

BUSINESS CONCEPTS IN LUXURY AND FASHION-LXMT-501

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Meet the Team



Mehak Jain

Brand architecture
Financial statistics
Market Segmentation
Market and Trend Analysis
New Product Extension
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Saakshi Reddy

Marketing and Communication strategy
Customer Persona
Persona Moodboard
SWOT Analysis
Merchandising Strategies



Diana Wickham

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Positioning map
Core Consumer Overview
Field Trip



Yash Mahawar

Products, Pricing, and Distribution
Competitor Analysis
Market Segmentation
Merchandising Mix
Marketing and Value Proposition
Website Mockups



PART-2

BRAND SELECTION AND GROWTH OPPORTUNITIES

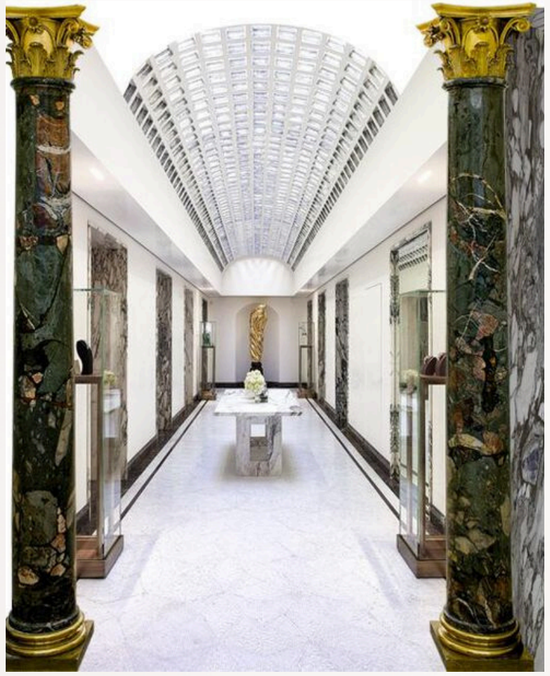
History





Bvglari was founded in 1884 by the talented Sotirio Bulgari, as a single jewelry shop that has since evolved into an international luxury brands. The brand quickly established their reputation for Italian excellence with their **exceptional craftsmanship** and **luxurious jewelry collections**. Bvlgari began as a family business with Sotirio and his two sons, whom later gained attention from tourist traveling from Rome with their exquisite silver ornaments collections. Over the decades, Bvlgari has expanded through generations by **producing vibrant color combinations** with precise balanced volumes that pay homage to the **rich Roman roots** of the brand.

Bulgari Identity



Bvlgari & Rome

As a luxury brand that takes immense pride in their rich heritage, Bvlgari has remained committed towards using source of inspiration in the momuments and architecture of Eternal City.



Icons

Bvlgari positioned its brand through the use of icons. The trademarked serpent is the brand’s most famous icon, an animal motif that is especially significant in ancient Roman culture, representing fertility, rebirth, and protection against the evil spirits.

Brand Identity Prism

Externalization

Physique:
Harmonious designs,
Serpenti, Innovative

Relationship:
Exclusive, Timeless,
Loyalty, Devoted

Reflection:
Elegance, high social class,
wealth

BVLGARI

Personality:
Extraordinary, Unmistakable,
Seasoned, Lavish

Culture:
Italian made,
Excellence, Sophistication,
Dedication

Self-Image:
Upscale, Distinctive,
High-quality

Internalization

Perceptual map



Current Products

Products Offered

- High Jewelry
- Jewelry
- Watches
- Bags + Accessories
- Fragrances
- Hotels + Resorts

Hotel Services

- Champagne
- Whiskey + Cigars
- Shoe shine service
- Exclusive silks
- Spa products

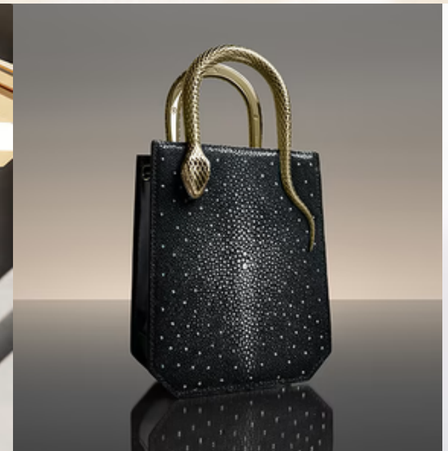


BVLGARI Resort Dubai













Pricing Strategy

Pricing Strategy: Premium Pricing

Bulgari is a top-of-the-line, high luxury brand, with prices to match. Their fragrances are their most accessible product, and their high jewellery their least accessible product.

A potential makeup extension would be priced within the high-luxury sphere, and within the same price range as fragrances.

Watches: $5,000 - $100,000

High Jewellery: $150,000 - $5,000,000

Jewellery: $650 - $100,000

Bags and Leather Goods: $325 - $50,000

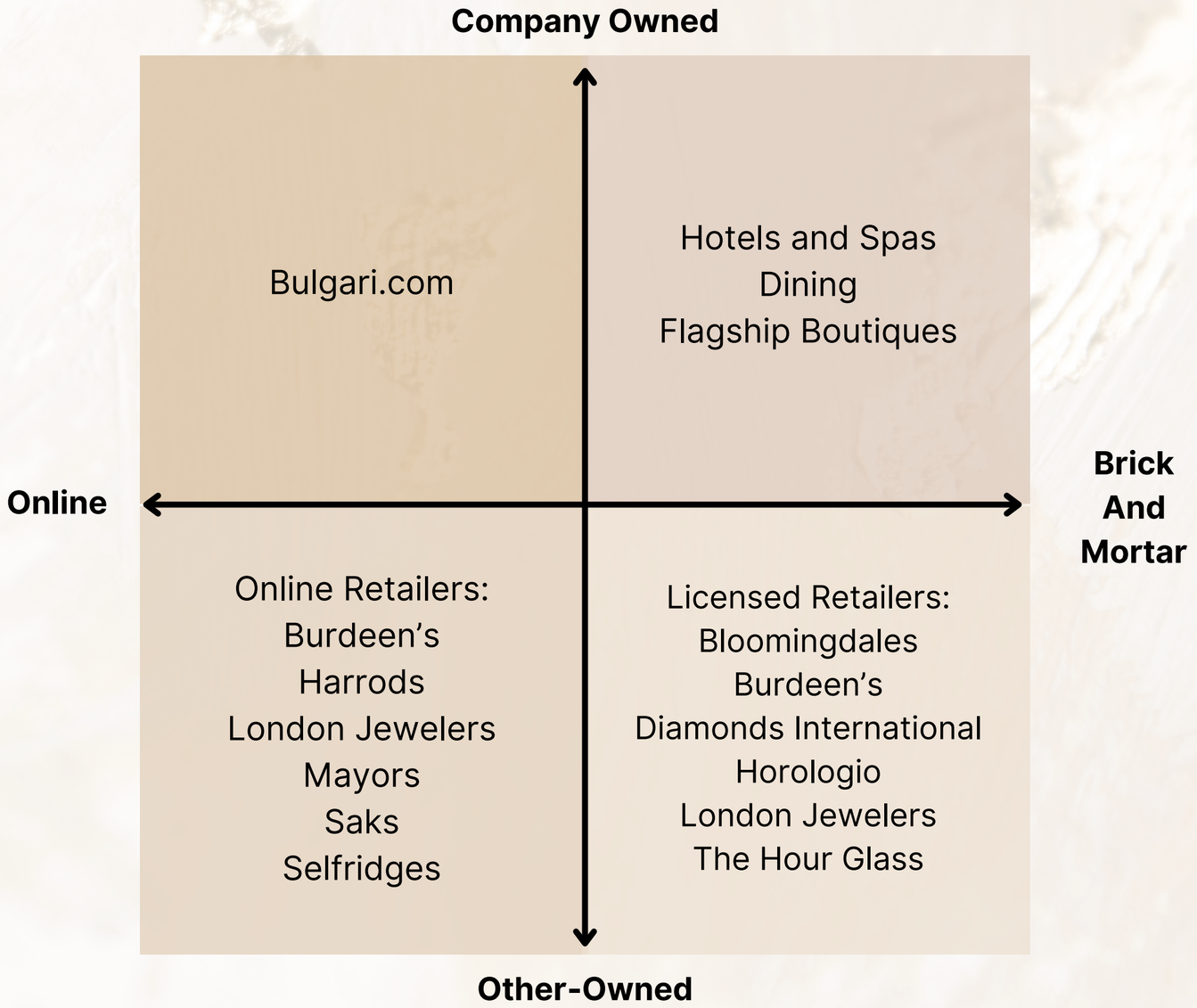
Fragrances: $115 - $400

Distribution Channels

Distribution Channel Analysis

Bulgari has a strong online presence and takes advantage of e-commerce.

Bulgari sells products across hundreds of licensed retailers as well as its own flagship stores and hotels.



Licensed Retailers by Region

North America

- Bandiera Jewellers
- Berger Joyeros
- Bloomingdale’s
- Burdeen’s Jewelry
- Château D'Ivoire
- Chong Hing Jewelers
- Dejaun Jewelers
- Deutsch & Deutsch
- Diamonds International
- DFS
- Dufry
- EMWA
- Eurochronos
- Feldmar Watch Company
- Freeport Jewelers
- Gandelman - Renaissance
- Govberg Jewelers
- Hamilton Jewelers
- Holt Renfrew
- Horologio
- Icono del Tiempo
- International Shoppes
- John Bull
- Kirk Freeport
- Kury Alta Relojeria
- London Jewelers
- Luxury of Time by Diamonds International
- Manfredi Jewels
- Mario Ramos
- Mayors
- Montecristo Jewellers
- Morays Jewelers
- Neiman Marcus
- Palacio de Hierro
- Prive Jewelers
- Provident Jewelry
- Radcliffe Jewelers
- Royal Jewelers
- Royal Jewels
- Saks
- Stephen Silver
- Tapper’s Jewelry
- The Timepiece Collection
- Ultrafemme
- Ultrajewels
- Villa Russo
- WDFG
- Westime
- Weston Jewelers
- William Barthman Jewelers
- Yamron Jewelers
- Zadok Jewelers

Middle East

- Ahmed Seddiqi & Sons
- Al Naseem Hotel
- Al Qurum Jewellery
- Atlantis - The Palm
- Bahrain Duty Free
- Bahrain Jewellery Center
- Bloomingdales
- DFS Abu Dhabi
- Doha International Airport
- Dubai Dutyfree
- Harvey Nichols
- J Box
- Padani Jewellers LTD
- Qatar Dutyfree
- Swiss Gallery
- Trafalgar

Licensed Retailers by Region

Europe

- 316 Watch
- Abrines
- Ace & Dik Juwelier B.V.
- Air Watch Center SA
- Albini Prassa
- All Scent/Naima
- Andermatt Swiss Watches
- Argos Jewel Art
- Arije
- Bartorelli 1882 Spa
- Benetti S.P.A.
- Berry’s Berens & Co Ltd
- Bruno Maria Zimmitti 1858
- Bucherer
- Caroceli Preziosi S.R.L
- Charles Desitter
- Chocrón
- Chronopassion
- Colman
- Corte Inglés
- Da Vinci
- Diego Cataldi S.R.L.
- Domino
- Douglas
- Dubail
- Durán
- Embassy Jewel AG
- F.G. Fecarotta Gioielli SRL
- Fattori Eur SRL
- Ferret
- Fondaco Dei Tedeschi by DFS
- Fratelli Pisa S.R.L.
- Freisfeld GmbH & Co.KG
- Frojo
- G. Gurrieri Mangiacarne & C. Snc
- Galeries Lafayette Royal Quartz
- Genève Aéroport
- Gilson
- Gioielleria Cornali SNC
- Gioielleria Di Somma
- Gioielleria Grande Roma S.R.L.
- Godechot Pauliet
- Goldman
- Gübelin
- H Beauty
- Hardy Jean
- Harrods
- Heurgon
- Hu Horlogerie
- Ideal Joyeros
- Istanbul New Airport
- Jacquot Joaillier
- Jael
- Jocar Limited Arije
- Joieria Berna
- Joyería Santos
- Kim Maessen
- Kirchhofer AG
- La Samaritaine
- Laurent Barrier
- Laussaussois
- Le Vanità Profumerie
- Les Ambassadeurs
- Liguori S.R.L.
- Lo Smeraldo S.R.L.
- Maier
- Mario Mossa SRL
- Miguel Muñoz
- Mira
- NK Retail AB
- Nitta Gioielli SRL
- Ora Kessaris
- Oreficeria Saltini S.N.C.
- Oy Osk. Lindroos Ab
- Paternostro Andrea Gioielliere SRL
- Pedro Rodriguez Joyeros
- Permun (Bursa)
- Power of Beauty S.R.L./Naima
- Pragnell Jewellers
- Premier Group
- Prosper

Licensed Retailers by Region

Europe (Cont.)

- Quadran
- Rabat
- Rinascente
- Rocca 1794
- Roma Fiumicino Airport, Terminal 3
- Rossi Gioielli SRL
- Rossini 1882 S.P.A.
- Rox Jewellers
- Sami Watches & Jewellery
- Sansi
- Schindler Zermatt
- Sephora
- Sergio Capone
- Shahridag Individual Enterprise
- Sirius K LLC
- Solanes
- Sterling Diamonds
- Sublime by Bosco
- Succ. Dobner Di Oppenheim SRL
- Tempus
- Thaler SRL
- Time Vallée Gübelin
- Ugur Saat
- Veccia Giovanni Di Monica Veccia & C. S.A.S.
- Verhoeven Joaillier
- Versale
- Watches of Switzerland
- Wempe
- Xagema
- Zoe

Africa

- BHH - Victoria Wharf Shopping Center
- Kenny’s
- SA Arc Sandton
- V&A Waterfront
- Zakaa

Oceania

- Barbagallo Adnili
- DFS
- Lotte
- Monards 101
- The Hour Glass

Licensed Retailers by Region

Asia

- Abeno Harukas Kintetsu
- Anhui Intime Fashion Brand Co., Ltd
- Anhui Yintai
- Beau Plus Kochi
- CDFG
- Changchun OuYa Eurasia
- Changsha Wangfujing Department Store
- Cheng Tai Watch Co. Ltd
- Chengdu Tianfu Airport
- Chongqing SKP
- Chung Mei Watch Co. Ltd
- Clear by Kawasumi
- Cortina
- Dalian Jinhua Watch&Jewelry Co., Lt
- Dalian Mykal
- Dickson
- Elegant K11
- Elegant TS
- Escentials Ion
- Ethos Summit
- Europe
- Everrich
- Eye Eye Isuzu
- Eye Jewelry Umaki
- Fu Kwei Watches Co. Ltd
- HTDF
- Hassin
- Horology
- India Maison Des Parfums
- Indonesia Sogo Plaza Senayan
- Isseido
- Johnson Watch Co
- KWC Luxurio
- Kamine Torroad
- Kapoor Watch Co
- Kin Kong Watch Co. Ltd
- King’s Sign Watch Co. Ltd
- L Sakae
- Little Bee
- Malaysia Parkson Pavilion, KL
- Malmaison by the Hour Glass
- Ohashi Tokeiten
- Oita Tokiwa
- Omiya Sogo
- Oomiya Wakayama Honten
- Oriental
- Philippines Rustans Makati
- Pro Shyang Hong Watch Co. Ltd
- Rose the Watch Bar
- Sephora
- Shanghai Sogo
- Shenzhen Bao’An Airport
- Shenzhen Hengdeli Watch & Clock Co.
- Shenzhou CTF
- Shiy Mei Zai Watch Co. Ltd
- Swiss Watch Gallery
- T Galleria
- Takashimaya
- Tasameng
- Thailand KPI BKK Downtown 1
- The Hour Glass Opera
- Time Avenue
- Timepieces
- Tomiya
- Xian Saige
- Yoshida
- Yung Hsin Watch Company
- Zhengzhou Plaza 360
- Zimson

South America

- Chronos
- Dali Joyeria Relojeria
- Della Poletti
- Dryzun
- Falabella Parque Arauco
- Joyeri Daoro
- Joyeria Eve
- Luxury Brands
- Manoel Bernardes - BH2
- Nostley SA
- Plaza Vendome
- Sara Joias
- Tallis Joyas
- Testorelli

