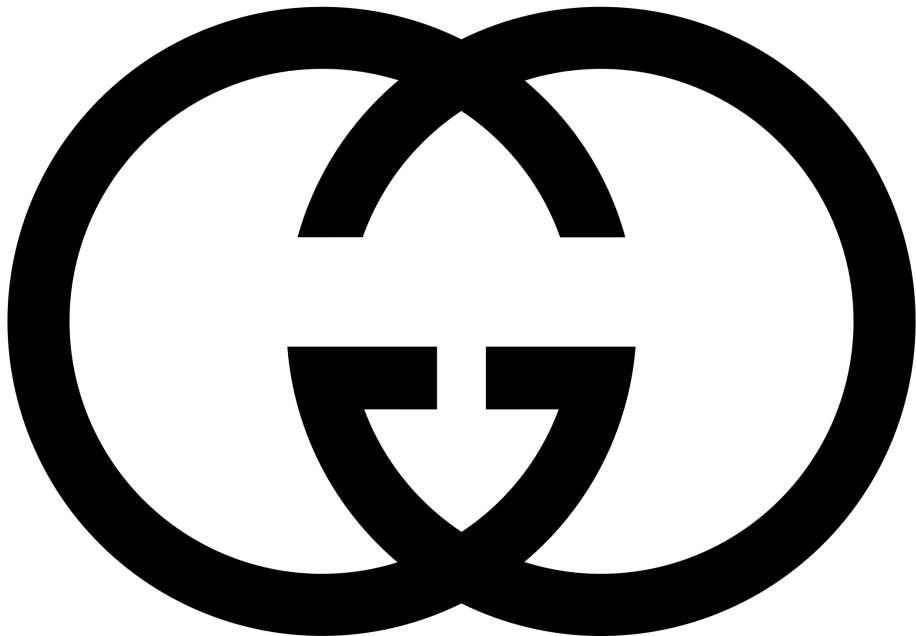


GUCCI



Gucci is an Italian fashion house, manufacturer of clothes, perfumes, accessories and textiles. It is an Italian luxury brand of fashion and leather goods.

# Foundation

Gucci was founded by Guccio Gucci in Florence, Tuscany, in 1921. Gucci generated about €4.2 billion in revenue worldwide in 2008 according to BusinessWeek and climbed to 41st position in the magazine's annual 2009 "Top Global 100 Brands" chart created by Interbrand; it retained that rank in Interbrand's 2014 index. Gucci is also the highest-selling Italian brand.

# Brief history

Gucci operates about 278 directly operated stores worldwide as of September 2009, and it wholesales its products through franchisees and upscale department stores. In the year 2013, the brand was valued at US\$12.1 billion, with sales of US\$4.7 billion. In the Forbes World's Most Valuable Brands list, Gucci is ranked the 38th most valuable brand, with a brand value of \$12.4 billion as of May 2015. As of January 2015, the creative director is Alessandro Michele.

# Age breakdown of customers

According to the statistic results, Gucci audience is mostly consist of people at the age from 15 to 40. These customers of Gucci have an inclination towards the fashionable wear & accessories.

Customers of Gucci are from upper middle income and upper-income social groups.

# Recent Market research.

To see the statistic of the reasons for buying Gucci's products, many people of average age were asked. As a result, from the reason(s) that make(s) you want to purchase Gucci's products side, most respondents choose "high brand fame" (25.40%), "fashion design" is the following that accounts for 22.86%; "excellent quality" is the next, the rate is 15.70%; then, here comes "symbol of wealth and social status" that occupied 13.16% and for "friends' influence" rated as 10.85%; "brand's history" accounts for 9.70% and the vote of others is 2.33%.

# Gucci collaboration

Gucci Group owns whole or part shares of more than 10 companies and brands. In order to increase the number of customers and develop the product line, Gucci decided to collaborate with Adidas:

Price: medium

Name: Gucci Adidas

Image: outside and sporty, fashionable and comfortable

Where?

Specialist boutiques, discount stores

Promotion:

- 1) We will advertise our product on TV breaks by created promotion videos.
- 2) We will send an emails to our customers every time we get new collection each season
- 3) We will spread our fashionable photos and videos which promotes our product on YouTube, Facebook and other Internet sources.