

MOSCHINO

Beatrice Marchiori

Camilla Capponi

Maria Luigia Persico

Nadia Durigon

Viola Secchi

Analisi Visual Identity

MOSCHINO F/W 2015/6



MOSCHINO S/S 2016

MOSCHINO



MOSCHINO F/W 2016/7





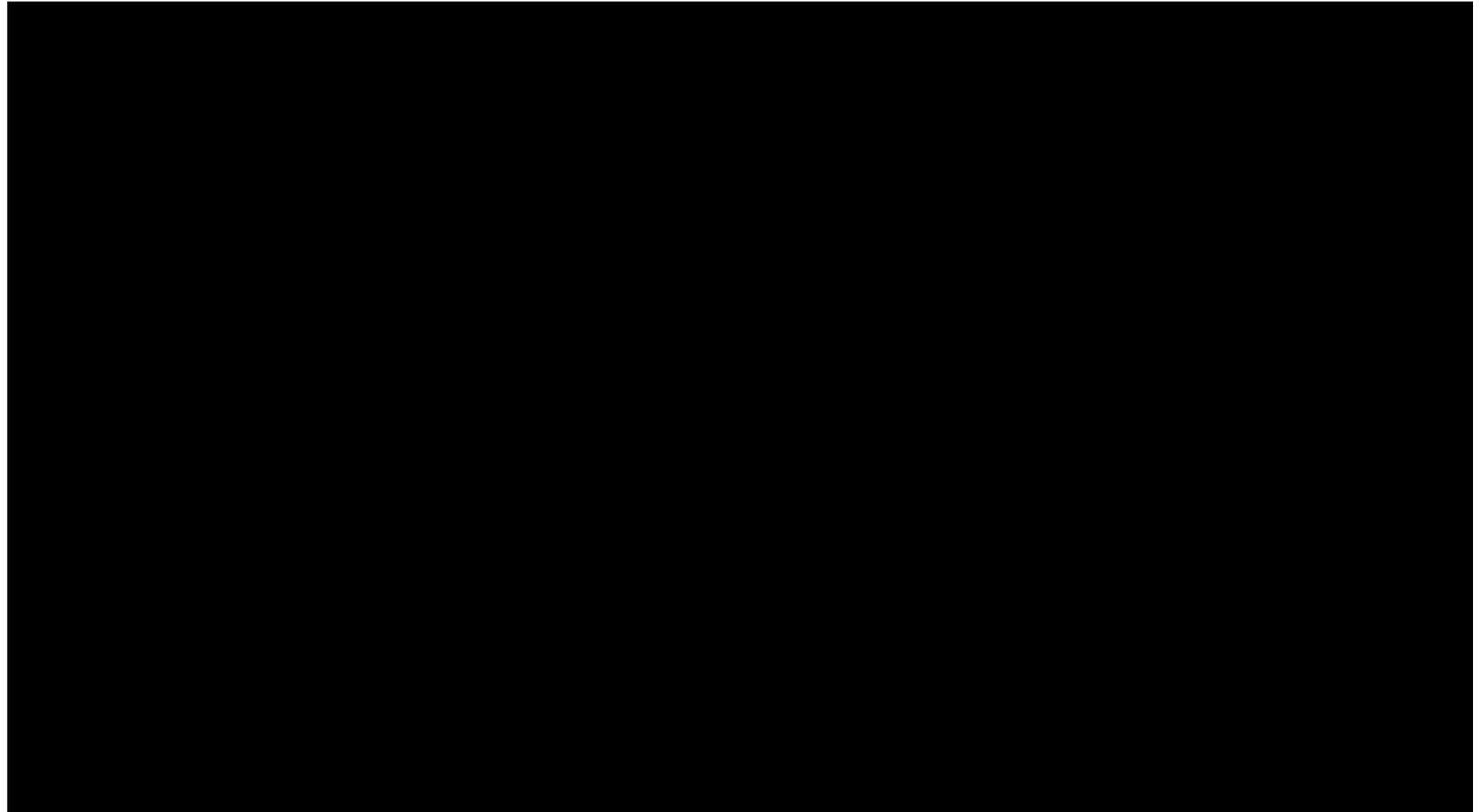
MOSCHINO

S/S 2017

MOSCHINO

- CONSUMER:** Donna versatile, anticonformista, ironica, eccentrica.
- KEY CONCEPT:** Amplificare la potenza del messaggio.
- MOOD:** Urban-street, pop.