BRAND ARCHITECTURE

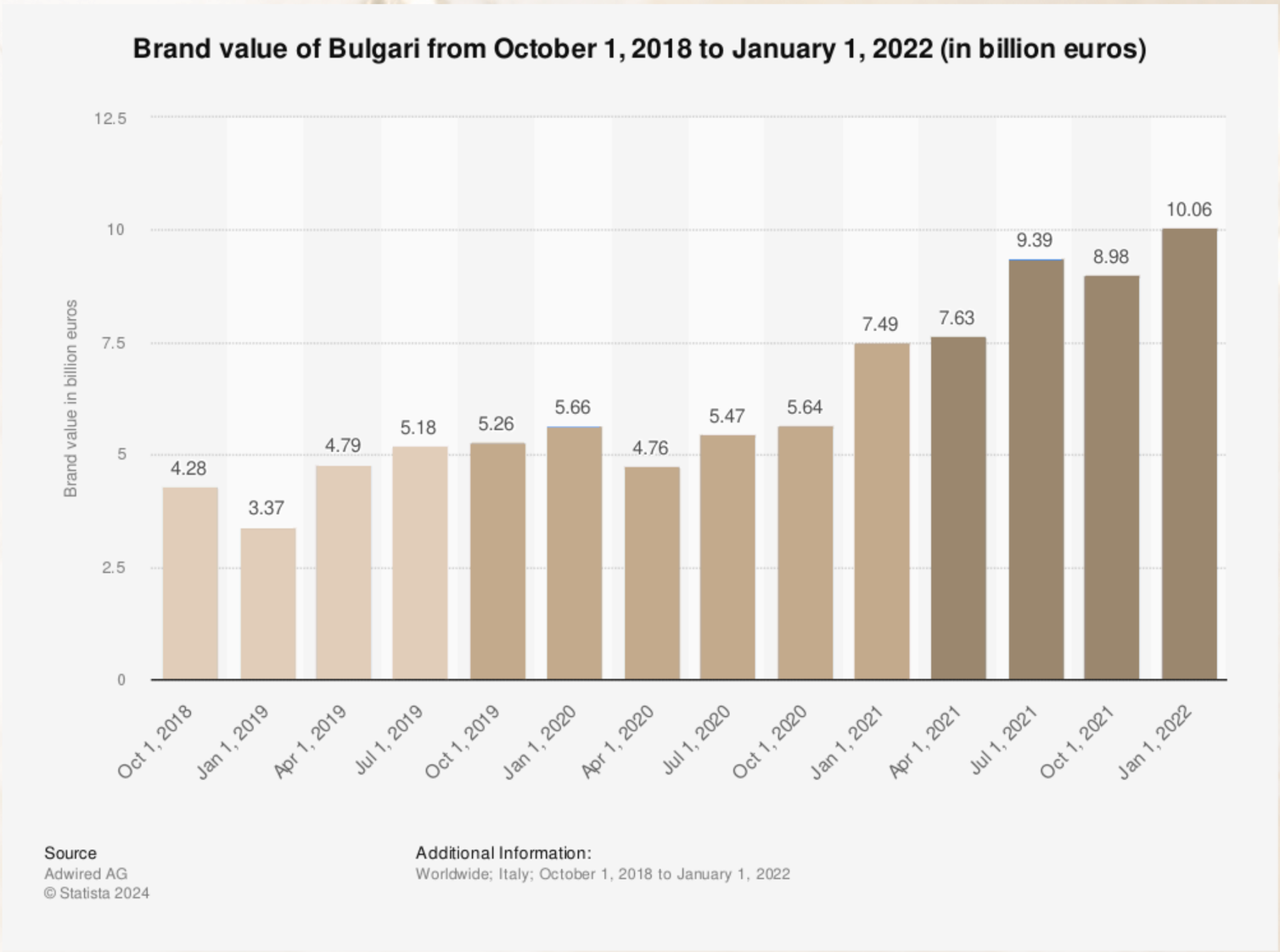
Galaxy Model



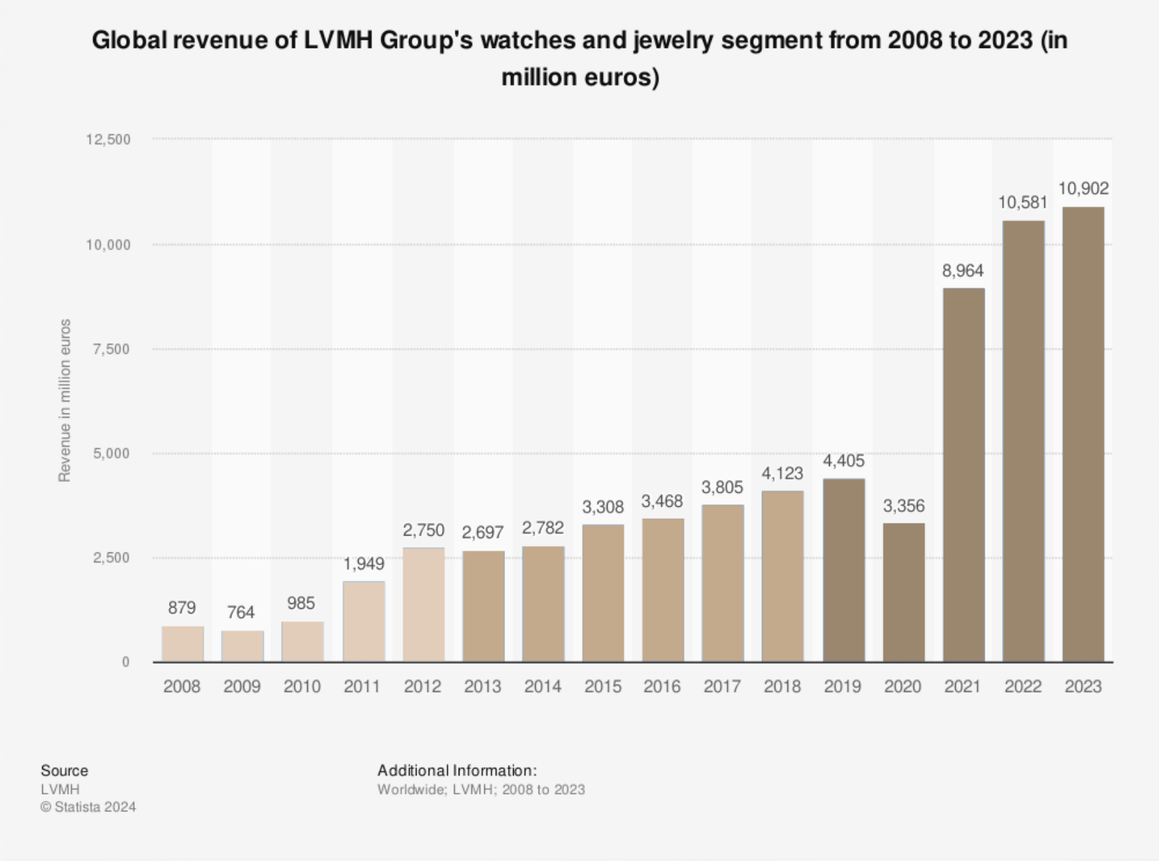
Financial Statistics

- In 2022, BVLGARI, the LVMH-owned Swiss-Italian jewelry and watch company, anticipates surpassing its record year of 2021 with double-digit growth rates in both jewelry and watches

- The financial data reflects the brand's strong performance and market presence in the luxury industry.



"Bulgari Brand Profile U.S. 2022."

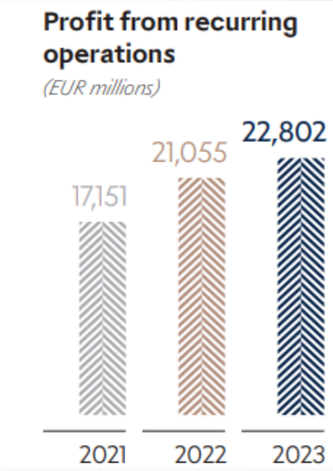


IN LVMH'S BOOKS

According to Business insider, LVMH holds 50.4% controlling stake in Bulgari for 3% of LVMH.

As stated in LVMH's financial documents, in fiscal year 2023, Bulgari had an excellent year, with especially strong growth in high jewelry and high-end watches.

LVMH. Statista.



Profit from recurring operations by business group (EUR millions)	2023	2022	2021
Wines and Spirits	2,109	2,155	1,863
Fashion and Leather Goods	16,836	15,709	12,842
Perfumes and Cosmetics	713	660	684
Watches and Jewelry	2,162	2,017	1,679
Selective Retailing	1,391	788	534
Other activities and eliminations	(409)	(274)	(451)
Total	**22,802**	**21,055**	**17,151**

BVLGARI CEO:

‘Less But Better’ Driving Luxury Growth

23 May 2023

Company Growth:

- "More than double-digit" growth reported.
- Growth attributed to "natural upselling requested by clients”.

Financial Performance:

- Parent company LVMH indicates Bulgari's "strong growth" in the first quarter.
- LVMH overall watches and jewelry sales grew by 11%

Global Inflation Impact:

- Global inflation crisis pushing costs up.
- Only 20% of average retail price increases are driven by cost coverage.
- 80% attributed to client upselling



“Bulgari CEO: ‘less but Better’ Driving Luxury Growth.” The Business of Fashion.

MARKETING STRATEGIES

Brand Heritage and Storytelling:

- Emphasizing Italian roots, especially Roman
- Showcase artistry, history, and prestige

Product Innovation and Design:

- Ad campaigns highlight techniques and inspirations
- High focus on craftsmanship

Experiential Marketing:

- Immersive, engaging experiences
- Building brand loyalty through emotional connections





Digital and Social Media Presence:

- Regular social media content
- Behind-the-scenes videos
- Product showcase
- Collaborations
- Segmented digital advertising
- Highly optimized visibility





Corporate Social Responsibility (CSR) Initiatives:

- Active philanthropy
- Save The Children
- Green initiatives

PART-3

TARGET MARKET AND CUSTOMER PROFILES



Bvlgari segmentation

Demographics

Age: 25-44 years old

Gender: 53.01% Female 43.99% Male

Income: Affluent customers with a high disposable income and a desire for luxury goods

Psychographic

Appreciate timeless elegance, sophistication, and a sense of prestige

Geographic

Targets customers globally by focusing on regions with a high demand for luxury products

Behavioral

Customer loyalty, frequency of purchases, and the level of involvement in the luxury market

CUSTOMER SEGMENTS



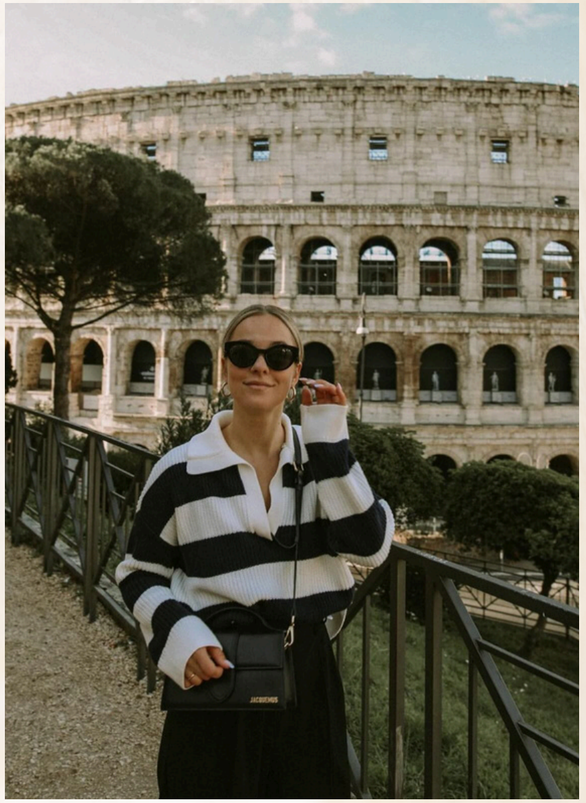
Pinterest

CONSCIOUS LEADERS



Pinterest

PRESTIGE NICHE



Instagram, signemengote

ROMAN AESTHETE



Instagram, London Jewelers

SERPENTI WOMAN

Conscious Leaders

Bvlgari's Conscious Leaders, modern women entrepreneurs with high disposable incomes, prioritize durable, timeless, and ethically sourced luxury items. The brand caters to their conscious consumption values, offering responsibly crafted products and positioning itself as the preferred choice for those seeking both opulence and ethical integrity

- WOMEN
- EUROPEAN
- CENETRED IN MAJOR CITTIES
- ETHICALLY SOURCED PRODUCTS
- CONCIOUS CONSUMPTION
- AGE 40+
- MASTER GRADUATES
- IHIGH DISPOSABLE INCOME
- MODERN
- WOMEN ENTREPRENEURS

Preferred Channels

- Mass Media
- Digital News
- Magazines & Publications
- Television
- Google search

Shopping Behavior

- Willing to invest in high-quality, durable, and timeless pieces.
- Open to paying a premium for products that align with their values



Pinterest

TBH, Team. “Marketing Strategies, Marketing Mix and STP of BVLGARI.”

Prestige Niche

BVLGARI’S elite niche, aged 35+, boasts affluent, educated individuals seeking exclusive, luxurious experiences. Centered in major cities across America, Europe, and Asia, this sophisticated market segment values prestige and modern elegance, aligning seamlessly with Bvlgari's offerings.

- WOMEN AND MEN
- AMERICAN, EUROPEAN AND ASIAN
- CENTERED IN BIG CITIES
- SOPHISTICATED LIFESTYLE
- VALUES EXCLUSIVITY
- AGE: 35+
- EDUCATION LEVEL: MASTERS GRADUATE
- IHIGHER DISPOSABLE INCOME
- MODERN
- ELITE CLASS

Preferred Channels

- Email
- Mass Media
- Digital News
- Magazines & Publications
- Television
- Word of Mouth

Shopping Behavior

Seek out products that offer exclusivity, prestige, and a luxurious experience



Pinterest

TBH, Team. “Marketing Strategies, Marketing Mix and STP of BVLGARI.”

Roman Aesthete

The Roman Aesthete loves all things Rome. Supporting Italian workmanship and heritage holds high importance to them, and they are loyal to Bulgari for sourcing all its manufacturing in Italy. They place high value on quality and craftsmanship. For the Roman Aesthete, Bulgari Hotel Roma is the crystallization of Bulgari as a brand, celebrating Roman history, beauty, and power.

- WOMEN AND MEN
- EUROPEAN
- DEEP LOVE OF ITALY AND ROME
- SOPHISTICATED TASTE
- SOCIAL ELITE
- AGED 35+
- SECONDARY OR HIGHER EDUCATION
- HIGH LEVEL OF DISPOSABLE INCOME
- TRADITIONAL

Preferred Channels

- Email
- Google Search
- Traditional News Publications
- Word of Mouth

Shopping Behavior

- Specialty Retailers
- Boutiques & Tailoring Services
- Italian-Owned Businesses
- Brick-and-Mortar
- Private Rooms and Hotels



Instagram, signemengote

Interview with Vincenzo Falcone, conducted by CPP LUXURY

Serpenti Woman

The Serpenti Woman is a modern woman whose image is iconic, timeless, and versatile. She leans into change and is unafraid of reinventing herself. She identifies with the BVLGARI Serpenti icon for representing charisma, rebirth, and elegance. Importance to color plays a role in her aesthetic sense. She approaches life with high confidence; she sees herself as powerful and determined.

- WOMEN
- AMERICAN, EUROPEAN, OR ASIAN
- CENTERED IN BIG CITIES
- HIGHLY INDEPENDENT
- SPENDS ON BEAUTY AND FRAGRANCE
- AGED 35+
- SECONDARY OR HIGHER EDUCATION
- HIGH LEVEL OF DISPOSABLE INCOME
- MODERN
- SOCIAL ELITE

Preferred Channels

- Email
- Mass Media
- Digital News
- Magazines & Publications
- Television
- Word of Mouth

Shopping Behavior

- Online
- Specialty Retailers
- Delivery
- Large-Scale Shopping Malls
- Boutiques and Spas



Instagram, London Jewelers

Interview with Fiona Xie, conducted by Annabel Tan
Interview with Lucia Silvestri, conducted by Ainee Nizami Ahmedi

CUSTOMER SEGMENTS



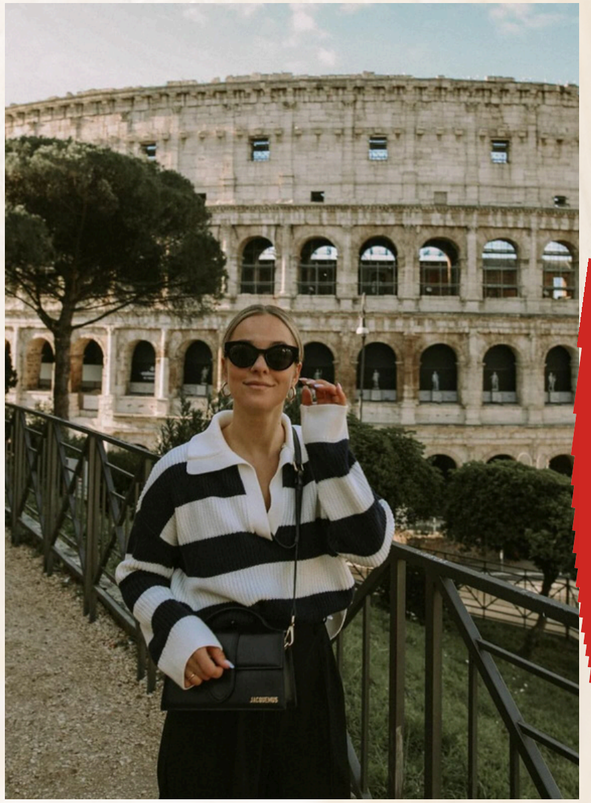
Pinterest

CONSCIOUS LEADERS



Pinterest

PRESTIGE NICHE



Instagram, signemengote

ROMAN AESTHETE



stagram, London Jewelers

SERPENTI WOMA

Customer Segment Persona

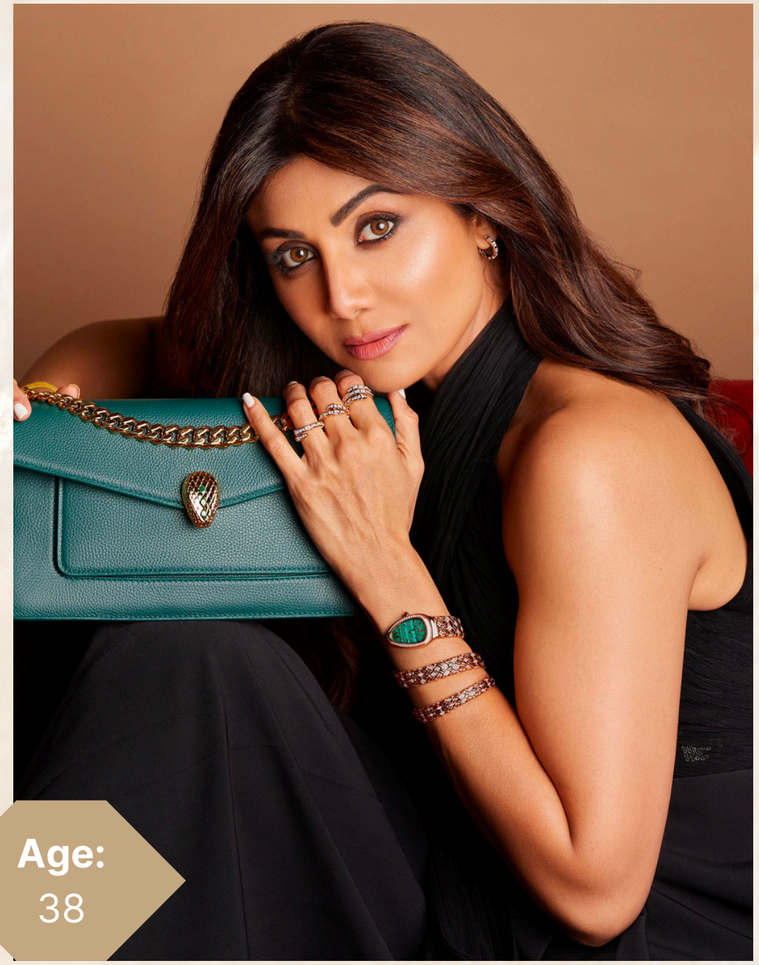
Isabella "Viperia" Montague

Fashion:

- Wardrobe: Sleek, form-fitting outfits in emerald green, deep burgundy, and black.
- Signature Style: Sensual and powerful, incorporating serpent motifs and textures.

