

# FRAGILE LIFE: A CRISTAL BAG COLLECTION

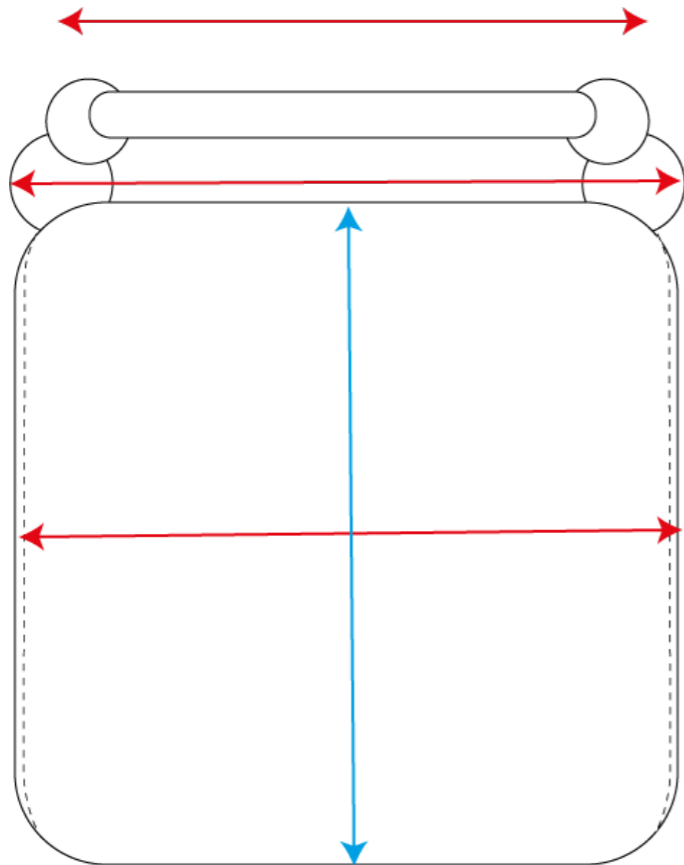
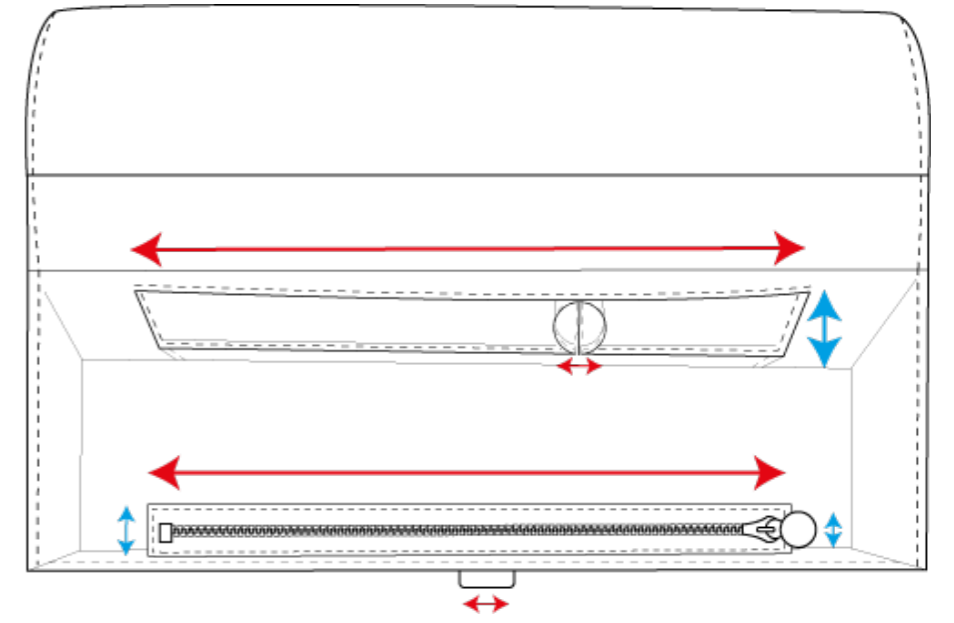