MIU MIU F/W 2015/6



MIU MIU S/S 2016



MIU MIU

STEVEN MEISEL
NEW YORK, DECEMBER 3-4 2015
JULIA GARNER

MIU MIU F/W 2016/7



MIU MIU S/S 2017



SUDDENLY NEXT SUMMER

POINT DUME, CALIFORNIA
NOVEMBER 24-26 2016
BY ALASSAIR McLELLAN

MIU MIU

MIU MIU

CONSUMER:

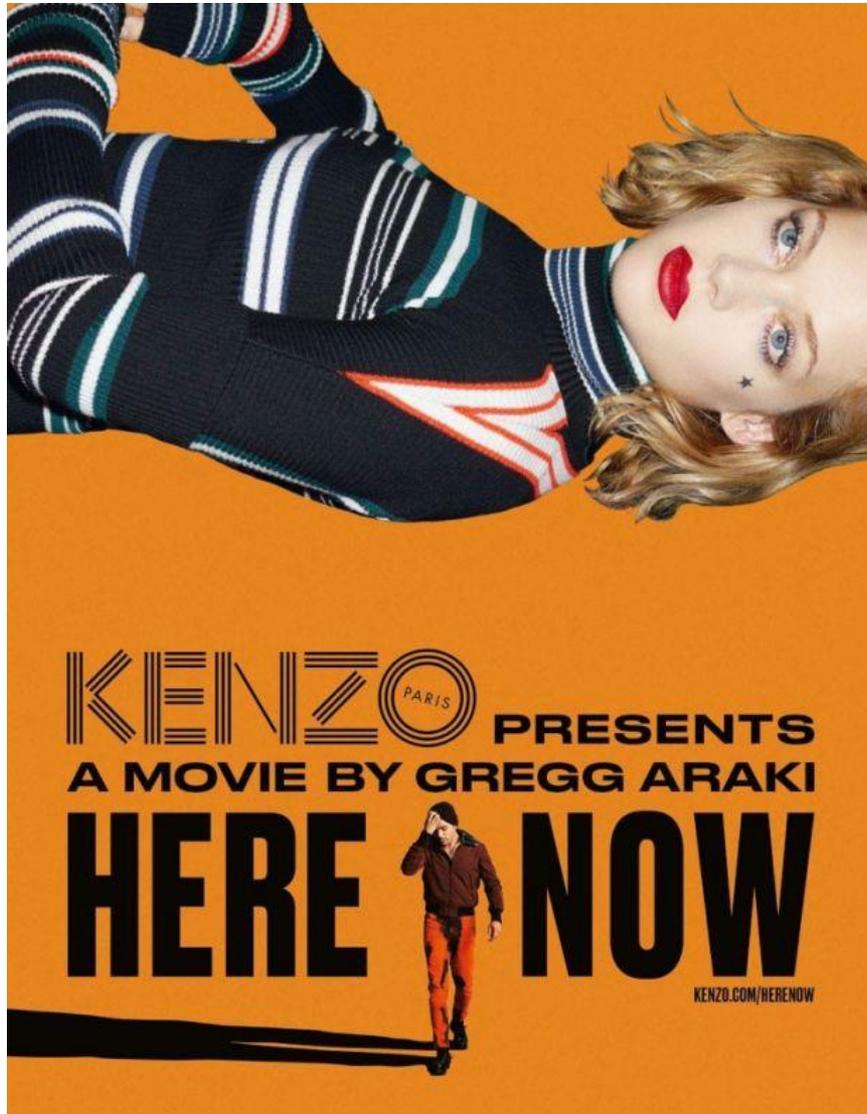
Donna fuori dal tempo e dallo spazio, eclettica.

KEY CONCEPT:

Espressione giocosa dell'eleganza quotidiana.