Social Scene:

- Exclusive Events: Frequently attends high-profile gatherings, leaving a trail of curiosity.
- Inner Circle: Surrounds herself with influential personalities who appreciate the allure of the unknown.



Age: 38

Work:

- Profession: A confident figure in the business world, known for strategic acumen, possibly in high-end art curation or exclusive event planning.

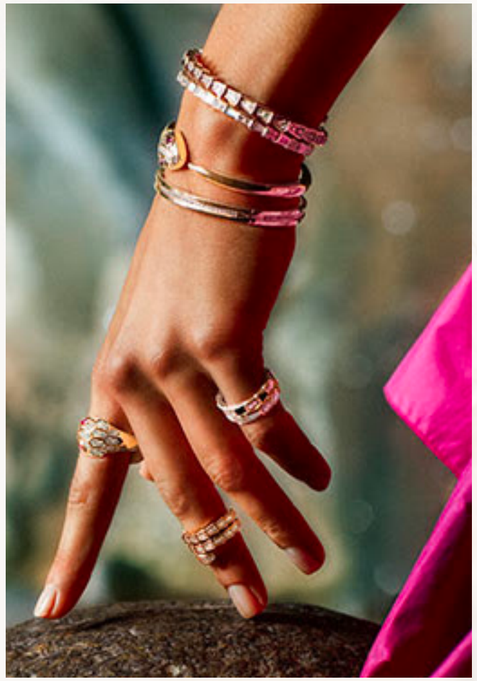
Leisure Activities:

- Exotic Travel: trips to high-profile destinations with high degrees of privacy', blending cultural exploration with luxury.
- Art and Culture: Immersed in gallery openings, performances, and supporting emerging artists.

SOCIAL MEDIA USAGE :

HOBBIES :

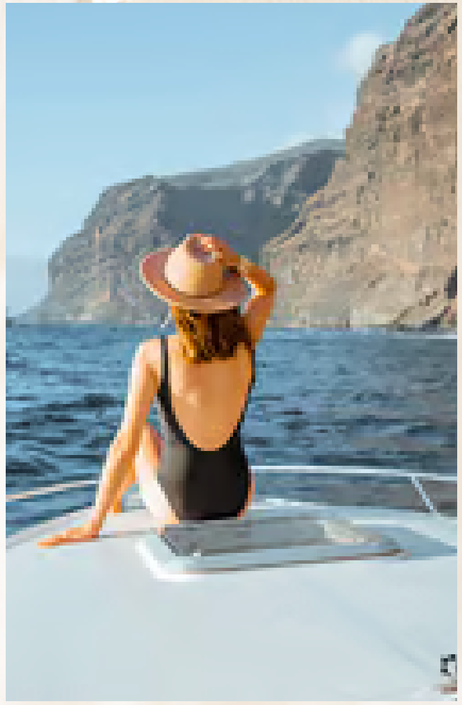












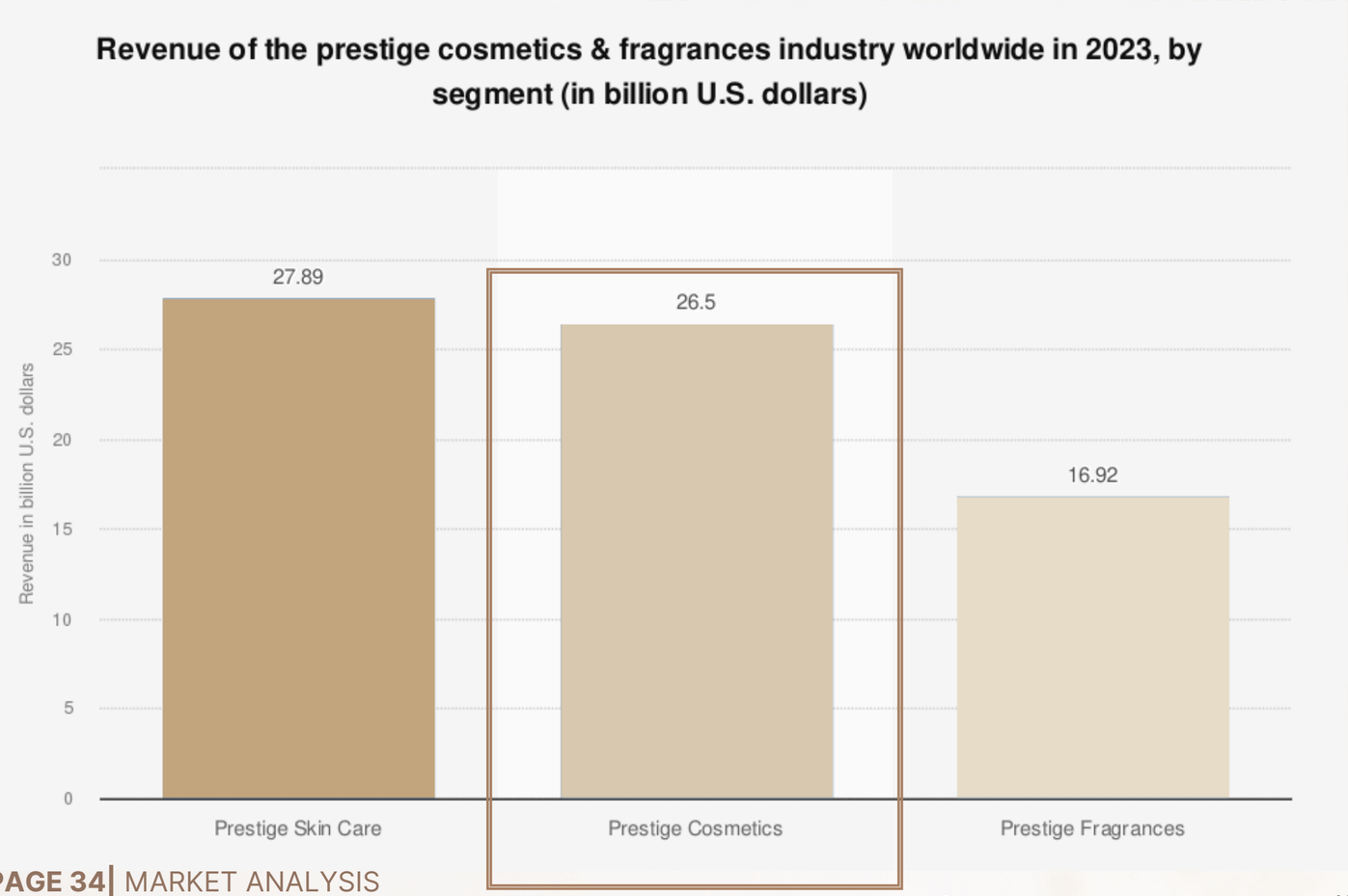


PART-4

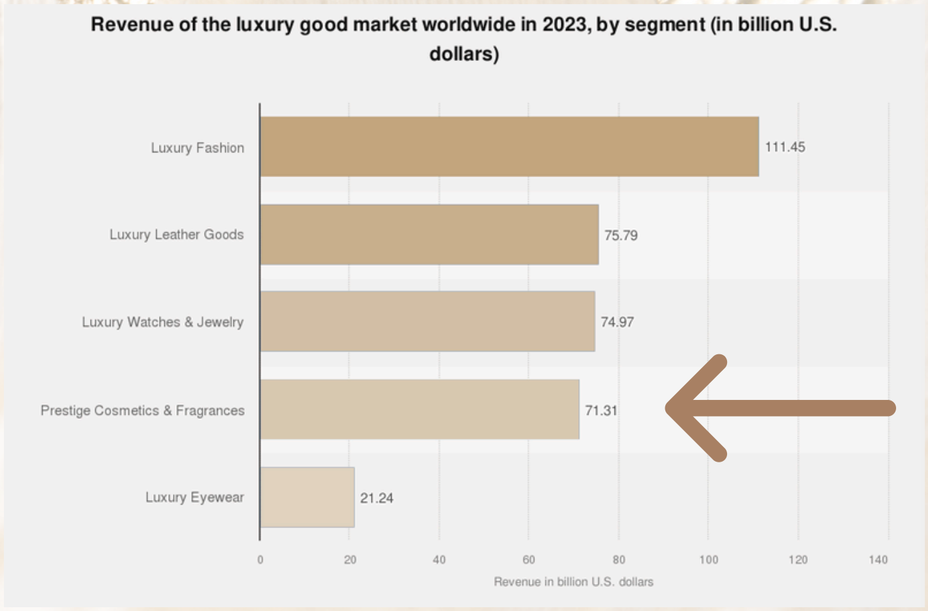
MARKET AND COMPETITOR ANALYSIS

Global Market Analysis

- In 2023, the global revenue of the Prestige cosmetic industry reached an impressive $26.5 billion.
- The luxury premium cosmetics market is experiencing significant growth and is expected to continue on an upward trajectory.

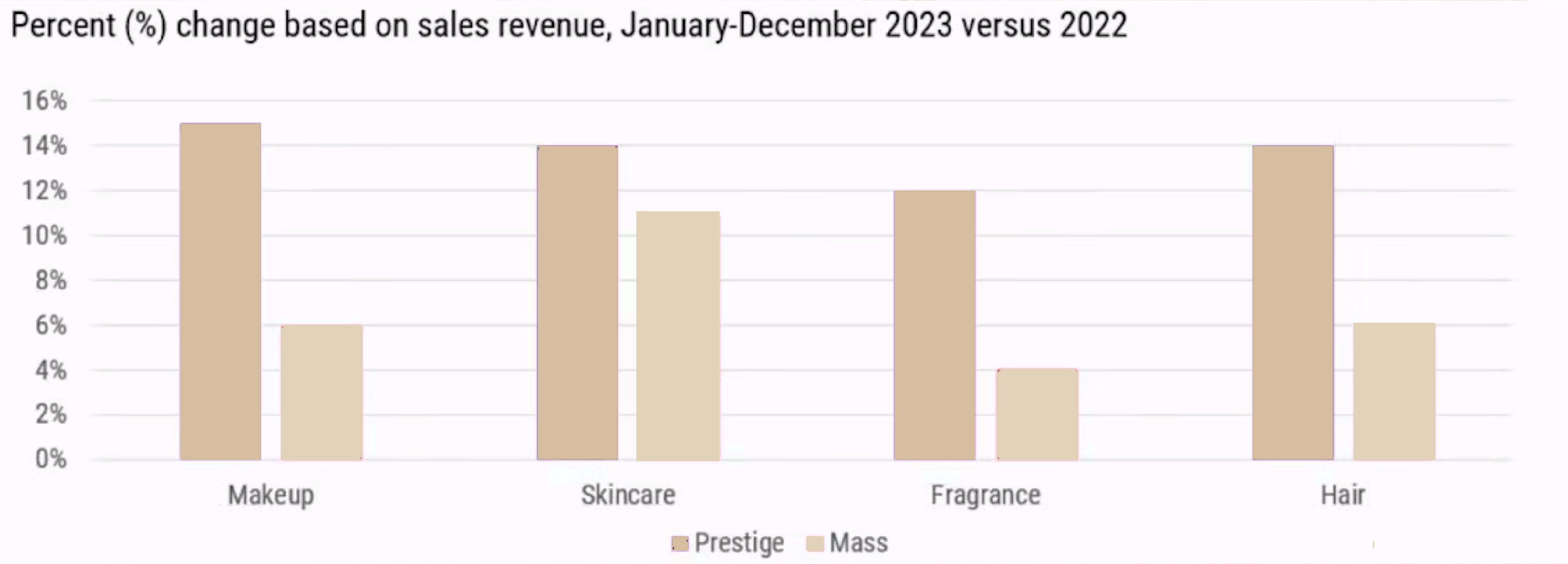






Statista, www.statista.com/forecasts/1370858/revenue-prestige-cosmetics-fragrances-globally.

US 2023 Prestige & Mass Beauty Sales Both Grew:



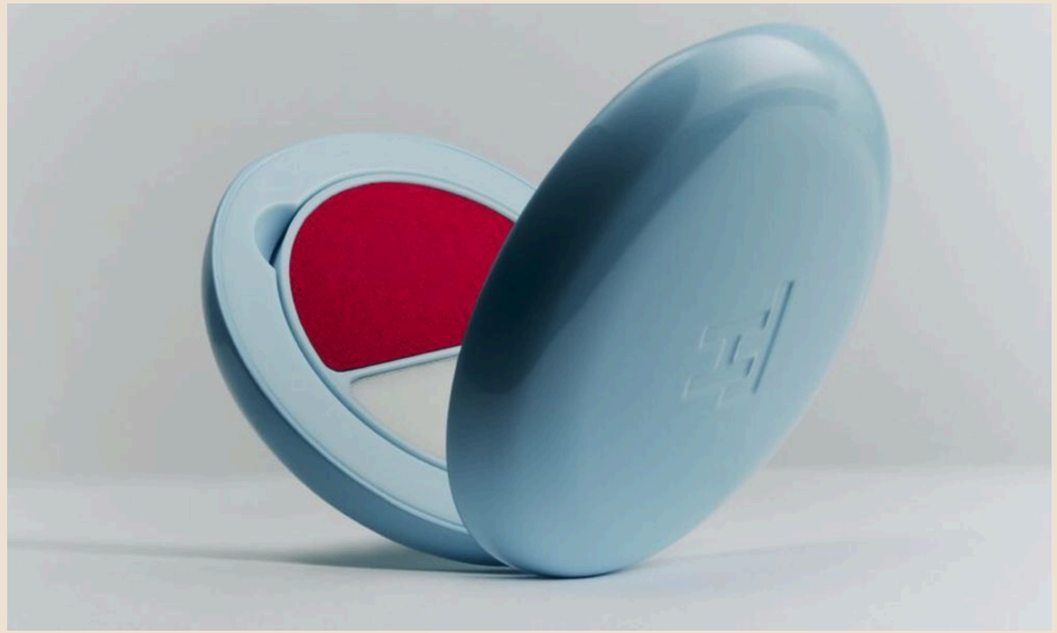
"US 2023 Prestige & Mass Beauty Sales Both Grew: Report." Global Cosmetic Industry.

Trend Analysis

The Skinification of Lip Colour

Lipstick has regained its position as a covetable status symbol thanks to a new wave of **skincare-infused** hybrid formats that deliver much more than colour.

Anticipate a surge in multi-everything design trends: diverse, sustainable experiences through **multigenerational**, **multi-species, multi-seasonal**, and **multipurpose products**. Reflects societal commitment to sustainability, reshaping product design across industries.

