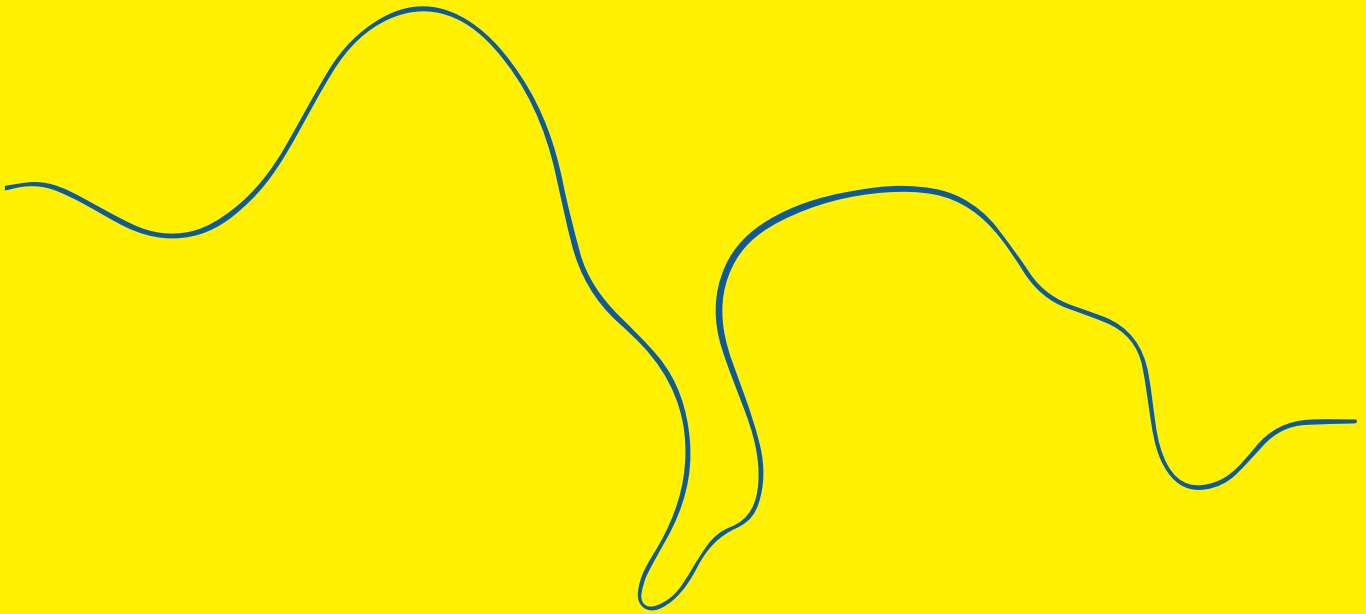
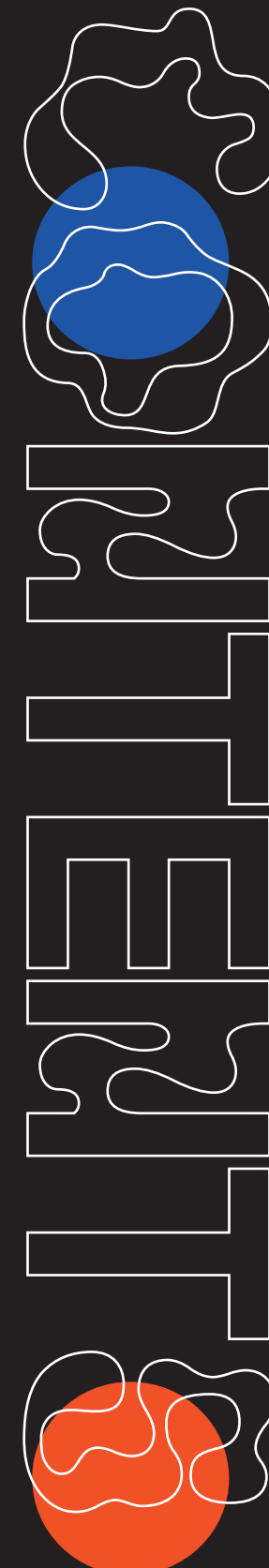


A NEW RESIGNAL

Jaime Romeu





INTRODUCTION	4
LUXURY TRENDS	6
OBJECTIVES	12
COMMUNICATION STRATEGY	16
MEDIA PLAN	18
PR PLAN	26
EVENTS	34
CROSS EXPERIENTIAL MARKETING	60
CONSUMER ENGAGEMENT	68
SPONSORING AND PRODUCT PLACEMENT	72
THE TEAM	78
BUDGET	80
YEAR CHRONOGRAM	84
ANNEX: INITIAL BRIEF	86
BIBLIOGRAPHY	88

