



Brand Strategy

2023: Mapping the change in the business of fashion and luxury

AN ERA OF REDEFINITION: MAIN SHIFTS



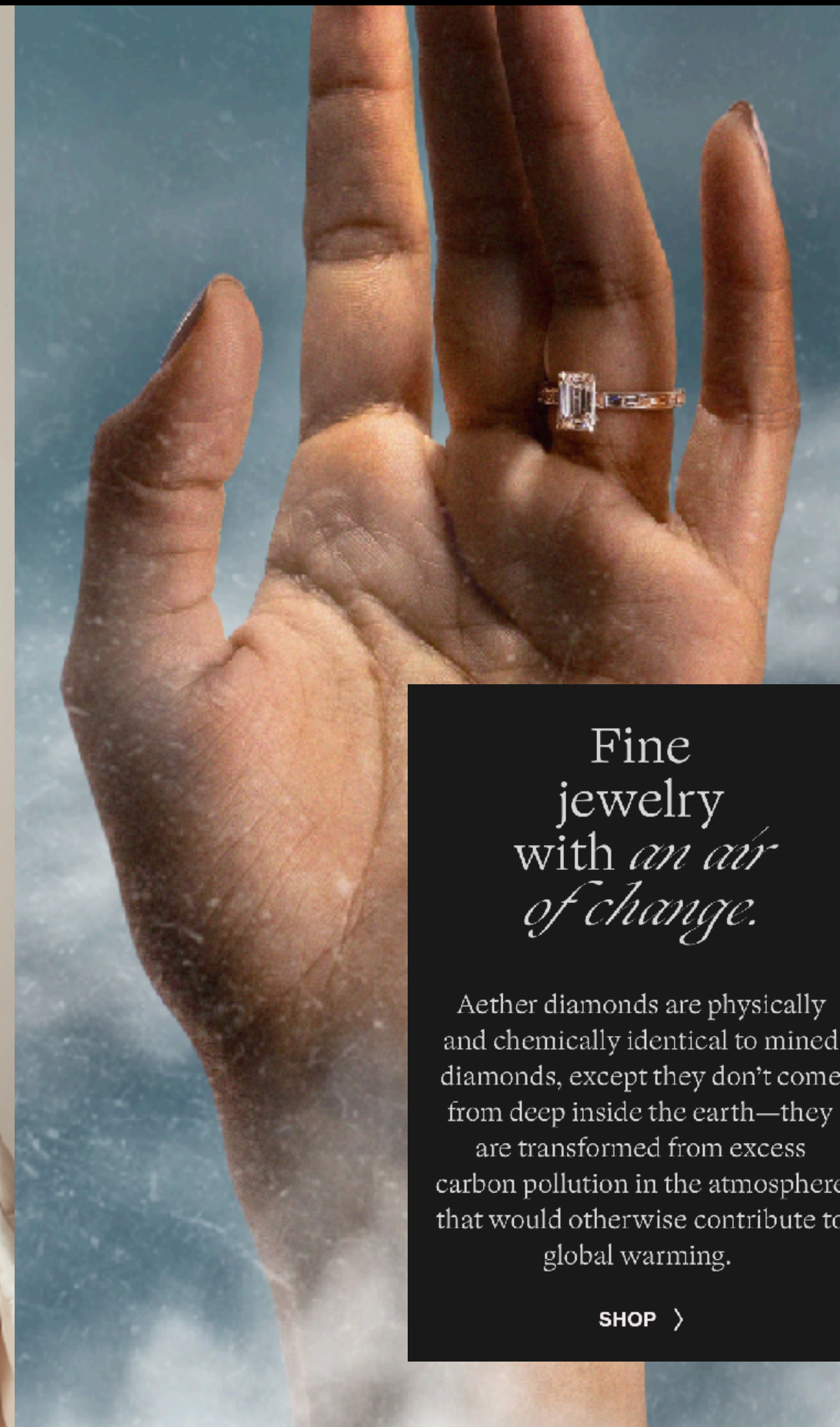
NEW CENTERS OF GRAVITY



DIGITAL TAKEOFF



CASUALIZATION




PURPOSEFUL CONSUMPTION