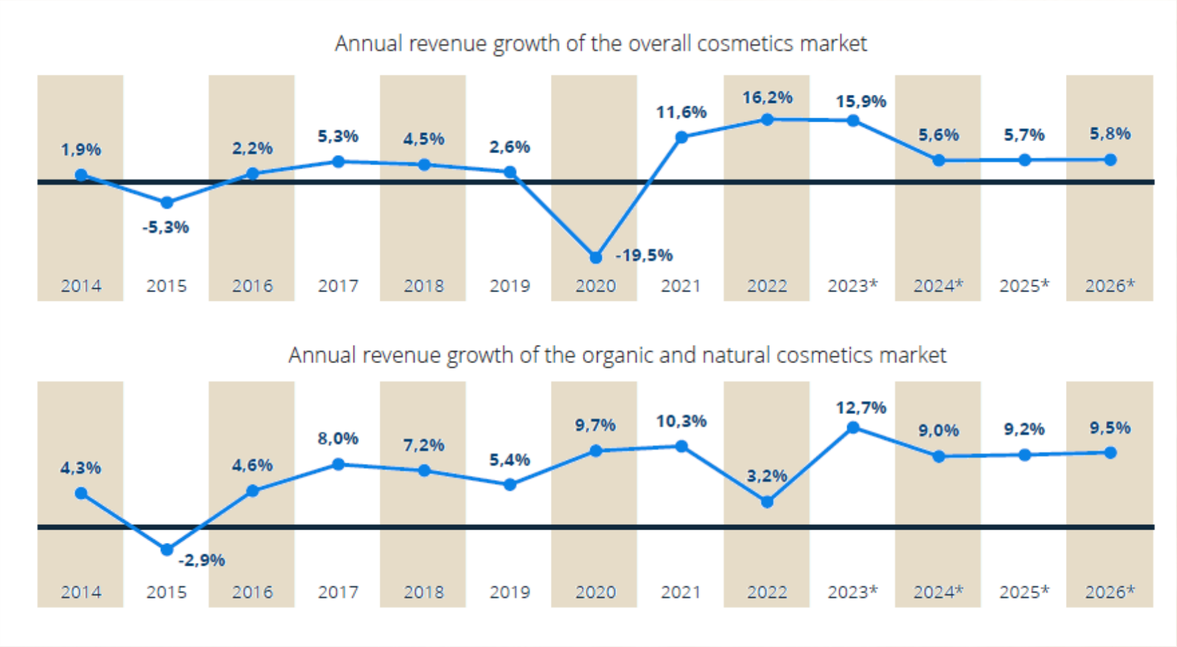


Priorities peptides → Invest in sustainable colour → Format for on-the-go → Remember scent and flavour

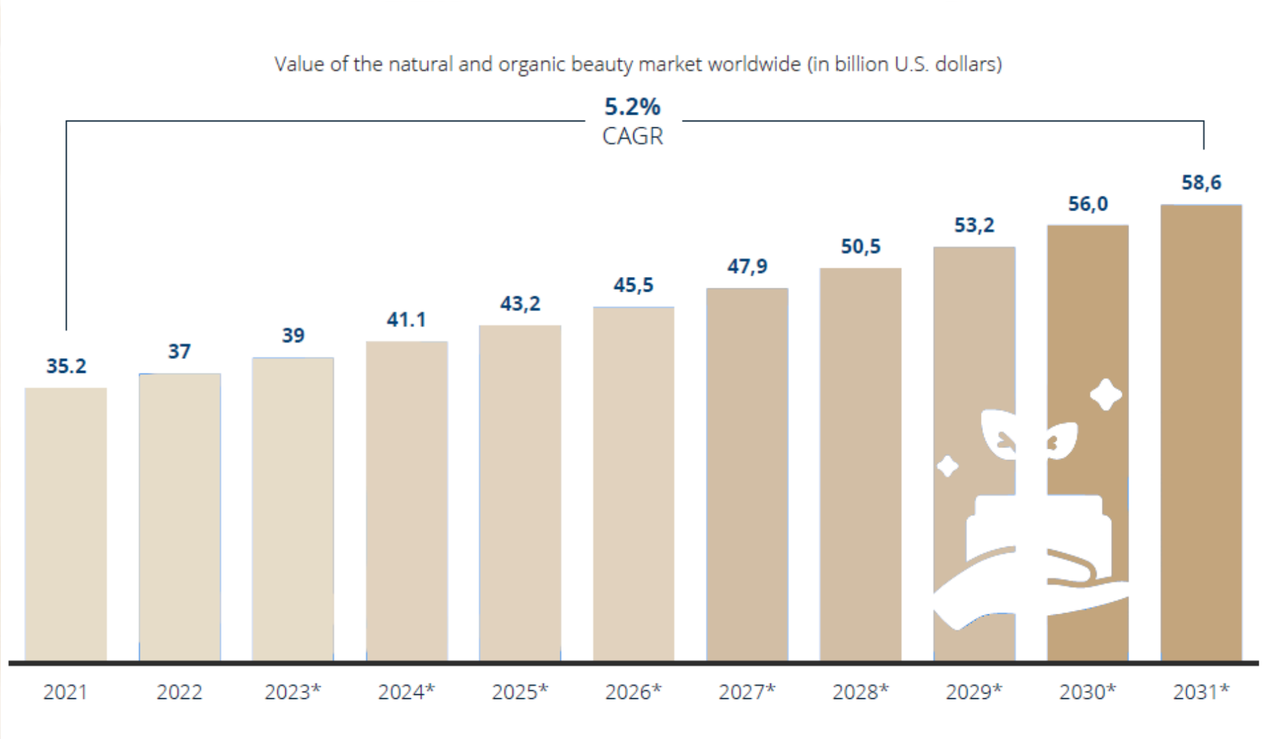
WGSN - www.wgsn.com/beauty/article

Natural and organic Cosmetics Market

Natural and organic beauty products are here to stay
Annual revenue growth of the organic and natural cosmetics market

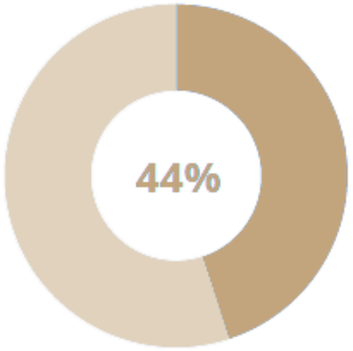


Embracing natural beauty, global sales of natural and organic cosmetics are expected to rise at a compound annual growth rate of 5.2 percent between 2021 and 2031.

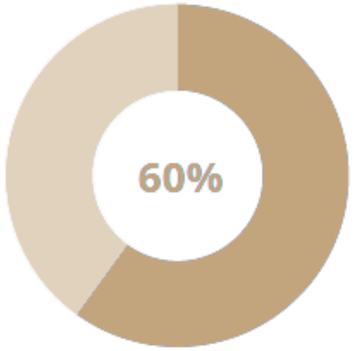


Statista. “Natural and Organic Cosmetics Market Worldwide.” Statista, 2023

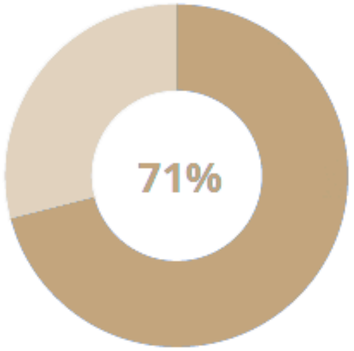
Consumer perceptions of natural and organic beauty products



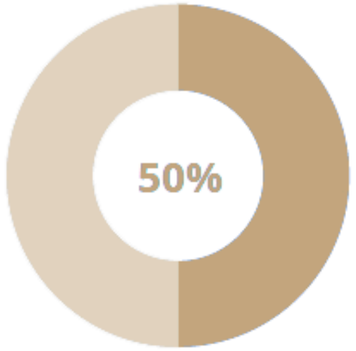
of **Gen Z consumers in the U.S.** buy natural cosmetics because they are **better for nature and the environment**



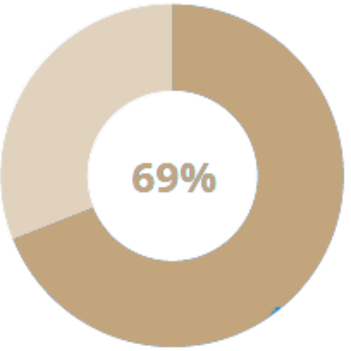
of **Germans** rely on **certifications** for natural beauty and personal care products



of **French** consumers see **labels as insufficient** to indicate alone if a product is really natural



of **European women** buy natural products because **they are healthier for their bodies**



of **Gen Z consumers worldwide** are willing to **spend more** on health and beauty products that contain **natural and clean ingredients**

Statista. “Natural and Organic Cosmetics Market Worldwide.” Statista, 2023

Competitors

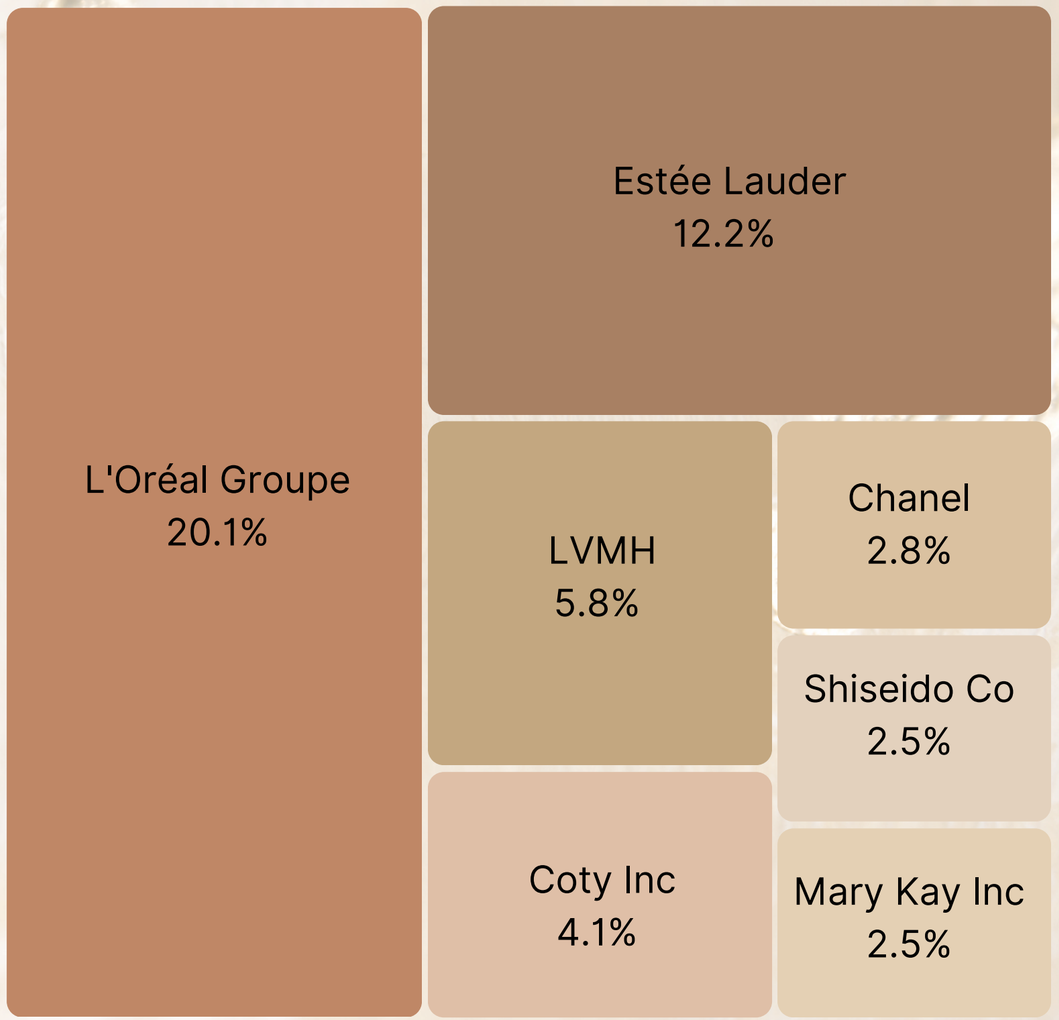
Euromonitor reports worldwide market shares for lip products, with individual brands and labels by name, up to the top 73% of all market shares.

Here we see the top 50% of lip product market shares and main players that dominate this market.

These statistics represent both luxury and prestige lip products, as well as mass beauty lip products, so it is not a monolithic overview of competition.

KEY PLAYERS:

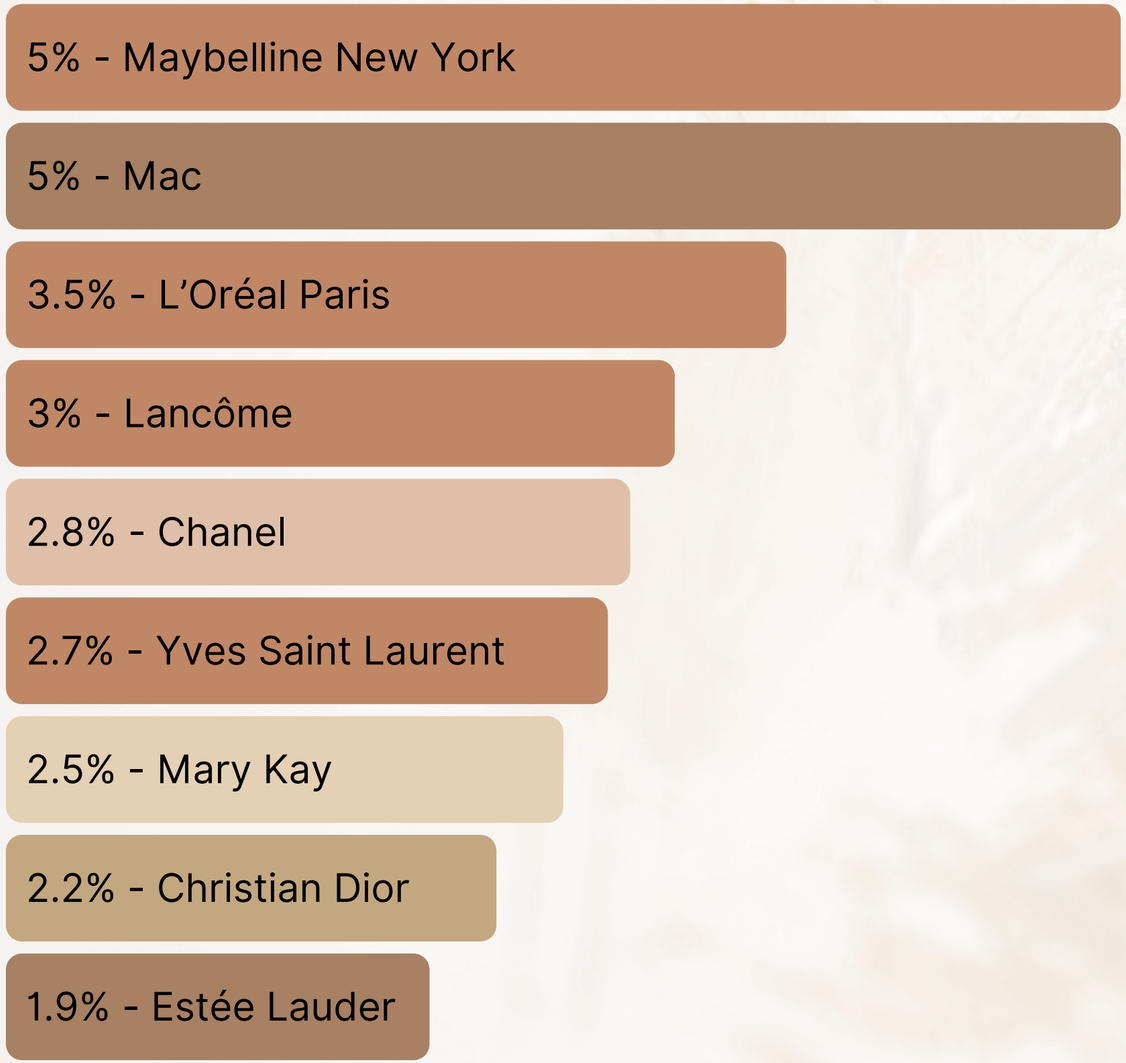
- L'Oréal
- Estée Lauder
- Chanel



Top 50% Global Market Shares for Lip Products by Company, 2022

Data from Euromonitor

Competitors



Global Market Shares for Lip Products by Brand, 2022

Here is a continued analysis of the top market shares of lip products, divided by individual brand.

It is important to note here that Christian Dior belongs under LVMH, and the BVLGARI brand extension should be careful to avoid encroaching on Dior’s market share.

These statistics represent both luxury and prestige lip products, as well as mass beauty lip products, so it is not a monolithic overview of competition.