MOOD:

Retrò, a tratti surreale.



KENZO

F/W 2015/6

KENZO S/S 2016



KENZO PARIS

A film by Sean Baker
kenzo.com/snowbird

KENZO F/W 2016/7



KENZO S/S 2017



KENZO

CONSUMER: Donna moderna, coraggiosa, libera, viaggiatrice.

KEY CONCEPT: Esaltare lo spirito d'avventura e conferire un aspetto urbano.

MOOD: Atmosfera selvaggia tra realtà e fantasia.

GUCCI

F/W 2015/6



GUCCI



GUCCI

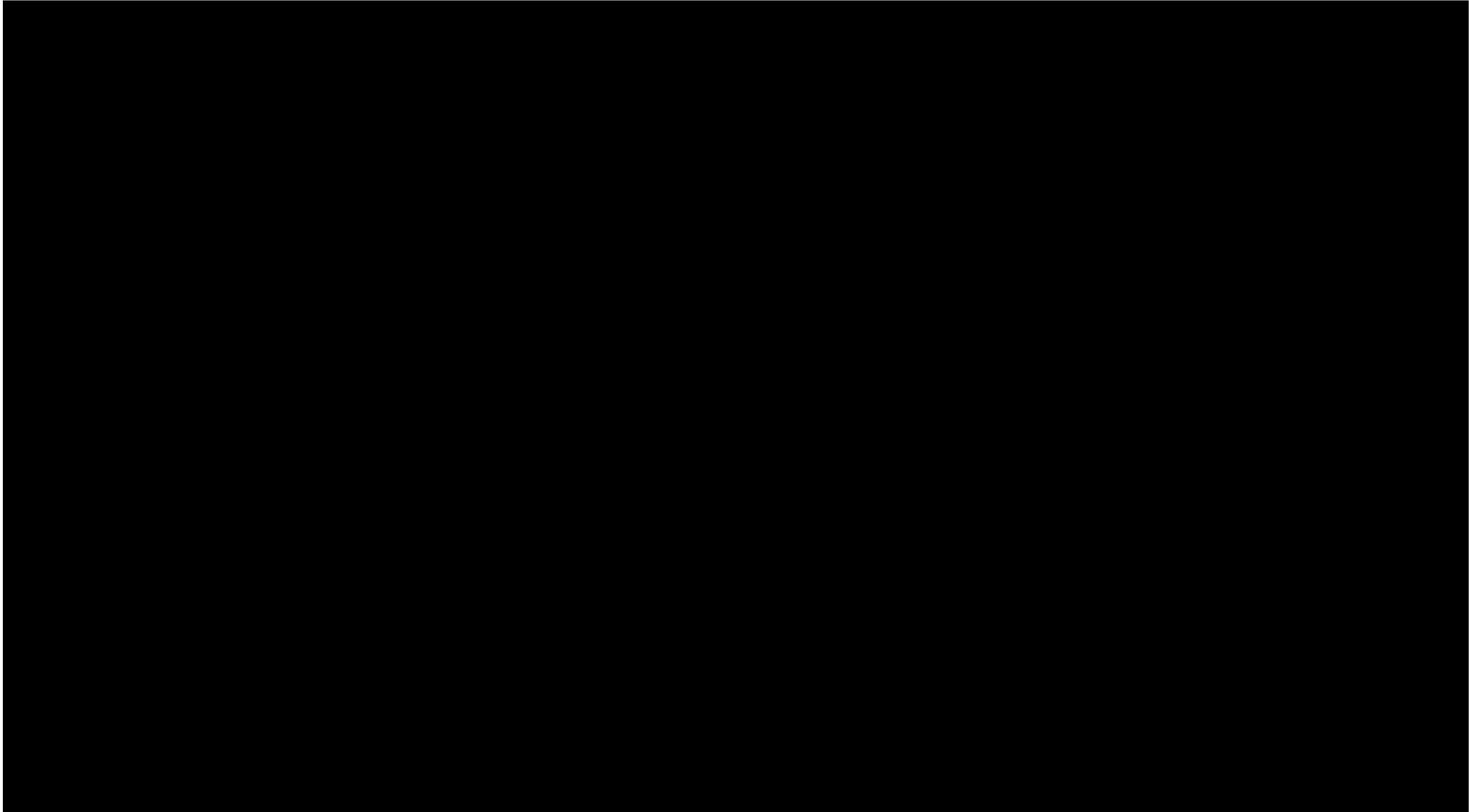
S/S 2016

GUCCI F/W 2016/7



GUCCI

S/S 2017



GUCCI

CONSUMER:

Giovani sofisticati, ambiziosi,
idealisti.