DIVERSITY

THE NEW LUXURY PARADIGM

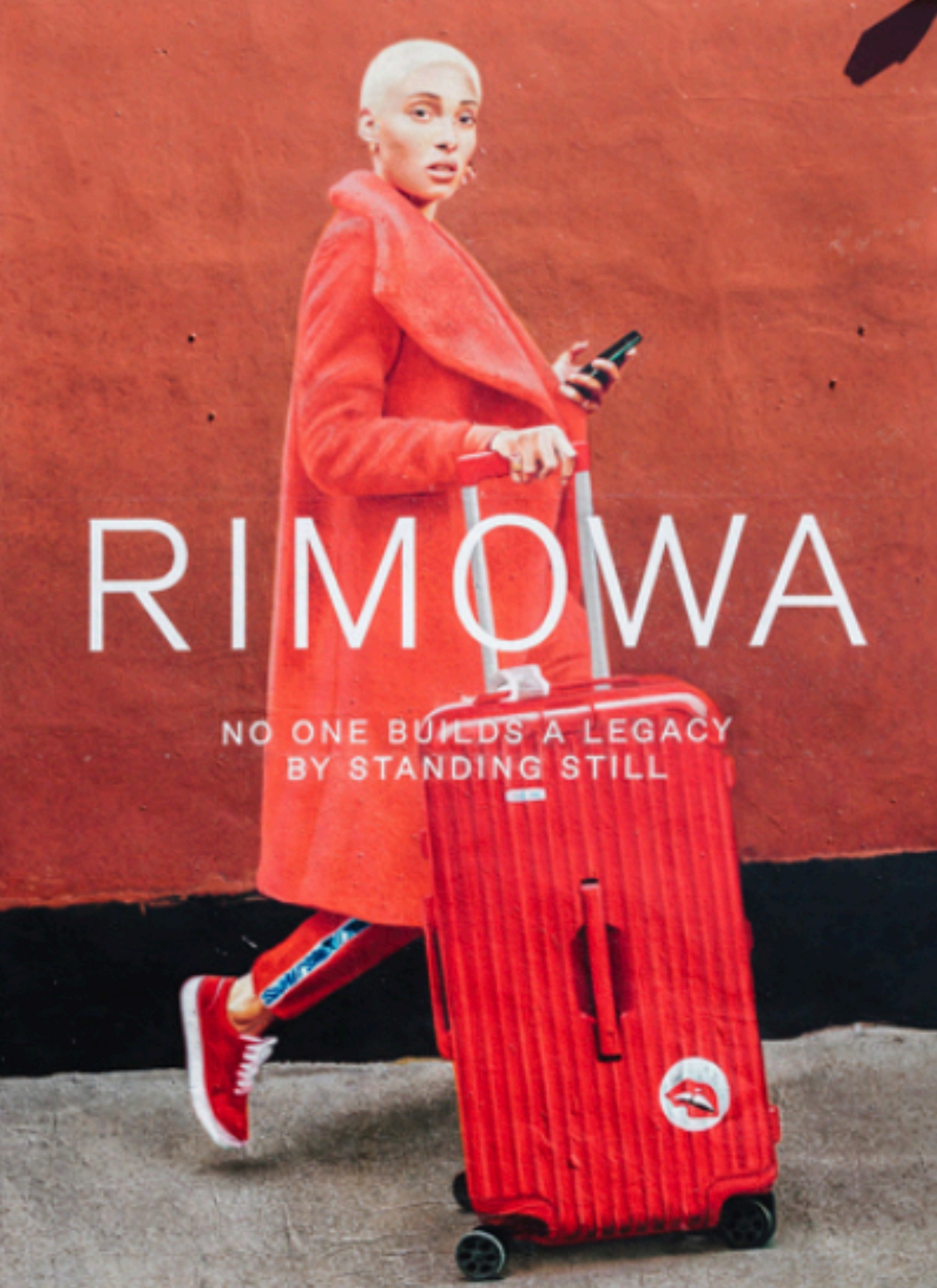
**Small penis?
Have I got
a car for you.**



If you're going to overcompensate, then by all means, overcompensate.
Loaded '89 911 Carrera 4. Call (312) 552-1676. Ask for Tiny.