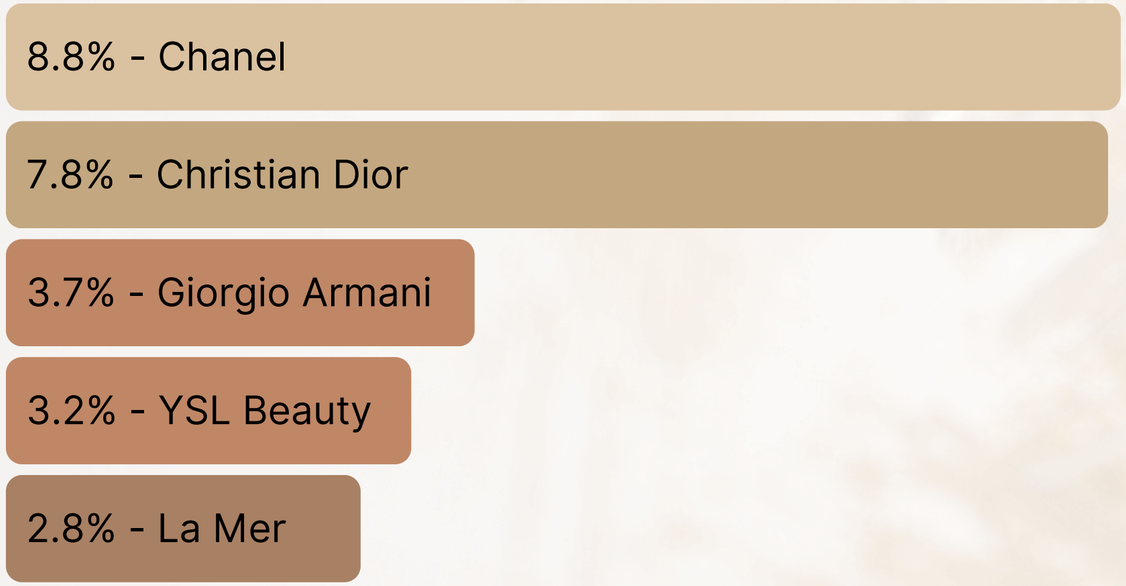
KEY PLAYERS:

- YSL Beauty
- Chanel
- Christian Dior

Data from Euromonitor

Competitors

Here we look at the top 5 brands by market share among Super Premium Beauty and Personal Care. This data includes products that are not exclusively lip-related, so it is not a monolithic overview of competition.



Global Market Shares for Super Premium Beauty and Personal Care by Brand, 2022

KEY PLAYERS:

- Chanel
- Christian Dior
- Giorgio Armani

NOTABLE:

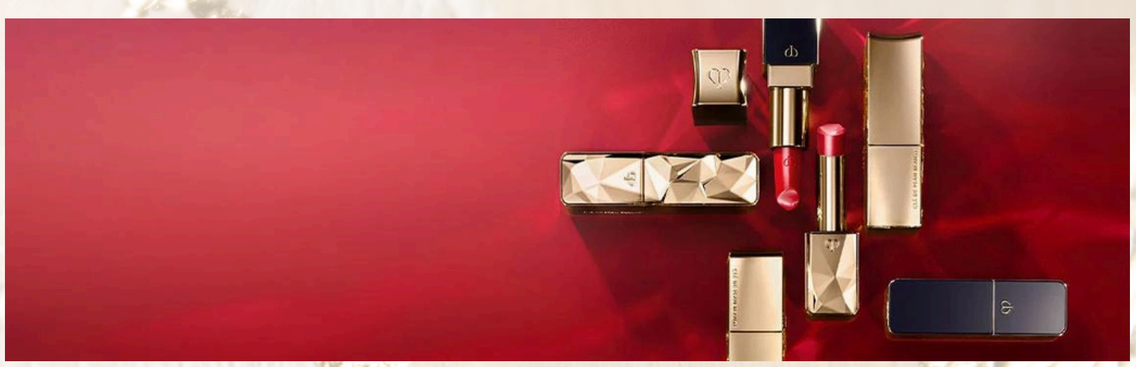
- Louboutin
- Tom Ford
- Clé de Peau Beauté
- Hermès
- Charlotte Tilbury
- Givenchy
- Guerlain

Data from Euromonitor

Top Competitors - Luxury Lip Products



CHANEL: $42 - $58



CLÉ DE PEAU BEAUTÉ: $50 - $110



DIOR: $32 - $49



YVES SAINT LAURENT: $39 - $350

CHANEL lip colours make your makeup radiant. The science of colour meets the sensory appeal of texture, to offer makeup looks that range from natural to sophisticated.

PARENT COMPANY: Chanel

PRICING: $42 - $58

ICONIC PRODUCT: 31 LE ROUGE

JUSTIFICATION: Top performer

Chanel champions independence and freedom. Their lipsticks are classic, long-lasting, and made with exclusive ingredients.

Data from chanel.com

CHANEL



The right lipstick does more than just accentuate your natural features. Clé de Peau Beauté lip products are also formulated to nourish, protect, and moisturize your lips.

PARENT COMPANY: Shiseido

PRICING: $50 - $110

ICONIC PRODUCT: The Precious Lipstick

JUSTIFICATION: Luxury price point

Clé de Peau Beauté (“The Key to Skin’s Beauty”) was created to push the boundaries of skin cell science, maximizing skin’s natural radiance.

Data from cledepeaubeaute.com

clé de peau BEAUTÉ



Lip makeup to suit your personality and desires... It is sure to be your everyday essential for a smile with bold color.

PARENT COMPANY: LVMH

PRICING: $32 - 49

ICONIC PRODUCT: Dior Rouge Premier

JUSTIFICATION: LVMH significator

Dior highlights sustainable beauty from sustainable products. Dior Rouge Premier is made from highly exclusive ingredients and perfumes.

Data from dior.com



DIOR

Indulge in the best lip products and lip care from YSL Beauty. Our extensive collection offers a variety of finishes and shades for an exquisite lip look.

PARENT COMPANY: L'Oréal Groupe

PRICING: $39 - $350

ICONIC PRODUCT: YSL Rouge Sur Mesure Device

JUSTIFICATION: Unique technology

YSL Believes in “rewriting the rules, so we can change the future.” YSL’s lipsticks are positioned as bold, youthful, and technologically forward.

Data from yslbeauty.com



YVES SAINT LAURENT BEAUTÉ

SWOT Analysis

Strengths:

1. Brand Reputation
2. Diversified Product Portfolio
3. Global Presence
4. Innovation and Design
5. Marketing Capabilities

Weaknesses:

1. Limited Experience in Makeup
2. Competition in the Makeup Industry

Opportunities:

1. Market Expansion
2. Collaborations and Partnerships
3. Unique selling point
4. Innovation in Formulas and Packaging

Threats:

1. Intense Competition
2. Changing Consumer Preferences
3. Economic Downturn
4. Counterfeiting



Key Success Factors

UNIQUE AND ICONIC PIECES

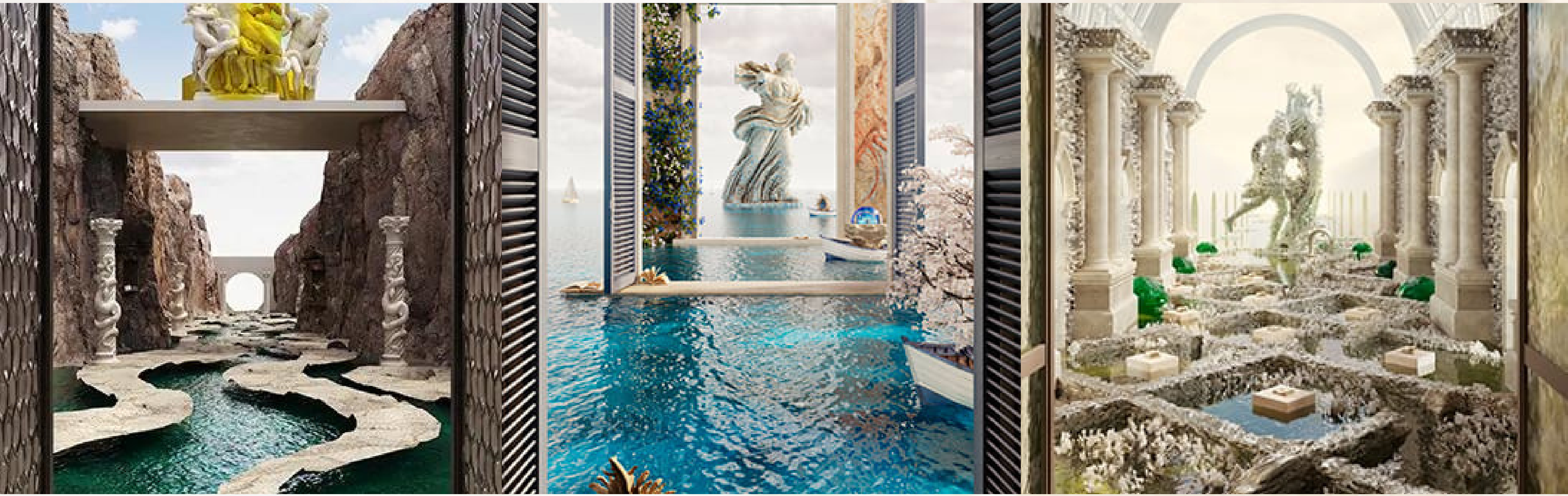
Creating sophisticated products that properly align with the brand's hertiage and style

INCORPORATE SUSTAINABILITY

Ensuring that all products are made from natural and organic ingredients, packed in recyclable or biodegradable materials

CONSISTENCY WITH BVLGARI'S HERITAGE

Collection that aligns with Bvlgari's rich heritage by communicating the brand's quest for excellence with exquisite craftsmanship and creations.



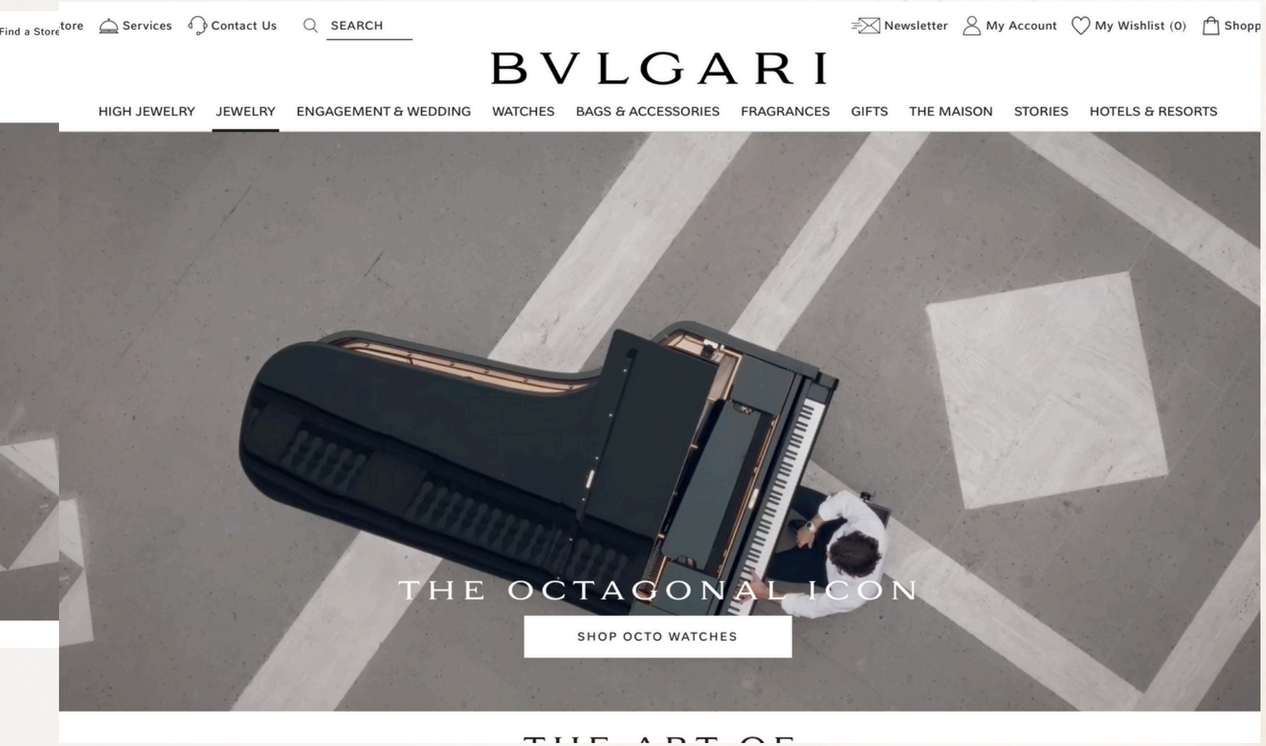
INNOVATIVE VISIONS INSPIRED BY ITALIAN EXCELLENCE

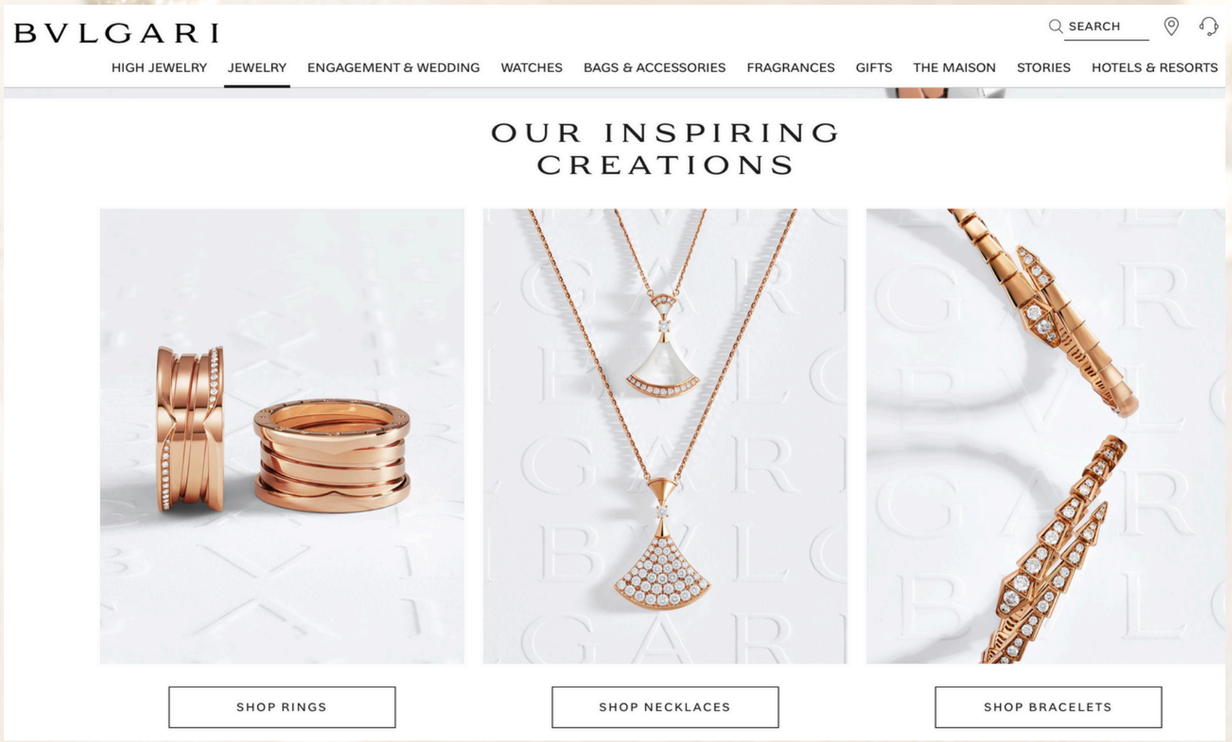
The main objective remains soley linked towards the Roman jeweler brand crossing boundaries to expand the deep visions of “it’s creative universe and shape a new future of luxury.”