KEY CONCEPT:

Creare aggregazione e permettere
di distinguersi.

MOOD:

Bohémien, una sorta di viaggio tra
gli anni '70 e '80.

DISQUARED2

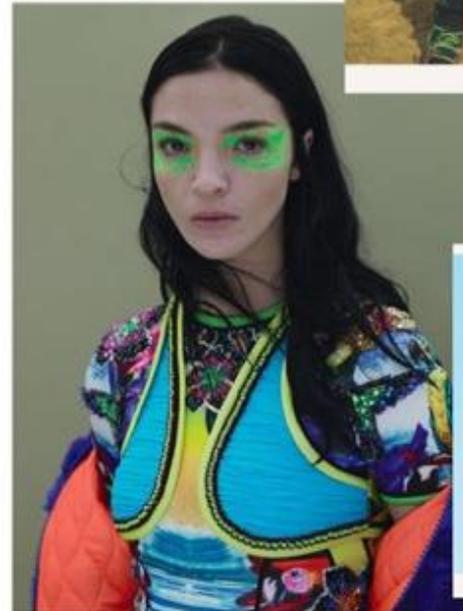
F/W 2015/7



DISQUARED2 S/S 2016



DSQUARED2



SHOP AT DISQUARED2.COM

SHOP AT DSQUARED2.COM



DSQUARED2

F/W 2016/7

DSQUARED2

DISQUARED2 S/S 2017



DSQUARED2

DISQUARED₂

CONSUMER:

Donna contemporanea, fredda,
dallo sguardo enigmatico e
impenetrabile.

KEY CONCEPT:

Gli abiti conferiscono originalità.

MOOD:

Glam - grunge.