JOE'S PORSCHE 

**FROM
STATUS SYMBOL**



RIMOWA

NO ONE BUILDS A LEGACY
BY STANDING STILL

**TO
"MOTUS SYMBOL"**

THE FASHION INFLUENCE LADDER: A CONSTANT WORK IN PROGRESS



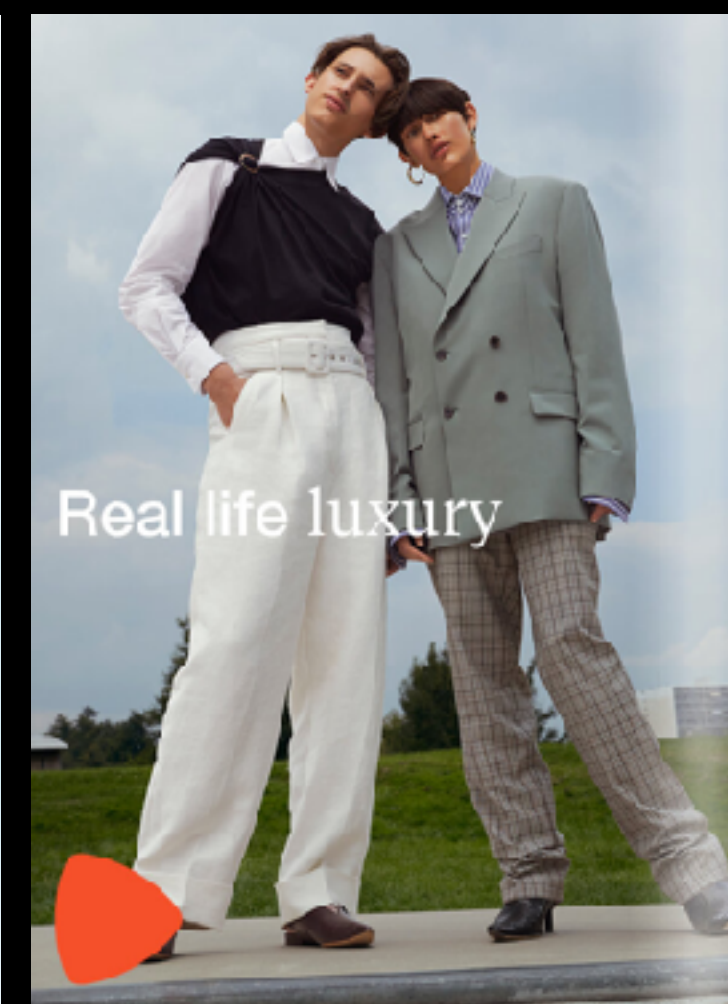
Megabrands



Premium lifestyle brands