PART 5

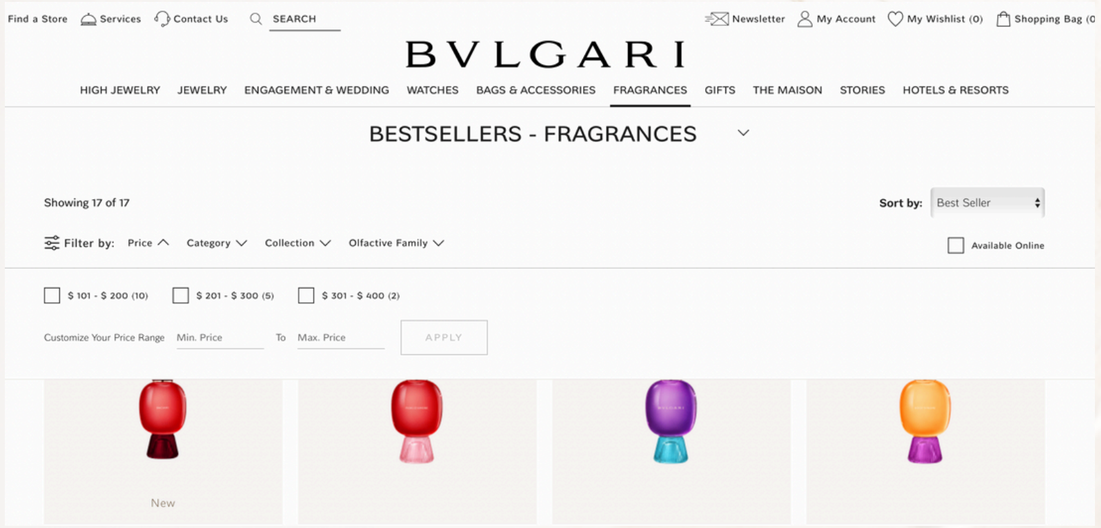
FIELD TRIP, MERCHANDISE ANALYSIS, AND VALUE PROPOSITION OF THE NEW EXTENSION

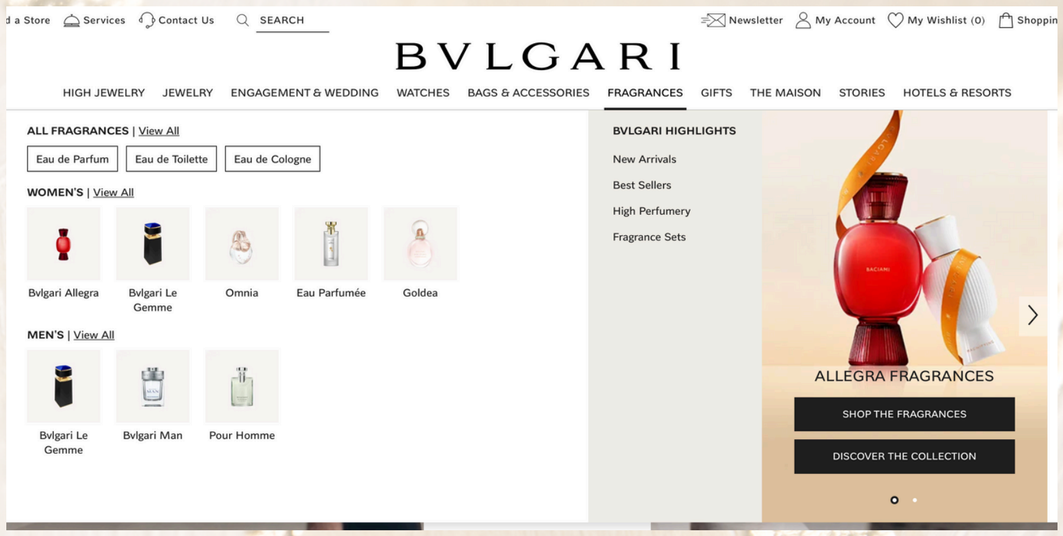
Home Page


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Services
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My Account
My Wishlist (0)
Shopp
BVLGARI
HIGH JEWELRY
JEWELRY
ENGAGEMENT & WEDDING
WATCHES
BAGS & ACCESSORIES
FRAGRANCES
GIFTS
THE MAISON
STORIES
HOTELS & RESORTS
THE OCTAGONAL ICON
SHOP OCTO WATCHES

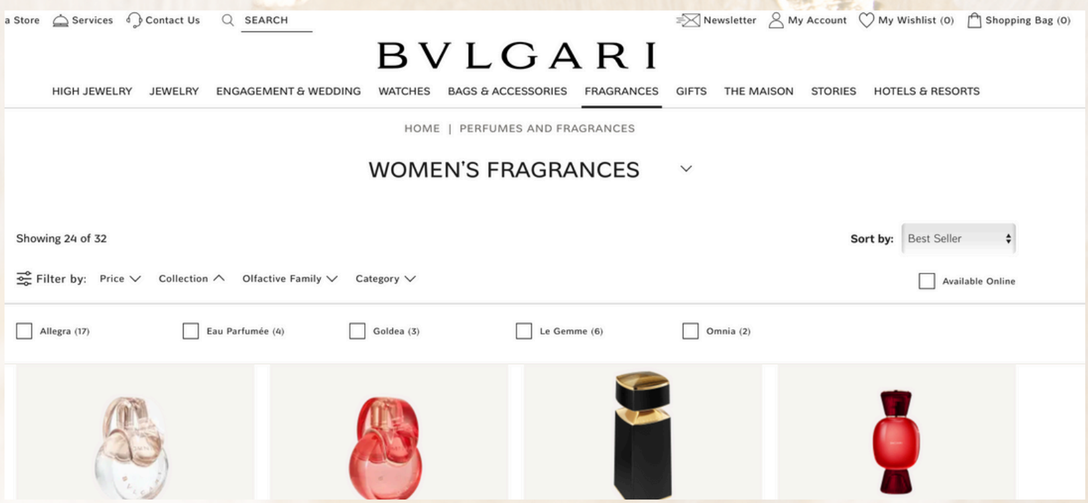

BVLGARI
SEARCH
HIGH JEWELRY
JEWELRY
ENGAGEMENT & WEDDING
WATCHES
BAGS & ACCESSORIES
FRAGRANCES
GIFTS
THE MAISON
STORIES
HOTELS & RESORTS
OUR INSPIRING CREATIONS
SHOP RINGS
SHOP NECKLACES
SHOP BRACELETS

Women's Fragrance

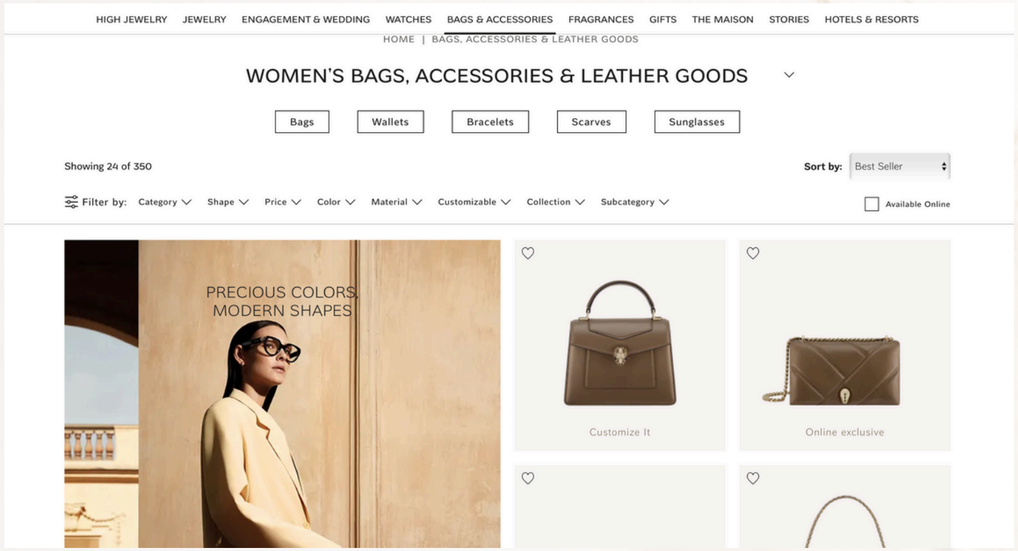


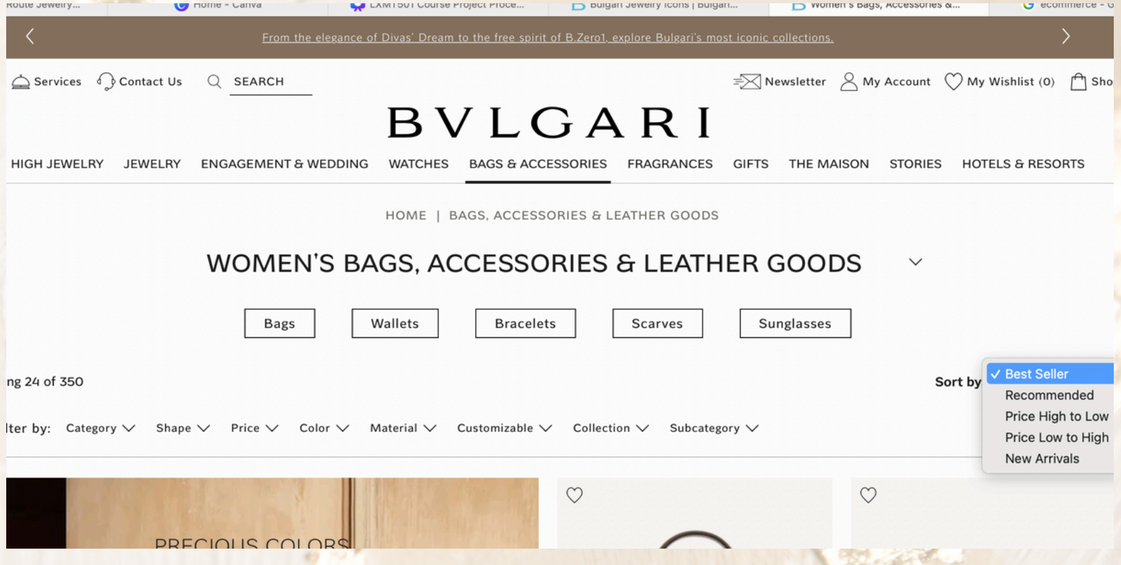


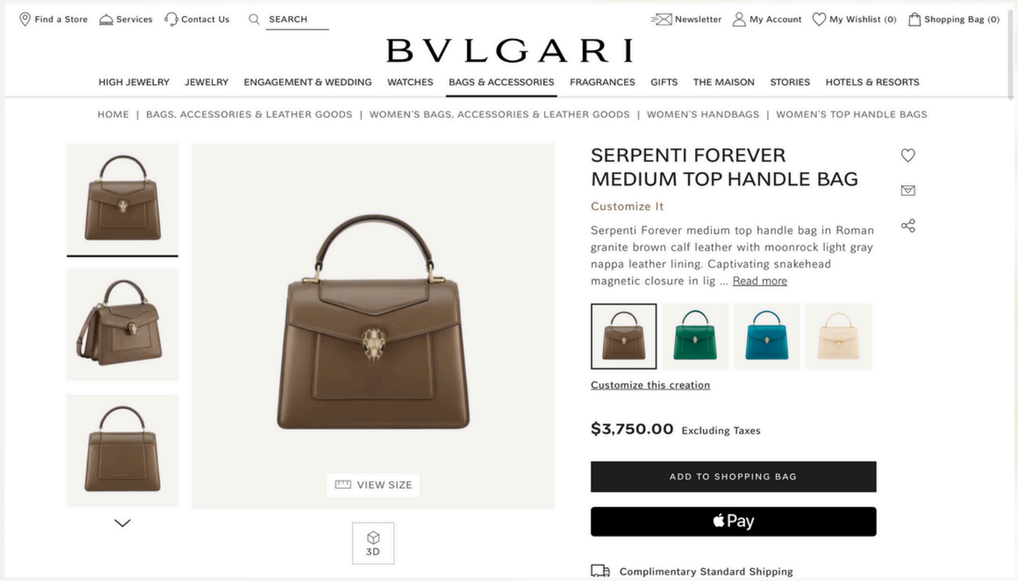


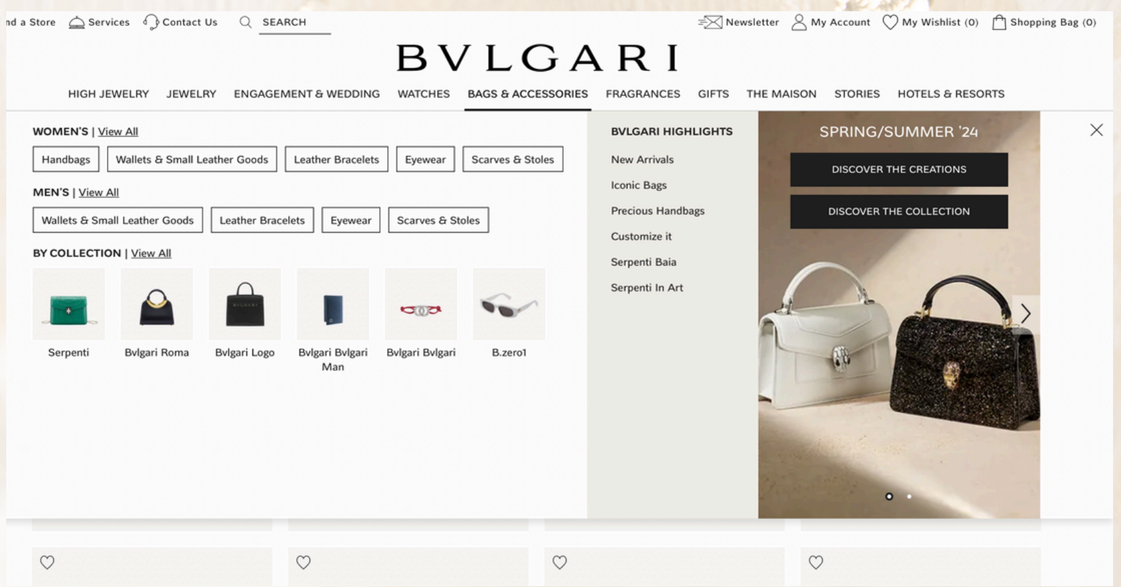


Women's Leather Goods



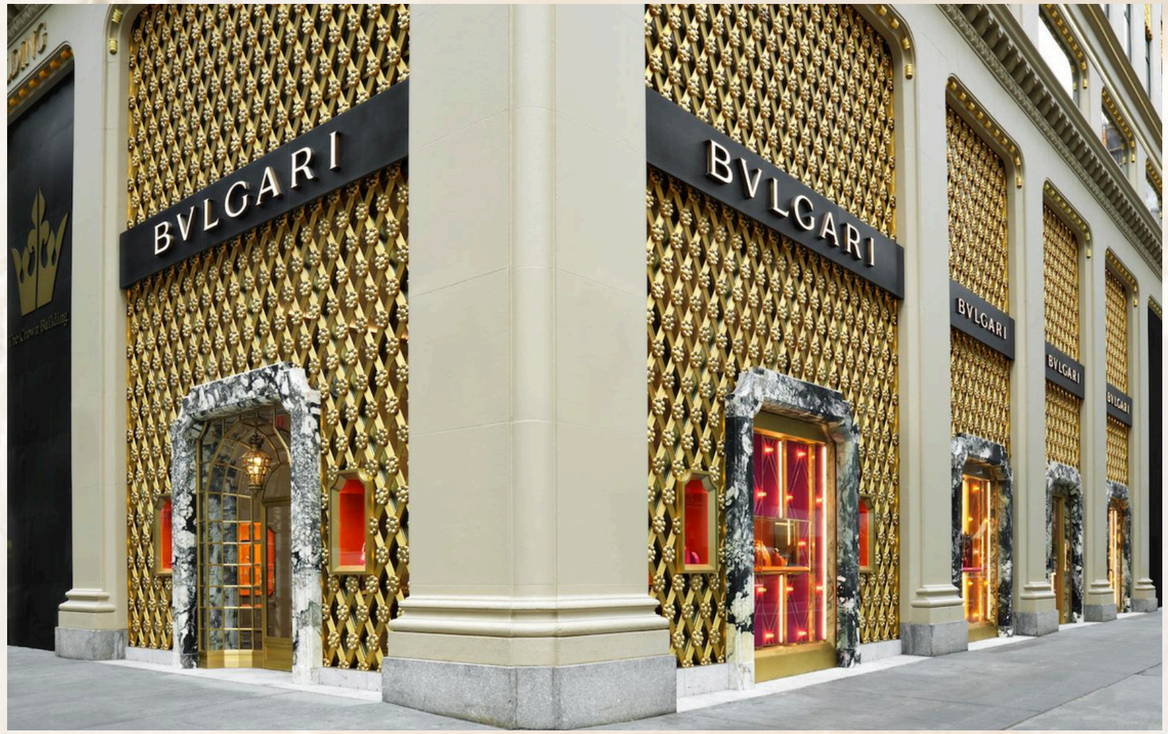








BVLGARI HUDSON YARDS
20 Hudson Yards Suite 131 A
New York, NY 10001



BVLGARI FLAGSHIP STORE
5th Avenue & 57th Street
New York, NY 10019

FIELD TRIP
STORE EXTERIOR






BVLGARI HUDSON YARDS
20 Hudson Yards Suite 131 A
New York, NY 10001

- Wall for Leather Goods
- Separate Displays for Collections

BVLGARI FLAGSHIP STORE
5th Avenue & 57th Street
New York, NY 10019

- Grand Center Pieces
- Glass Counters/Displays
- Granite & Wood Tables

FIELD TRIP
STORE INTERIOR





The open floor plan featured various cases of each collection apart of the Bvlgari product portfolio. The main focal point upon entry showcased their new arrivals, which included the Serpenti necklace, bracelet and ring.

The back of the store is dedicated to their high jewelry collections such as Mediterranea, The Roman High Jeweler and Magnificent Creations. Also, there are two private rooms for clients interested in viewing the timeless engagement & wedding pieces.

FLOOR PLAN & STORE MERCHANDISING

BVLGARI Flagship Store
5th Avenue & 57th Street
New York, NY 10019



Image generated in Microsoft image creator and edited in Adobe Photoshop

The Serpenti Rouge

PRICE: $75

Iconic | Timeless | Versatile

- **Meticulously crafted lipstick**: Free from animal byproducts, Bvlgari's sustainable beauty choice prioritizes ethical luxury.
- **Design Inspiration** : The lipstick case draws inspiration from Bvlgari's hard luxury aesthetic, marrying opulence with responsible choices.
- **Regal launch**: Adorned in gold tones, the lipstick collection exudes sophistication, redefining beauty with a conscious touch.

PACKAGING

BVLGARI’S lipstick box exudes timeless elegance with a rich **reddish-marron hue**, adorned by the iconic **gold Serpenti logo** coiling around the packaging.

The BVLGARI brand name takes center stage in exquisite gold plating, reflecting the brand's commitment to luxury and sophistication.

The harmonious blend of colors and design elements captures the essence of Bvlgari's renowned aesthetic, delivering a packaging that is both opulent and classically refined.



Image generated in Microsoft image creator and edited in Adobe Photoshop

Merchandising Mix

Right Product

The BVLGARI Serpenti Rouge is boldly colored, hydrating and exquisitely scented for a multi-sensory experience that lasts all day.

Right Quantity

The BVLGARI Serpenti Rouge will be launched and stocked in limited quantity, and restocked selectively based on demand.

Right Price

In fitting with BVLGARI'S typical pricing, the product will be sold at a premium price of $75.