>>**AWARE -
BE AWARE AND
TAKE CARE OF
YOURSELF AND THE
PEOPLE AROUND
YOU! BOUNDARIES
ARE SUBJECTIVE.**<<

>>**ACHTSAM -
GEBT AUF EUCH
SELBST UND EURE
MITMENSCHEN
ACHT! PERSONLICHE
GRENZEN SIND
SUBJEKTIV!**<<

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

Desigual

INTRODUCTION

The brand since their debut in 1984 has accomplished positioning in the fashion market with their ready to wear and accessories to create generational classics and global urban subcultures.

The following project details the trends, tools, actions required to increase Desigual's brand awareness in the market, reinforce the brand message through the communication actions and covert Desigual into one of the leading brands in the fashion street-wear market.

The brand is interceding into a new chapter which main goal is to create a compelling world to increase the engagement and brand loyalty and persuade the new younger audience into perceive Desigual's universe in an authentic and inspirational way.

This communication plan details all the major activities arranged to build the new era and how these will be conducted through a period of 2 years starting in 2020 directed for the Europe and US market.

RESEARCH GLOBAL FASHION & LUXURY TREND ANALYSIS

The Research of global communication and luxury trends analysis goal is to inform the brand about which trends are present in the market as strategies and how Desigual could apply those in their business to reach consumer and media.

These objectives are:

- Discern which trends and strategies are the brand's competitors implementing.
- Apply those strategies to create the new positioning strategy.
- Adopt those trends to connect emotionally with the clients and media.

>>RESPECTFUL -
RESPECT ALL GENDER,
SKIN COLORS, ORIGINS,
SEXUAL ORIENTATION,
BODIES, RELIGIONS, AGES
- BE MINDFUL AND LISTEN
TO EACH OTHER!.<<

>>RESPETO -
RESPETA CADA GENERO
COLOR DE PIEL, ORIGEN,
ORIENTACIÓN SEXUAL,
CUERPOS, RELIGIONES,
EDADES - SÉ CONSCIENTE
Y ESCUCHA
A LOS DEMÁS!.<<

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

Desigual®

The technological store:
Massimo Dutti opens its first technological concept store in Lisbon



Mass market retail wants to increasingly be portrayed with a more luxurious tone. This new store from Massimo Dutti in Lisbon shares the recent launch of perfumery, an exclusive space dedicated to personal tailoring and an area of design books, in collaboration with the German publishing house Taschen. The establishment incorporates the high technology of the stores of the chain: from the interactive testers to the 'Scan & Shop' system, which aims to digitize all the information of the brand so that customers can locate and buy the products through the application of Massimo Dutti.

The store meets the criteria of eco-efficiency that should allow meeting the challenges defined by the group in terms of sustainability for the year 2020. In the first half of the year, Massimo Dutti achieved sales of 811 million euros, 2.5% more than in the same period of 2017.

Cultural responsibility on the edge:
Dolce and Gabbana's action is again perceived as offensive



Nowadays cultural issues in other countries are one of the most important matters to take into consideration by brands, a bad action can destroy the whole reputation. D&G released a marketing video featuring a Chinese model attempting to eat Italian food with chopsticks and was perceived as racist. This was only worsened by offensive comments published on Stefano Gabbana's personal Instagram account, which referred to China as a "country of shit". The Chinese Government forced the cancellation of the Italian fashion house's runway spectacle in Shanghai on the very day it was meant to take place and the brand's products were removed from sale in the country.

Chinese consumers account for about one-third of total luxury goods spend in the world, and for sure, the short-term sales impact could be compelling.

THE FASHION INDUSTRY

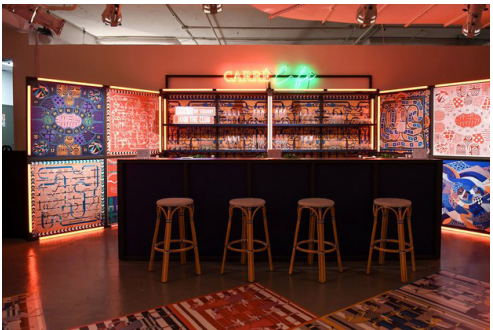
Inclusive Fashion:
Mango's "I Am What I Am" new global campaign



Violetta by Mango had until this point just been a secondary firm for plus-size women of the catalan group.