Mega influencers



Fast fashion & online retailers



Media and editors



Instagram and TikTok creators



Consumers

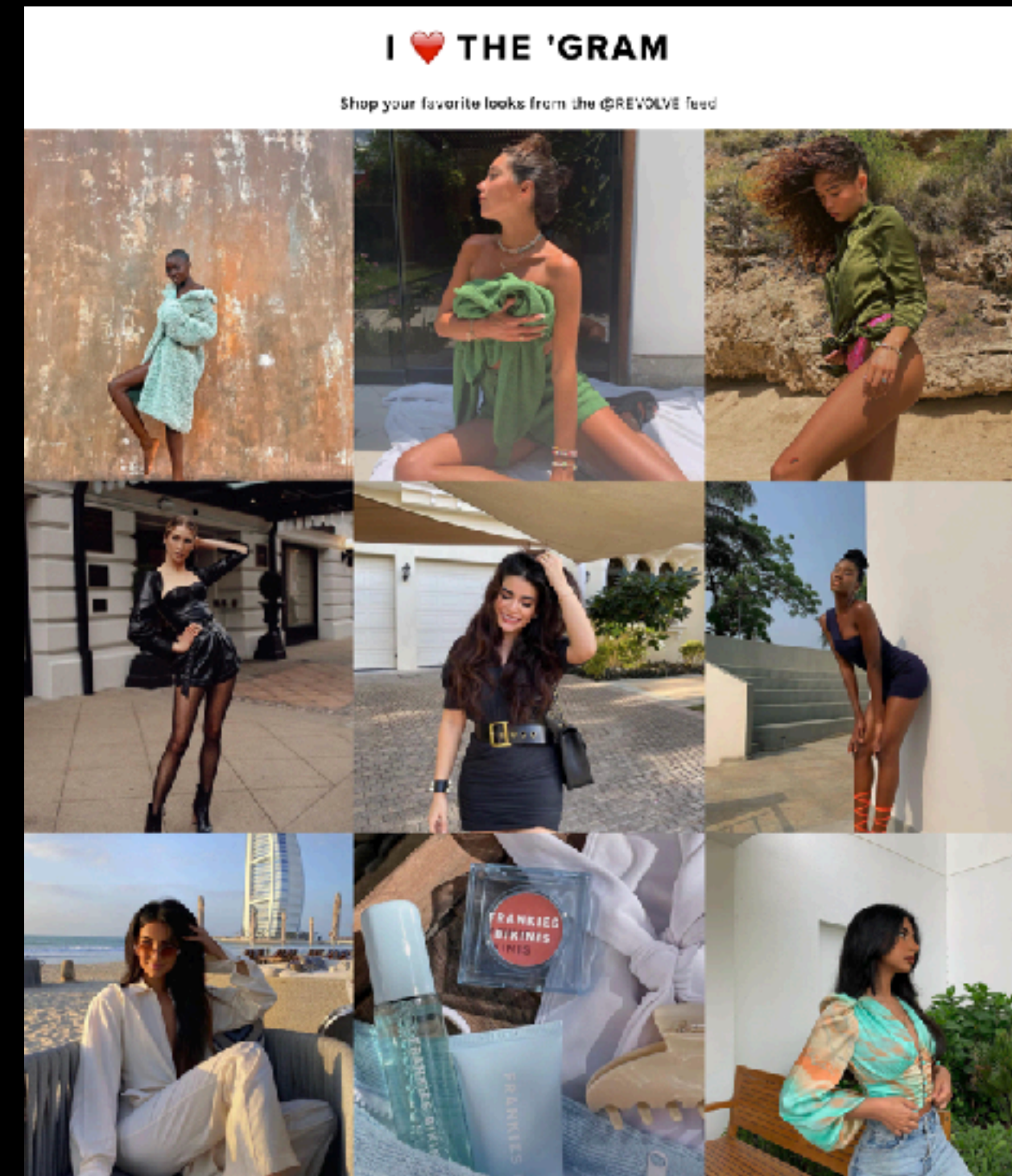
FAST FASHION IS DEAD! LONG LIVE FAST FASHION

The current FF pillars:



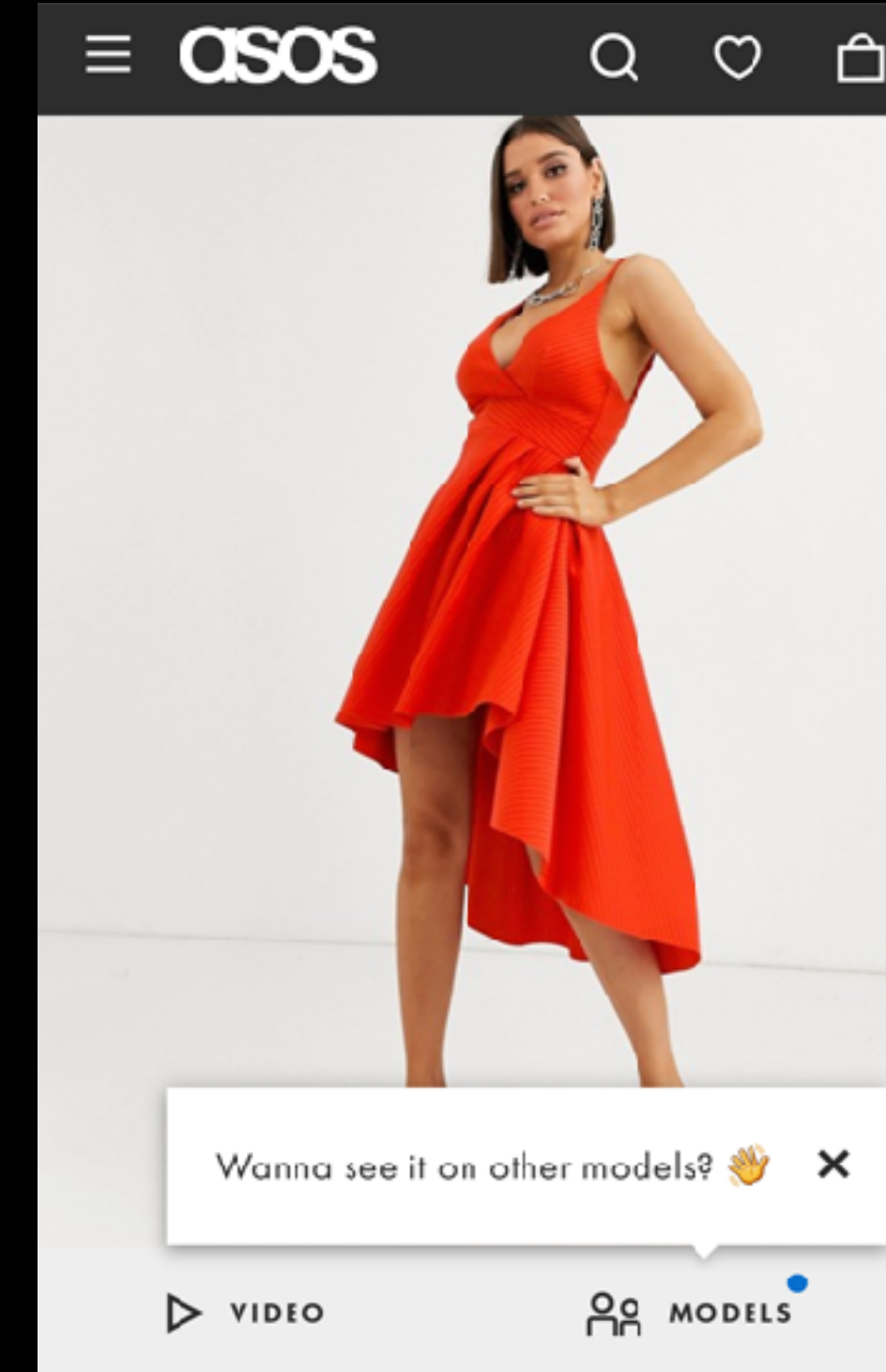
ENDLESS POSSIBILITIES

Navigating trends to find one's own way to style.



DIRECT CONNECTION

Instagram is the new runway.



HYPER SERVICE

Easy come, easy go.



HIGHER PURPOSE

Buying values first, then apparel.

REACTIONS TO CHANGE: MAPPING FASHION BRANDS' STRATEGIES

REJECTION

Change is not considered as strategical for the brand, therefore it is rejected.

ENLIGHTENMENT

Working as a "lighthouse brand" to drive and redefine change.

vision

"The good old days"

MISSONI

BURBERRY
LONDON ENGLAND



GUCCI

"Always offering a new vision on change"

"Change does not matter to me"

DOLCE & GABBANA

VALENTINO

PRADA

BALENCIAGA



"Breaking with the past"

resistance

CHANGE

aspiration

GIORGIO ARMANI

"Keeping the distance from change"



VETEMENTS

"Defying the here and now"

CHANEL **FENDI**

"Changing the form, not the substance"

"Jumping into contemporaneity, no matter what"



HIDEOUT

Seeing change as a threat and detaching from it.

instinct

BOLDNESS

Change as a concrete, tactic opportunity to gain relevance.



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To know more, [contact us!](#)