Right Place

Since BVLGARI is primarily a jewelry brand, the product will be launched online-only to avoid brand dilution. An eventual physical rollout is planned for potential future prospects.

Right Time

While expecting year-round sales, the Serpenti Rouge's bold jewel tones make it suitable for an initial holiday launch. Marketing focus will be on key events and holidays.

7 P's of Marketing

Product

BVLGARI Serpenti Rouge: a luxury lipstick line in 7 jewel-toned colors

Place

Exclusively available online, with an eventual physical rollout.

Promotion

Focusing on Holiday Launch
Social Media Visuals
Influencer Partnerships

Physical

Casing and Packaging
Formula Texture
BVLGARI Signature Fragrance

Price

$75

People

Dedicated Beauty Department
Marketing
Research and Development

Process

Research & Development
Human Resources
Marketing and Sales

Value Proposition

Our unique value proposition is the Serpenti Rouge, the quintessential luxury longwear lipstick for a woman who is always on the go. The Serpenti Rouge is designed to provide luxury at every touchpoint, with crystalline jewel-toned shades and luxurious gold casing fitting of the Roman high jewelry brand. The lipsticks are exquisitely perfumed and infused with highly moisturizing skincare technology.

Today’s top performers in the lip market champion superior technology, texture, and color, creating a multi-sensory experience. Our target persona, the Serpenti Woman, is looking for a product that lasts throughout her workday and treats her lips lavishly. The lipstick is not just a color, but a symbol of status, and the Serpenti Rouge is the perfect image of elegance and confidence.



Trend research from WGSN

Merchandising Strategies - Virtual Try-On

Effortless Glamour, Virtually Yours: Dive into the allure of Bvlgari's beauty collection without stepping out. Our Virtual Try-On brings the glamour of our renowned beauty products directly to you.

"Bvlgari invites you to experience beauty in a whole new light. Virtually explore, indulge, and define your signature style."







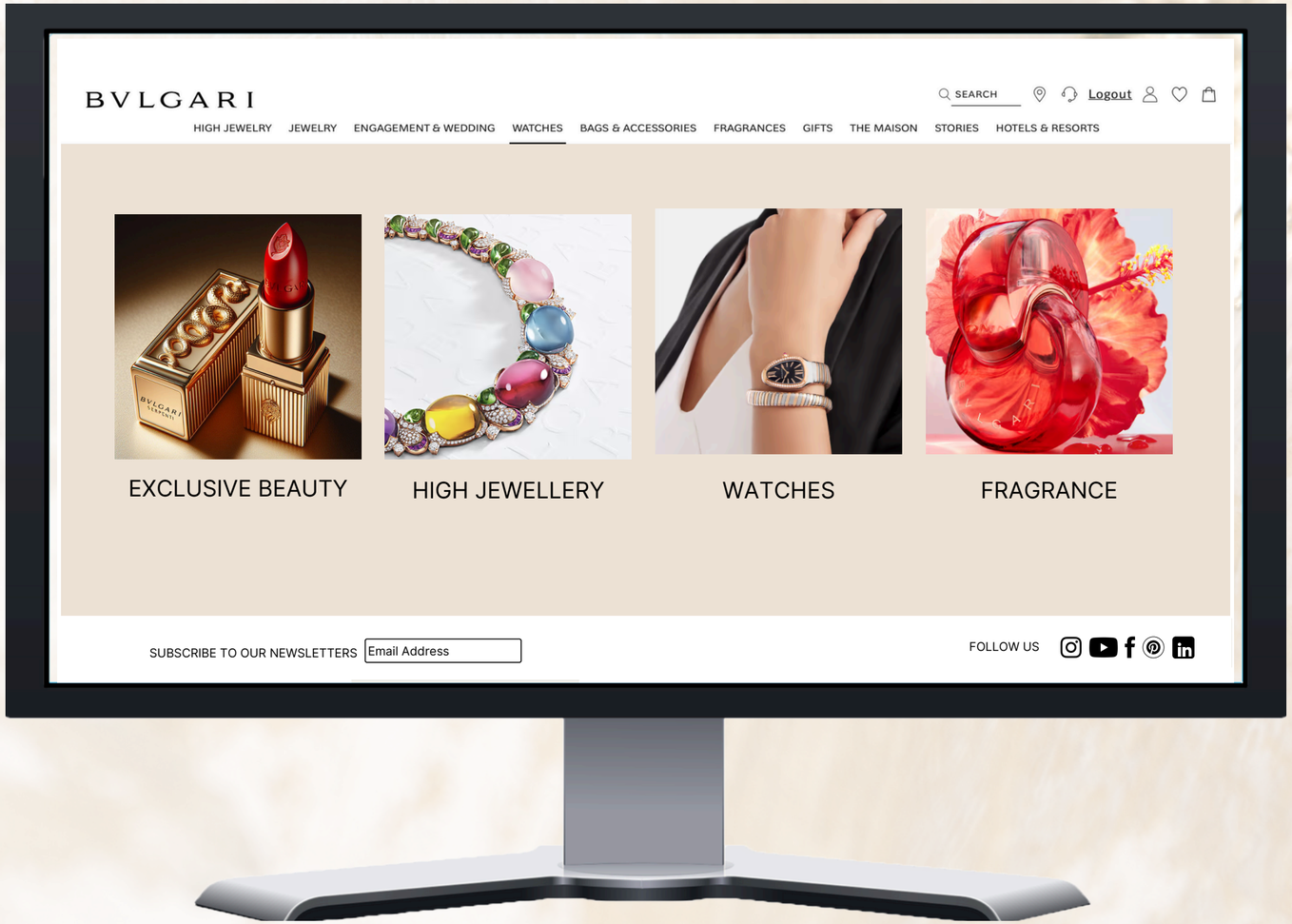
Image generated in Microsoft image creator

Merchandising Web

WEB CATEGORY FEATURE

Bvlgari's new Beauty extension is now available on the website from where you can access it easily and will be featured on the home page as exclusive product with its other product categories.

The checkout process allows customers to purchase easily and the various payment options ensure convenience for the customers.



Merchandising Strategies: Web - A Closer Look

BVLGARI

SEARCH Logout

HIGH JEWELRY | JEWELRY | ENGAGEMENT & WEDDING | WATCHES | BAGS & ACCESSORIES | FRAGRANCES | GIFTS | THE MAISON | STORIES | HOTELS & RESORTS



EXCLUSIVE BEAUTY



HIGH JEWELLERY



WATCHES



FRAGRANCE

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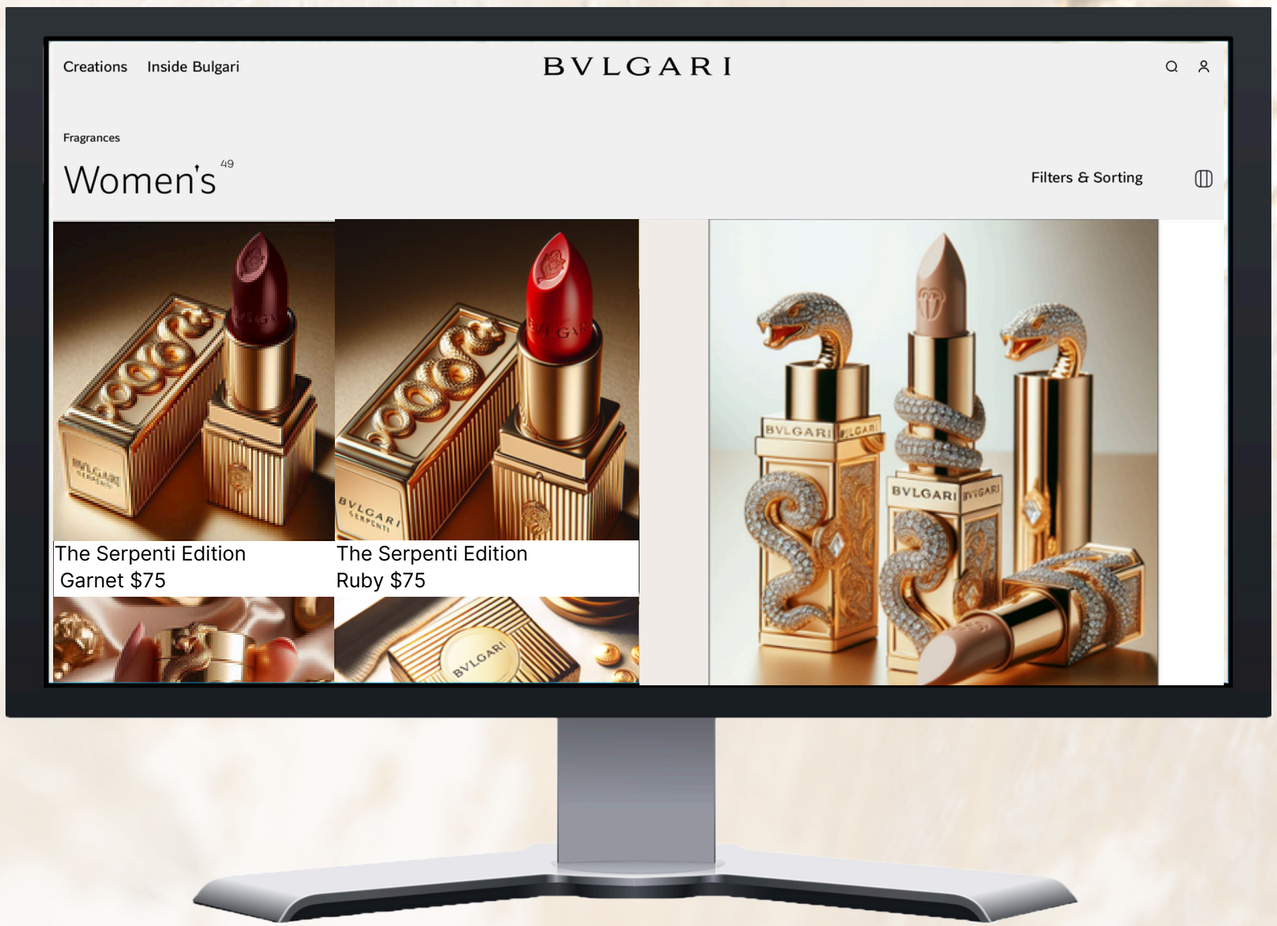
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Merchandising Web

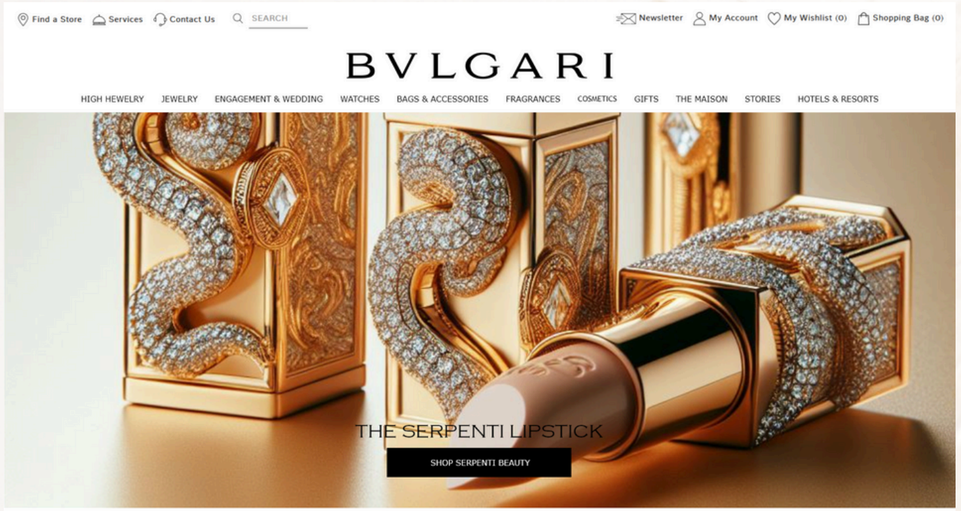
WEB PRODUCT DISPLAY

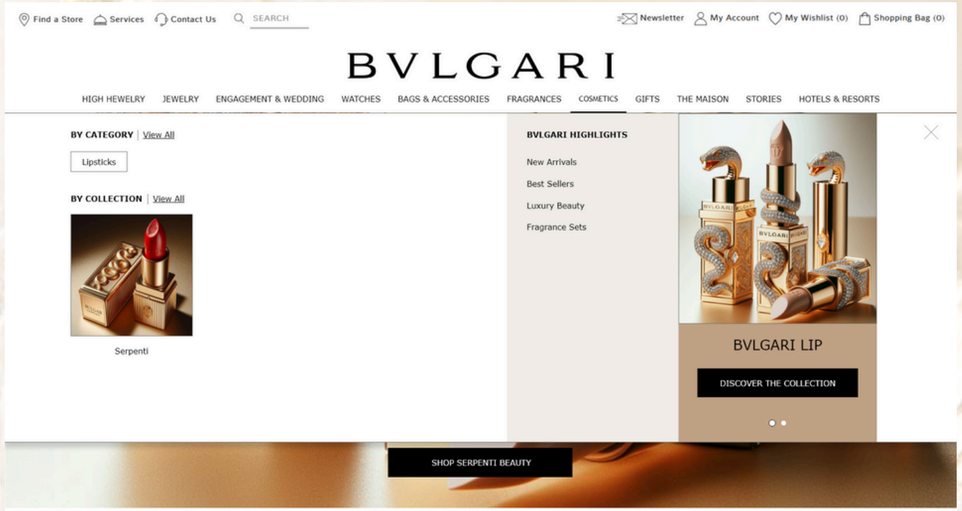
Witness the meticulous artistry that defines Bvlgari. Every product on display is a testament to our commitment to excellence and the pursuit of beauty.

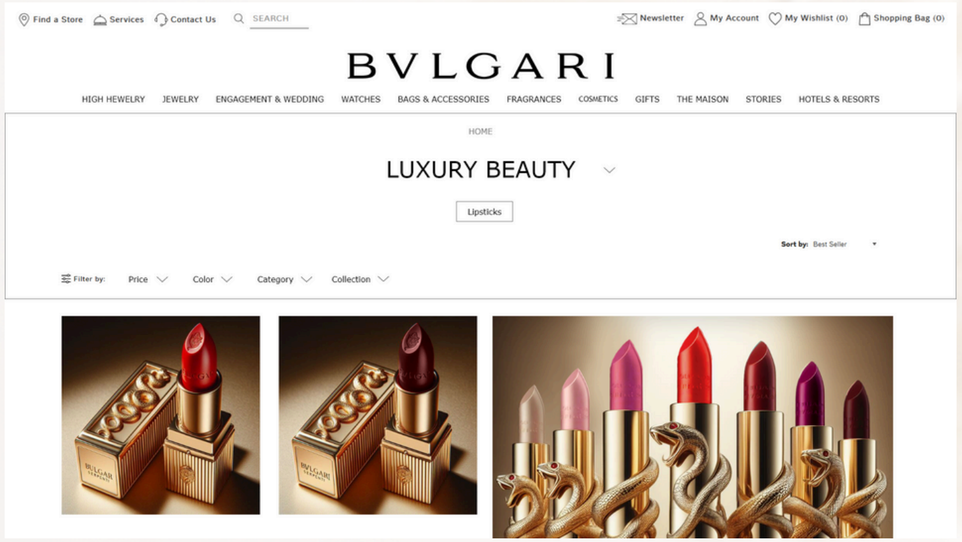
Explore a symphony of luxury as you scroll through our curated collection. Each piece harmonizes with the next, creating a visual masterpiece that resonates with sophistication.