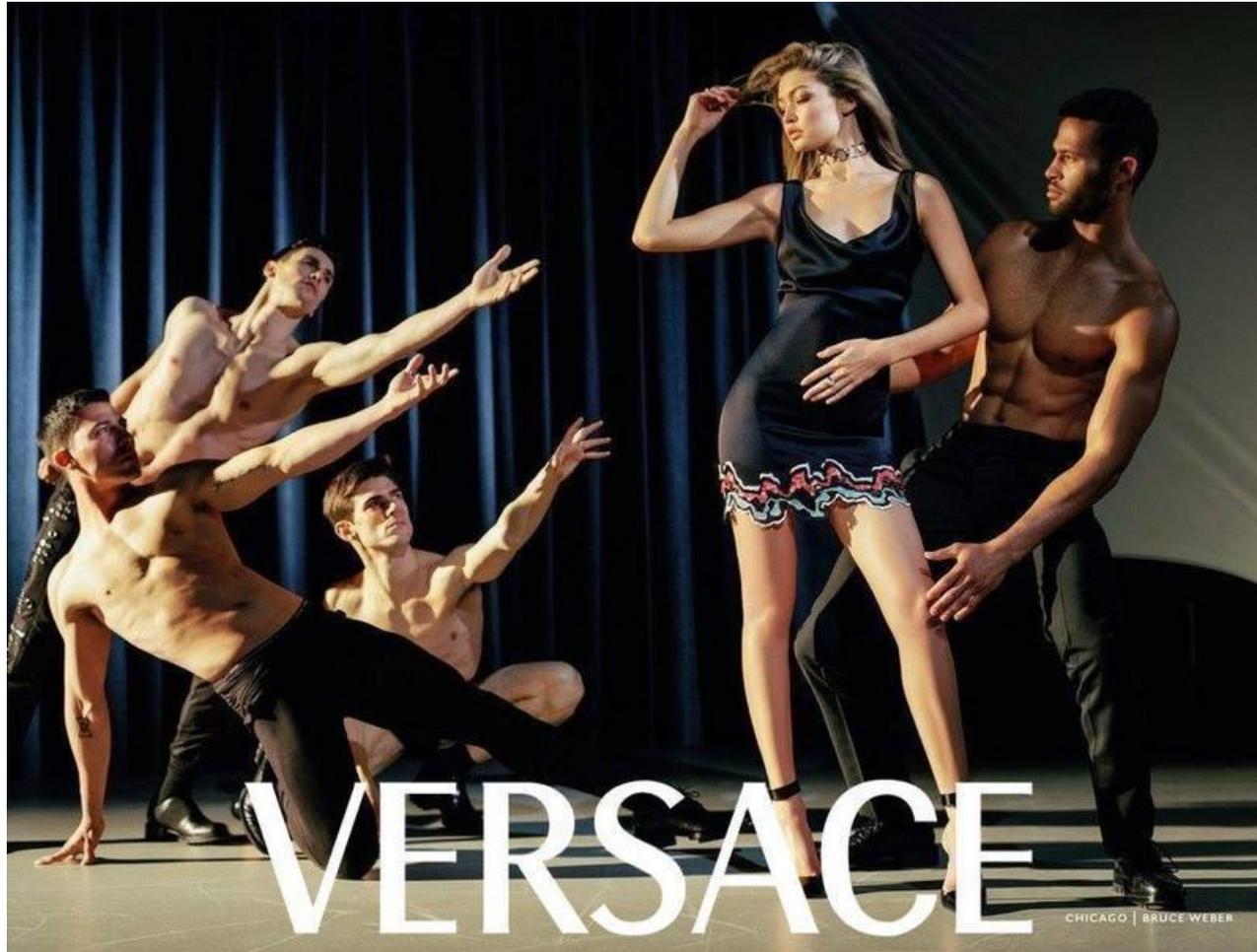
VERSACE F/W 2015/6



VERSACE S/S 2016



VERSACE F/W 2016/7



VERSACE S/S 2017

VERSACE

KENTUCKY
BRUCE WEBER



VERSACE

- **CONSUMER:** Donna statuaria, seducente, sfacciata, indipendente, libera.
- **KEY CONCEPT:** L'abito la rende sicura di sé, dominatrice, venerata e unica.
- **MOOD:** Dea nella quotidianità.

MARC JACOBS F/W 2015/6



MARC JACOBS S/S 2016



MARC JACOBS

MARC JACOBS F/W 2016/7



MARC JACOBS

MARC JACOBS S/S 2017



MARC JACOBS

MARC JACOBS

- **CONSUMER:** Gruppo di donne eterogenee, openminded, libere di esprimersi.
- **KEY CONCEPT:** Divertirsi con stile e originalità.
- **MOOD:** Noir.