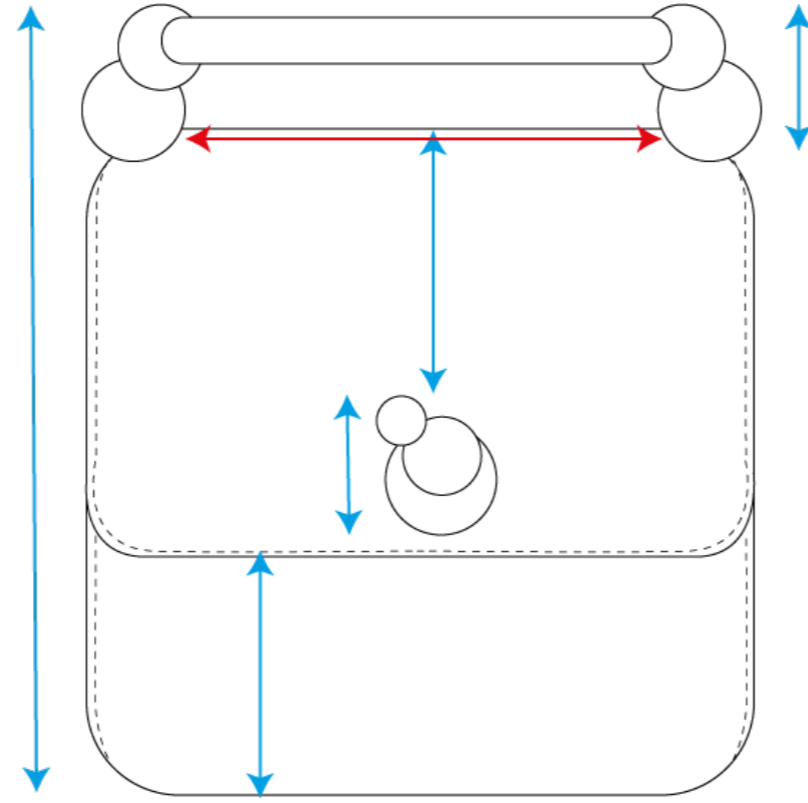
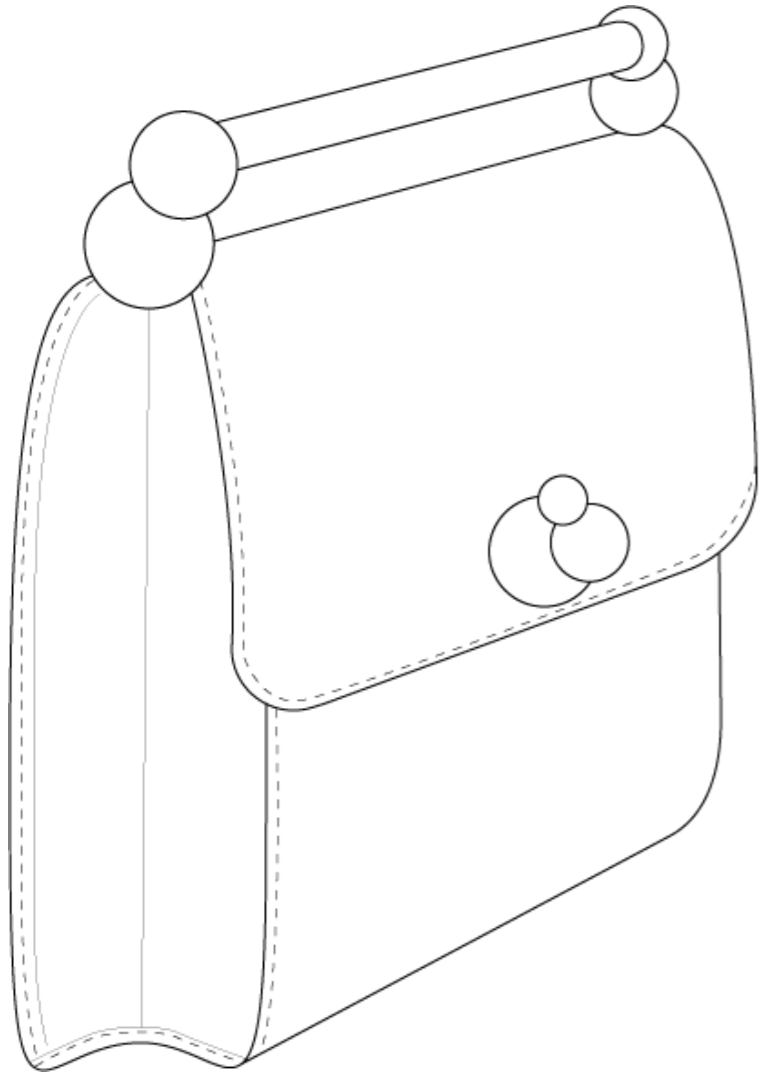
Bag collection with leather implementing glass bag accessories.