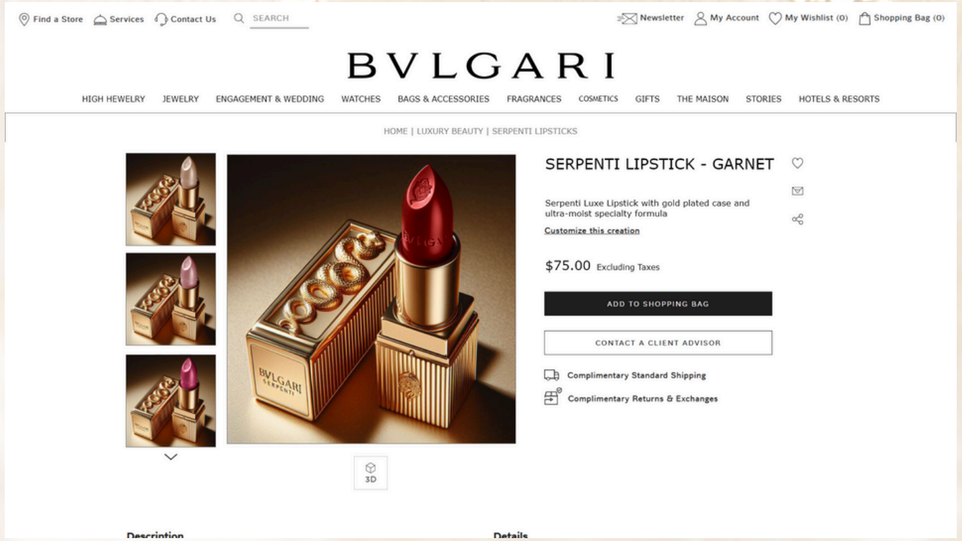


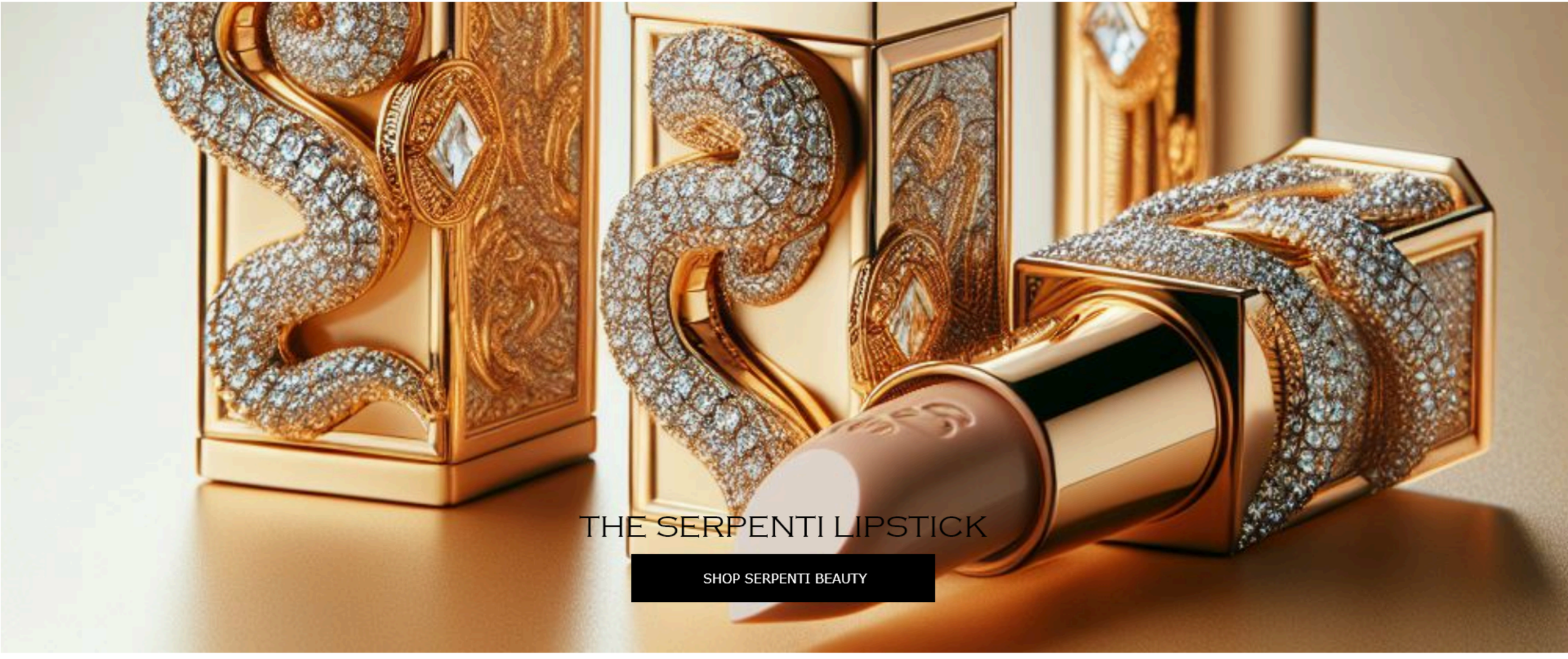
Website Mockups










THE SERPENTI LIPSTICK
SHOP SERPENTI BEAUTY

BY CATEGORY | View All

Lipsticks

BY COLLECTION | View All



Serpenti

BVLGARI HIGHLIGHTS

New Arrivals

Best Sellers

Luxury Beauty

Fragrance Sets



BVLGARI LIP

DISCOVER THE COLLECTION

SHOP SERPENTI BEAUTY

LUXURY BEAUTY

Lipsticks

Sort by: Best Seller

Filter by: Price Color Category Collection















3D

SERPENTI LIPSTICK - GARNET

Serpenti Luxe Lipstick with gold plated case and ultra-moist specialty formula

Customize this creation

$75.00 Excluding Taxes

ADD TO SHOPPING BAG

CONTACT A CLIENT ADVISOR

Complimentary Standard Shipping

Complimentary Returns & Exchanges

Description

Details

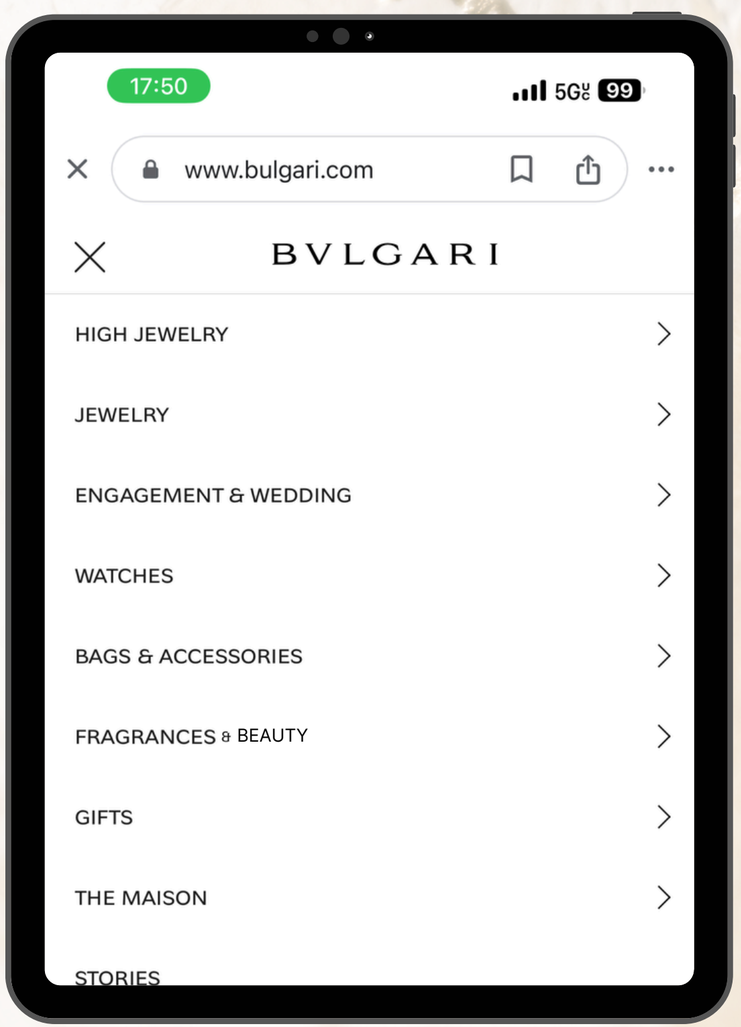
Merchandising Strategies:

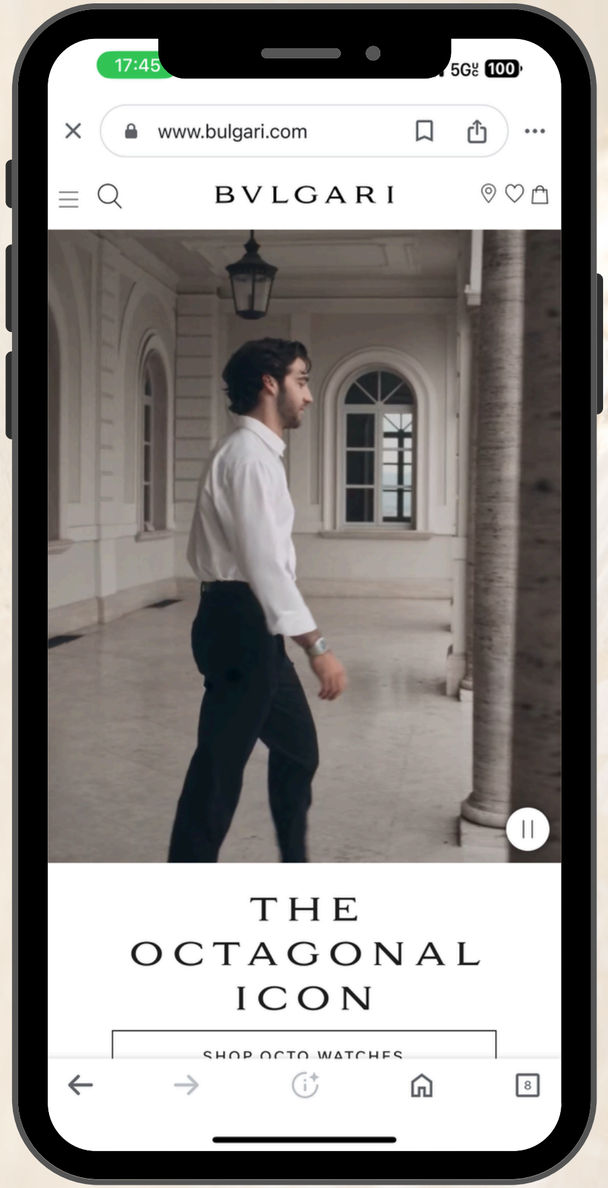
Web - Mobile

WEB CATEGORY FEATURE

Whether you're on your tablet or smartphone, our Beauty Extension adapts to your device. Experience the beauty of Bvlgari wherever you go.

Enjoy our exclusive online offers and promotions. Your digital beauty journey comes with extra perks - **because you, deserve it.**



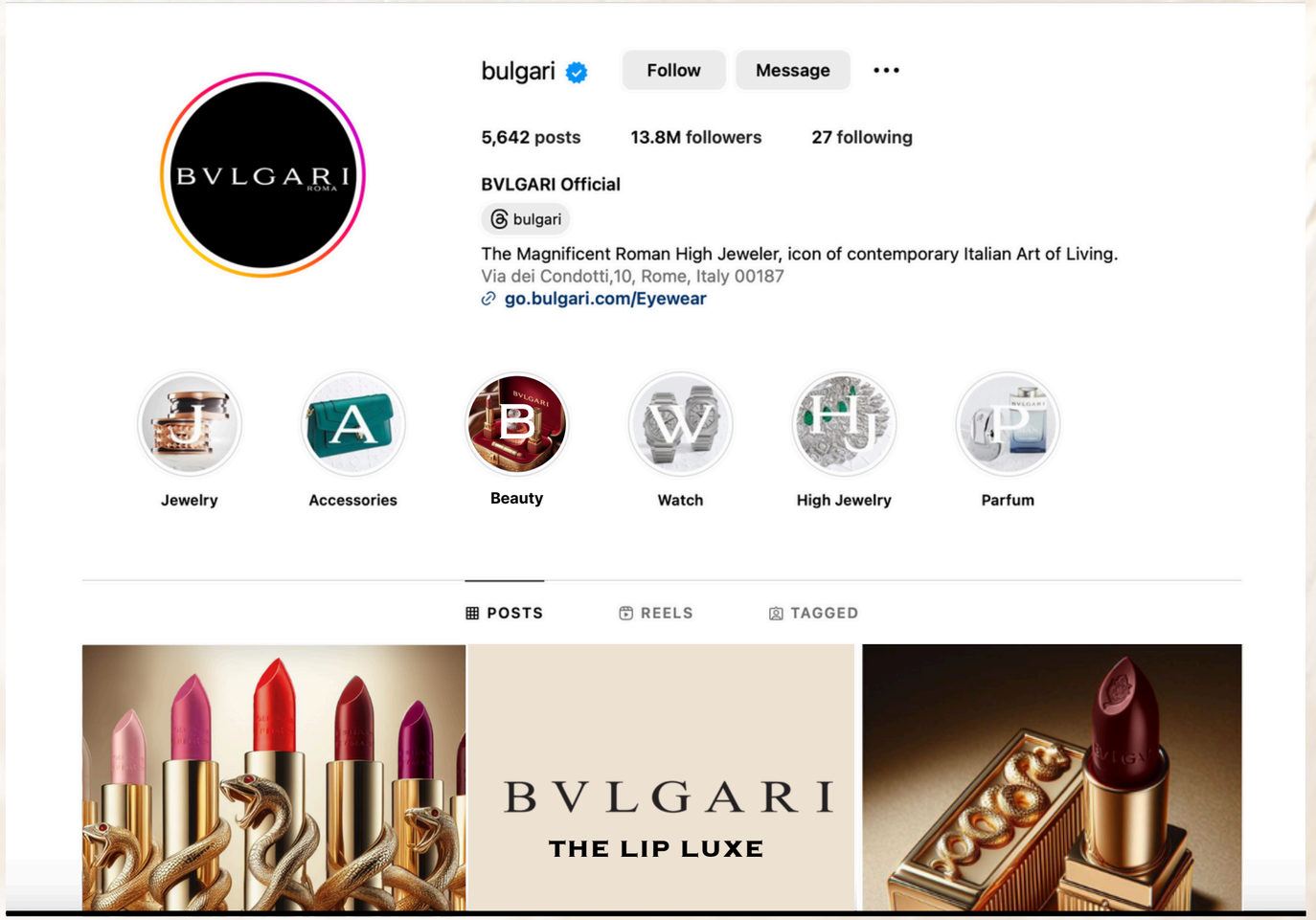


Merchandising Strategies: Organic Social

ORGANIC SOCIAL MEDIA

Ready to make your virtual beauty a reality? Tap the link in the bio to shop directly from our Beauty Extension. It's a seamless shopping journey with exclusive online offers waiting for you.

Follow us on Instagram to stay updated on the latest beauty trends, signature looks, and exclusive content from Bvlgari's Beauty Extension.



Future - Expansion

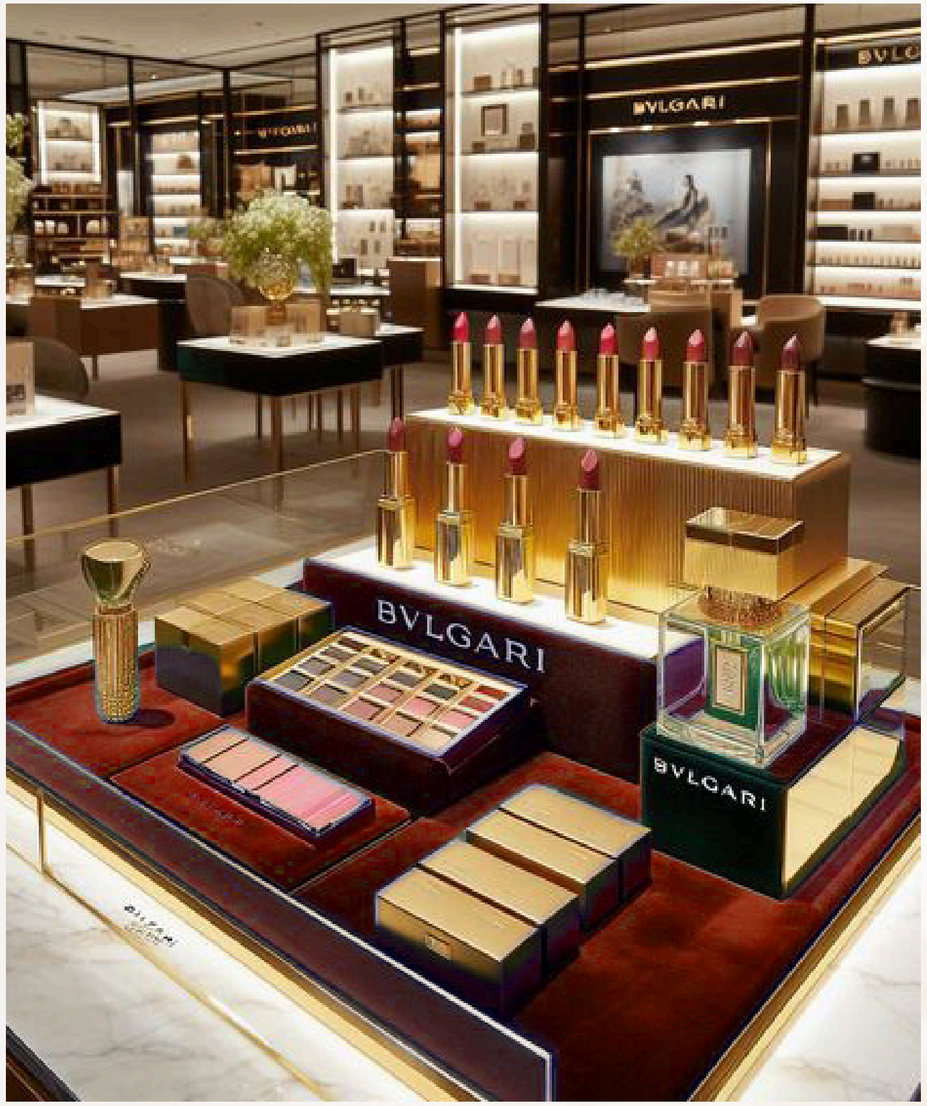


Image generated in Microsoft image creator and edited in Adobe Photoshop

Bvlgari Blush Lip Luxe

This opulent kit unveils a squeezy **lip oil**, a **shimmering lip tint**, a luxurious **lip balm ball**, and a signature **red lipstick** encased in an exquisite gold vessel. Inspired by Bvlgari's design aesthetics, the set radiates with the brand's commitment to ***elegance***, blending ***modern glamour*** with the allure of classic beauty.





Future Store Presence

The display of exquisite lipsticks, each encased in the brand's signature opulence, adds an alluring touch, seamlessly blending into the store's design and enriching the overall experience with a palette of timeless elegance and sophistication.



Image generated in Microsoft image creator and edited in Adobe Photoshop

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