Analisi Cash Cow Brands

MARC JACOBS F/W 2017

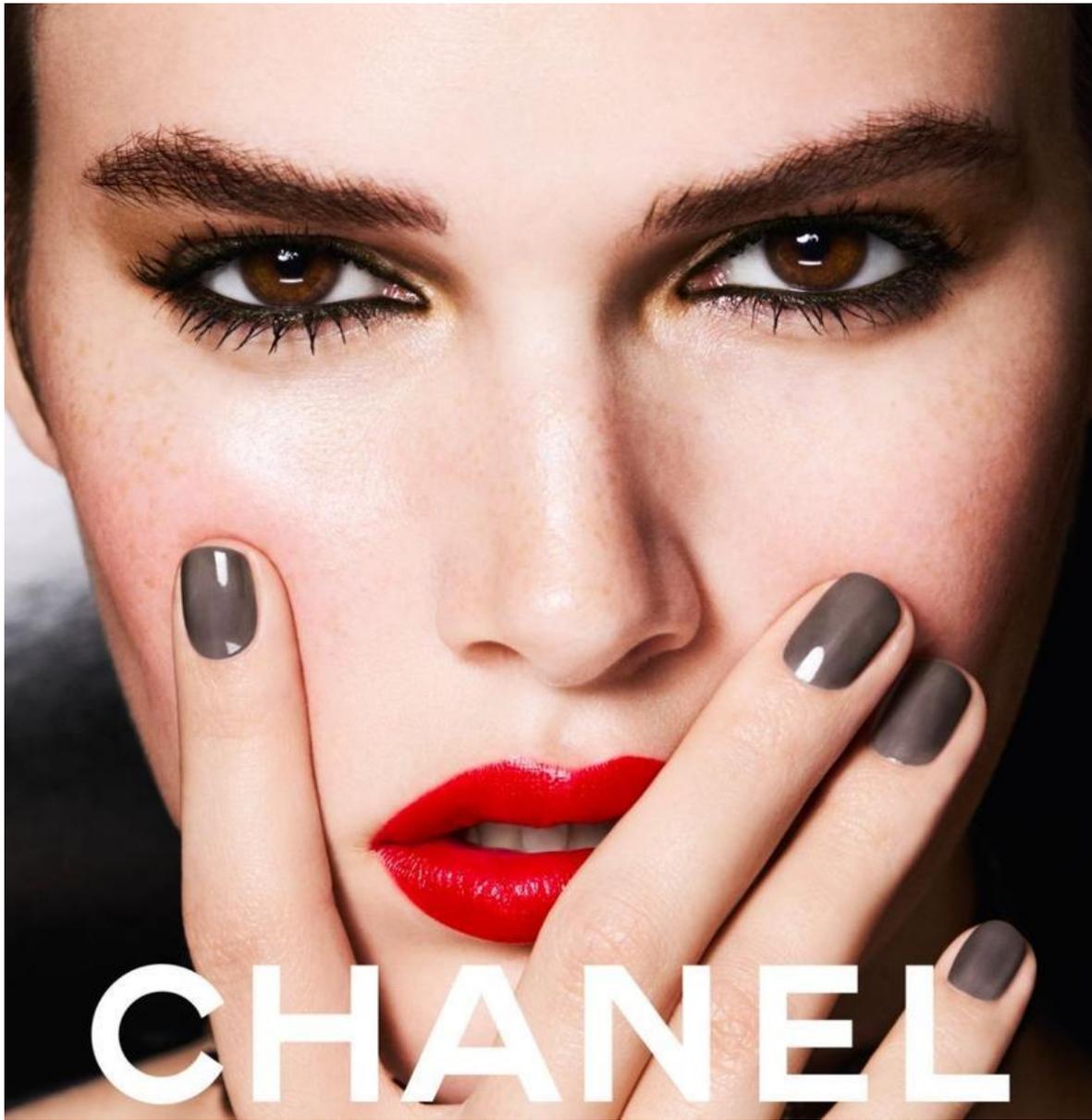


GIORGIO ARMANI 2016



DIOR F/W 2017





CHANEL
F/W 2017

CHANEL

DOLCE & GABBANA F/W 2017

DOLCE & GABBANA
Tropical Spring



GIVENCHY S/S 2016

LA REVELATION
ORIGINELLE
2016 SPRING-SUMMER COLLECTION



givenchybeauty.com

TOM FORD F/W 2017



**TOM FORD
BEAUTY**

YVES SAINT LAURENT F/W 2017



The advertisement features a woman with blonde hair and pink lips, wearing a black dress, sitting on a chair. The background is a dark purple wall with a neon sign of lips. The YSL logo is visible in the upper right. Below the logo, the text reads: "VOLUPTE TINT-IN-BALM", "INSTANT COLOUR GLOW.", "A KISS OF TINT & CARE.", and "MY LIPS BUT BETTER.". At the bottom right, three lip balm products are displayed, each with a different shade of pink and orange. The YVES SAINT LAURENT logo and the hashtag #NOTINNOCENT are at the bottom.

YVES SAINT LAURENT

VOLUPTE TINT-IN-BALM

INSTANT COLOUR GLOW.
A KISS OF TINT & CARE.
MY LIPS BUT BETTER.