- 1.- Development of a high-end prototype ready to be introduce into the high couture market.
- 2.- Improvement of the glass properties by incorporating a polymeric resin into the bag accessories.
- 3.- Implementation of swift leather with enhanced luminosity, making colors look brighter and more radiant but also soft-touch surface.



The resin-reinforced glass is obtained through the application of a disruptive PMMA coating technique. The artisan's process in the leather universe ended up being a high-end and luxury touch of a well-made product. This project perfectly combines crafting aspects, as the glass is a hand-making process that involves passion and ends up being easy to be identified not only by excited bag owners, but also for passionate bag keepers.





# BUSINESS PLAN

The brand aims to become an iconic brand in the world of luxury. A combination of rich heritage, exquisite craftsmanship, eye for detail and high levels of quality and professionalism through the entire manufacturing process that will give the bag a position of superiority in the very competitive and ruthless world of luxury.

Hermès, for example, was the second most valuable luxury brand with a valuation of USD 19 billion, trailing behind Louis Vuitton with a valuation of USD 24.7 billion.

Hermès is not a conglomerate in the real sense of the word and does not own a portfolio of brands like its key competitors, which include LVMH, Richemont and Kering. Currently, the range of products under the Hermès brand name includes leather goods, lifestyle accessories, perfumes and ready-to-wear.

The leather goods and saddlery category is the biggest contributor to the company's revenues, followed by ready-to-wear and accessories, silk, textiles and fragrances.

A key strategy will be over a period of time, to extend by entering into strategic collaborations with specific players and also the suppliers in the ultra-luxury segment. These include:

Setting up a joint venture with the glass supplier in which the brand will hold a percent share, same case with the leader supplier and the bag accessories manufacture.

The brand goal is to inspire desire because our products reconnect people with their humanity. The target customer feels the presence of the person who crafted the object, while at the same time the object brings him back to his own sensitivity, because it gives him pleasure through his senses.

**The key customer is an excited bag owner, who is also a passionate bag keeper. Women or men between 30-42.**

Another move for commercialization is to use the "limited edition" strategy and also limited distribution of the products in specific stores, special events for private costumers as Collect and the main distribution channel, the brand website as an e-commerce.

Brand communication and marketing strategies will remain consistent with the principles of "heritage" and "exclusivity" of the company. Marketing campaigns need to celebrate the brands life instead of directly sell products from the various ateliers. The company also sponsors events that have a direct fit with the image and the legacy of the company. In addition, another strategy will be collaborations with independent artists and designers to raise visibility of the products. The primary aim of these collaborations is to strengthen the aura of exclusivity around specific product portfolios. This is done through the classic "limited edition" strategy.

The Brand will not look at celebrity endorsements as a brand-building tactic (a practice that is quite common in the LVMH brand stables). The fact of launching region-specific collections or product offers are far from the brand goals. The same product collections will be sold everywhere in the world.

With limited distribution, exclusivity and controlled marketing, the overall company and many of its product categories will regularly registered double-digit growth rates year-on-year. For example this is a true reflection of the Hermès brand strength among the highly affluent segments of the global population. The company has successfully kept alive and strengthened a brand differentiation through strong history, exquisite craftsmanship and superior quality. The fact that it is considered to be the most innovative among all the luxury fashion houses is a testament to the company's commitment to constantly manufacture and launch ultra-luxury products that are unique, have a strong sense of allure and have a distinct mark of superior craftsmanship.

The website will allow visitors to explore different places of the virtual world of the brand, this includes the development of a new UX so the brand will immerse users into the values and aesthetics of every collection. Customers will be able to follow very closely every stage of the manufacturing process of the bags.

Social media are very important nowadays, major endeavours on Instagram.