....
WIESIKE

Group 2

VEJA

SASCHA

COLENBRANDER

FLAVIA

COZZA

BENEDETTA

CURTI

NICOLE

JELIAZKO

BIANKA

KOTRÍKOVÁ

MARIYA

KVITKA

JOSEPHINE MADELEINE YVONNE

MICHEL

Group 3

BURBERRY

.....
FLAMINIA

.....
D'ALESIO

.....
ARIANNA

.....
DI LUZIO

.....
MAXIME

.....
HENNIQUE

.....
GAYOUNG

.....
KIM

.....
IRIS RAAUM

.....
KRISTIANSEN

.....
ADI

.....
MACHLUF

.....
JULIUS PHILIP

.....
REIMER

Group 4

FARFETCH

JULIETTE

GAND

MARIAGIULIA

GIGLIOZZI

JULIA

GILIBETS PARES

FELICIA

GRAUR

INA

RIEDL

VITO

VACCARO

THEODORA ADRIANA MARIA

VAN KEULEN PUK

Group 5

BOTTEGA VENETA

MART

DE VREE

MANON

DESMARETS

LUCREZIA

LUPI

DAVIDE

MAIORANA

JOHAL

REID

YEVGEN

RYBKA

KATHARINA

SCHAAB

Group 6

CARMINA CAMPUS

VIVIAN

BALIOZIAN

KELIAN

DELUBAC

ANNA

LINDBORG

GEMMA

MORETTI

ANTONIO

PARENTE

LUCÍA

ROCCATAGLIATA

VIVIAN

STÜBLER

Group 7

H&M

ANGÉLIQUE

CORNET

CLOTILDE JULIE BRIGITTE

D'AUBREBY

MARIA

MARENINOVA

KRISTINA ARVESCHOUG

MYKLESTU

LETIZIA

PEVERINI

MATTIA

TOLAINI

LIAM

WILLIAMS

Group 8

OFF-WHITE

.....
LÉA

.....
CONSOLARO

.....
ANAÏS

.....
REBOUL

.....
ZUZANNA

.....
SZCZYGŁOWSKA

.....
STEFANIA

.....
VILLI

.....
EMILIE GILSAGER

.....
NIELSEN (from Veja)

Group 9

ISABEL MARANT

.....
FAUSTINE

.....
CASSAVIA

.....
PIALA

.....
COINTO

.....
BAS JOB ADRIAAN

.....
DUIVENVOORDEN

.....
ANNABELLE

.....
HART

.....
VALERIA

.....
IMPICCIATORE

.....
SIMONA

.....
HRUSKOVA

.....
NATALIA

.....
OCHOCIŃSKA

Group 10

RIMOWA

.....
OLIVIA
.....

.....
BAGSHAWE
.....

.....
VICTORIA
.....

.....
DE BRIEY
.....

.....
MARIE
.....

.....
DEBUYSSCHÈRE
.....

.....
CÉLINE
.....

.....
GUILLAUME
.....

.....
VIVIANE
.....

.....
NAKASHIMA DESIDERIO
.....

.....
SOPHIA
.....

.....
ROMAGNOLI
.....

.....
FIANNA
.....

.....
SINNIGE (from BURBERRY?)
.....