YVES SAINT LAURENT
#NOTINNOCENT

GUCCI F/W 2017



BURBERRY F/W 2017



Mappa di Posizionamento

GRINTOSA



APPARISCENTE

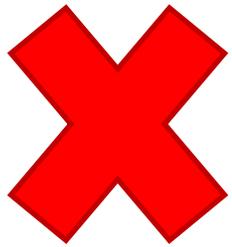
CLASSICO



ELEGANTE

Mappa di Posizionamento

GRINTOSA



APPARISCENTE

CLASSICO

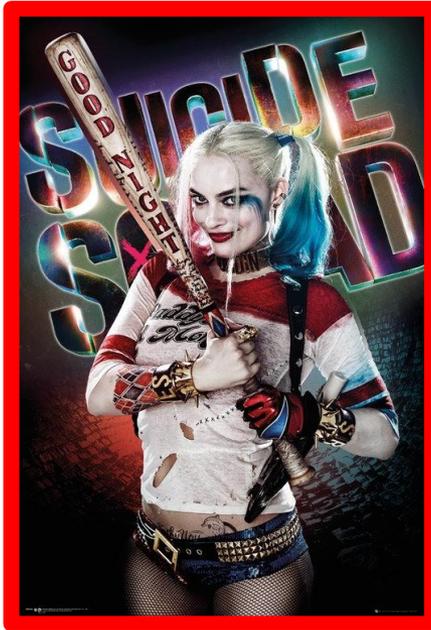


ELEGANTE

Posizionamento Beauty

- **CONSUMER:** Donna che, osando, vuole distinguersi in ogni momento della giornata
- **KEY CONCEPT:** Esaltare la personalità grintosa
- **MOOD:** Pop

Mood Board



Fashion Film

Story Building

- **LINGUAGGIO DA UTILIZZARE:**
Produttivo
- **STRUTTURA NARRATIVA:**
Organizzazione attorno ad una storia