Since the fashion runways and advertising are becoming more diverse than ever, the group has decided to engage their audiences using plus-size model Ashley Graham as the new face for the new global campaign of the brand. Graham has walked for some of the most important fashion luxury firms in the world, such as Michael Kors or Addition Elle. Another example to this trend could be the also model Winnie Harlow.

When fashion is much more than just clothes:
Hermès Carre Club



At this moment, if a marketer has not articulated the word "experience" more than a thousand times in its life, his/her future in the field may not be very promising. Today's fashion is not only about the things you own, but about the experiences that deliver emotional value.

The Hermès scarf is the iconic icon of Hermès. This club is intended to engage with audience portraying a feeling of fun and humor. A concierge desk where visitors receive a club membership card, a café with scarf-patterned tables and live performances each night; and a dedicated karaoke ("Carré-OK") studio. The club is already activated in New York, Toronto, Singapore, Los Angeles, and Milan.

Democratic and diversified luxury: Mercedes Benz approaching to younger audiences and Inditex's staircase to affluence

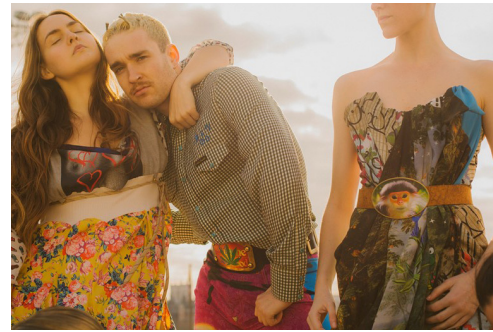


Desigual products do not represent the classic luxury conception, the luxury in this case should be more intangible, from the brand pieces are wearable and creative with a story.

Millennials according to Forbes 2018, want luxury that is democratic and adapted to younger audiences, never just reserved only for the very few 1%. Mercedes Benz decided to incorporate a younger than usual interior design and technology to their A-Class vehicles because the product user is much younger than it was.

Inditex, by its part, wants to portrayed as luxury and open the demand of its products, that is why the brand developed a strategy in the field of perfumery and cosmetics.

Stories can change the world: The power of brand narratives in Vivienne Westwood and Tous communication



According to the Deloitte 2018 report, Luxury consumers are more than willing to pay attention to brands with new stories to tell that are aligned with their personal values and the values of their social circle. Desigual is deeply rooted in inspiring through positivism, therefore the brand could tell an inspiring story in other channels to engage more and build a stronger community.

The goal of narrative marketing is no longer simply to convince the consumer to buy a product, if not submerge it in a narrative universe, to put it into a credible and real universe. Vivienne Westwood determined in a conference given in Cannes in 2017 that a good story has to be true, since what makes us human is that we care about other people. The brand Tous, by its part, has been a master in the art of storytelling since 2015, with the launch of its iconic #TenderStories.

THE FASHION REVOLUTION

Follow the green brick road: Sustainability creates desire and nowadays should be part of each brand's CSR



Consumers conciousness around ethical and sustainable issues is no longer a trend but something that should show evidence in communication as part of the brands social responsibility. Luxury brands need to adapt not just to serve the next set of customers, but also their current ones. Younger generations also tend to have expectations about how fashion and other types of brands are active on social issues, and that creates a desire on them. Large chains such as H&M or Inditex already have sustainable lines such as Conscious, from the Swedish giant, or Zara's Join Life garments. Desigual should lead the way in these areas.

Personalization and virtual reality: Tommy Hilfiger's In-Store Virtual Reality Catwalk Experience



It seems that virtual reality is here to stay. A Dior had created the same glasses to enjoy the parade of its show, now it's the Hilfiger's turn. The American brand Tommy Hilfiger created virtual reality glasses with which the user can see the runway show in three dimensions and with a 360 degree view. To see it, it is necessary to put on a device similar to a diving mask - called Samsung GearVR - which comes with tapes that adapt to the head of the wearer.

THE OBJECTIVES

Creation of a world with clear DNA

Immerse the target market into the world of the new Desigual spirit and create the desire to belong to it.- Create the desire to belong to Desigual World.

Target market immersed in the world and values of the brand.

Establish an emotional and meaningful relationship with media, buyers, and clients.

Strengthen and establish Desigual's brand positioning, message and presence online and offline.

Increment of the media presence with mentions and product placements in industry press

Interviews, editorials and features in social media networks or relevant digital influencers.

Production of experiences that are immersive and emotional

ROI from consumer's engagement.

A wider loyal customer base in key markets.