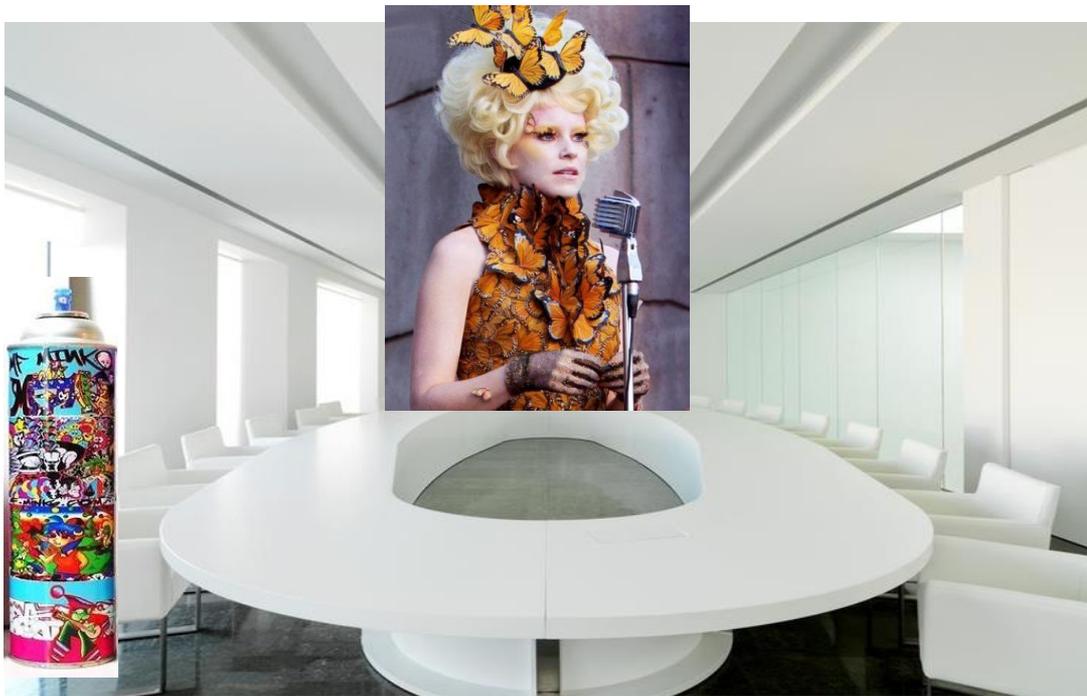
Location 1

- **MOMENT:**
Mattina in camera
- **HEROES:**
Donna
- **SITUATION:**
Si trucca



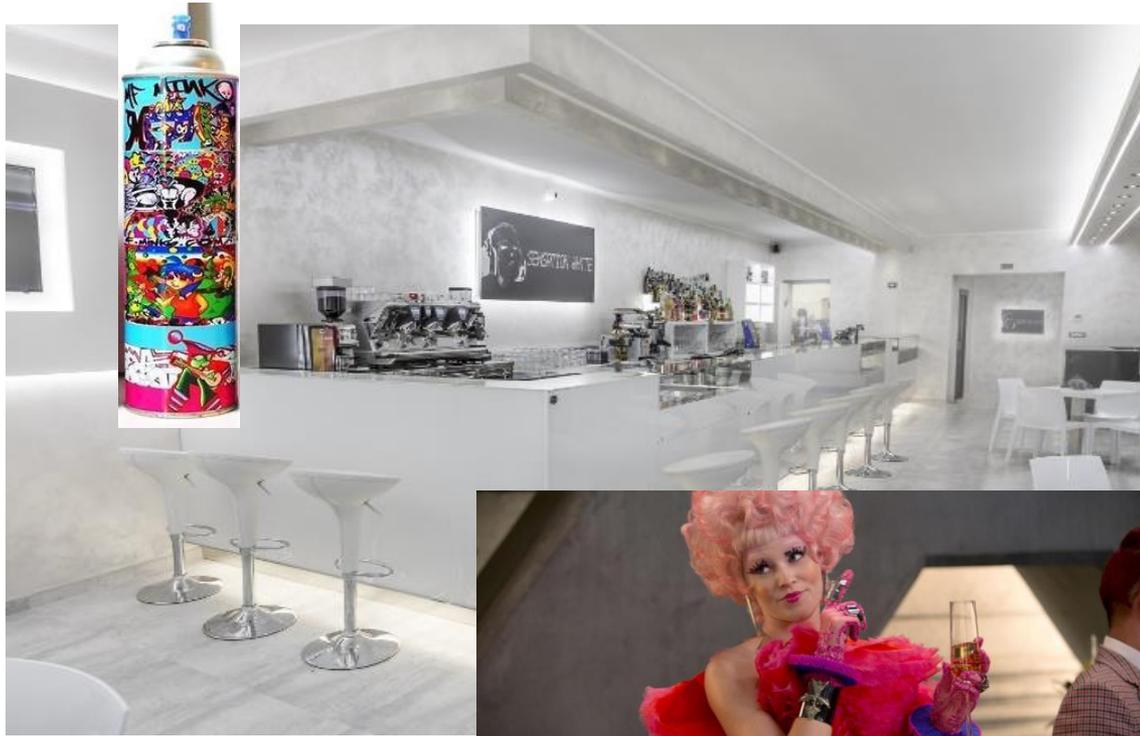
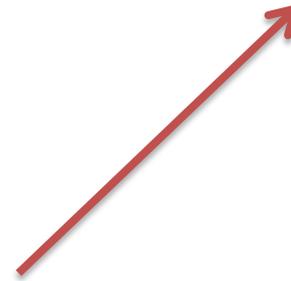
Location 2

- **MOMENT:**
Pomeriggio in ufficio
- **HEROES:**
Donna
- **SITUATION:**
Lavora



Location 3

- **MOMENT:**
Sera al bar
- **HEROES:**
Donna
- **SITUATION:**
Si svaga



Location 4

- **MOMENT:**

Strada di sera

- **HEROES:**

Donna

- **SITUATION:**

Torna a casa



Grazie per l'attenzione!

*Beatrice Marchiori
Camilla Capponi
Maria Luigia Persico
Nadia Durigon
Viola Secchi*