Raise more awareness of the brand in Europe

An increment of the word of mouth of opinion leaders, early adopters and fashion insiders.

Higher revenues coming from sales, both online and in-store stocklists.

>> **BEAUTIFUL
APPRECIATE ALL
BODIES FOR
THEIR INDIVIDUAL
BEAUTY AND
POWER.<<**

>> **BELLEZZA
APPREZZARE TUTTO
CORPI PER
IL LORO INDIVIDUO
BELLEZA E
POTENZA.<<**

CELEBRATE

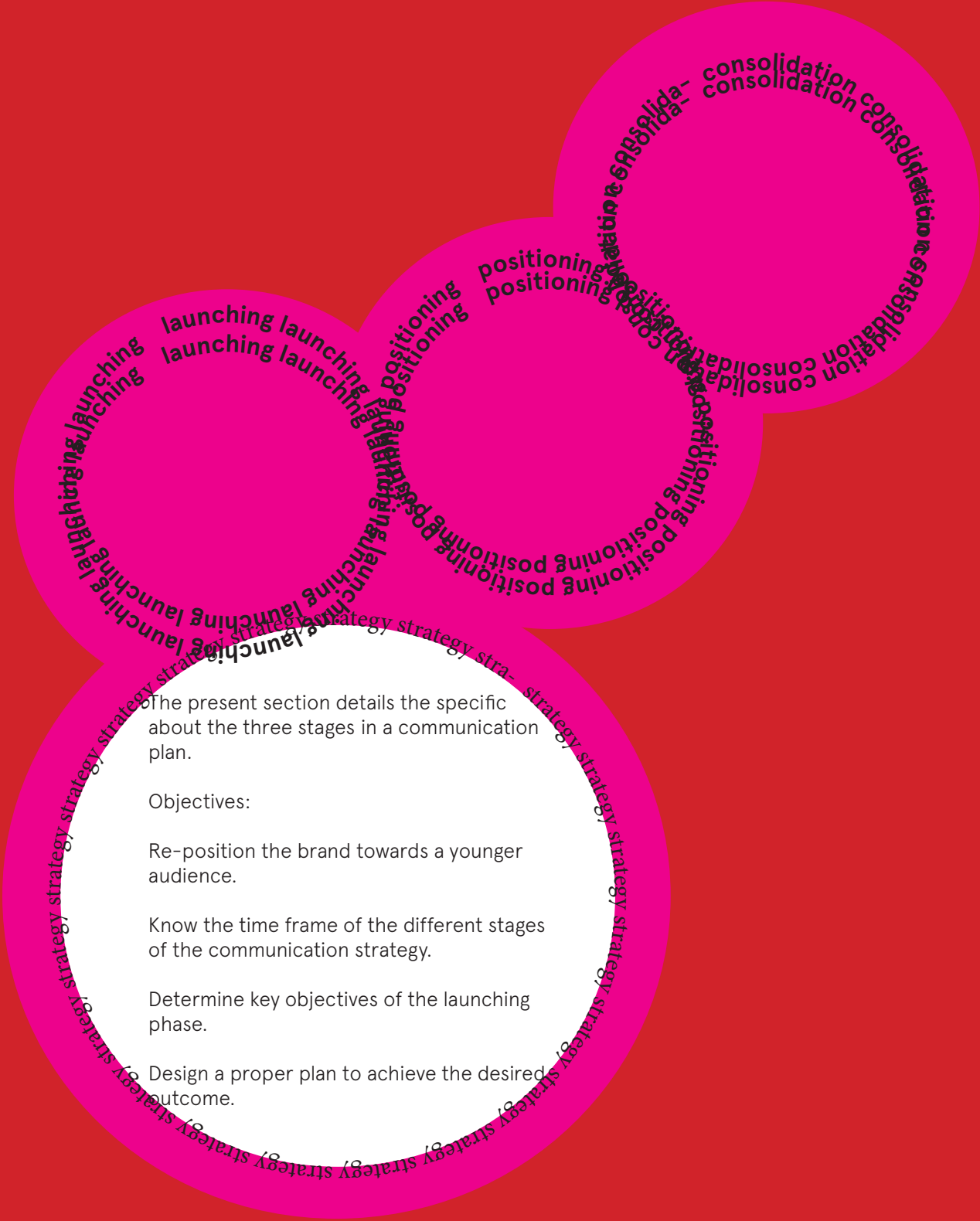
TOGETHER

CELEBRATE

DIVERSITY

Desigual®

STRATEGY



BE YOUR OWN POWER

Desigual®

- Launch "BE YOUR OWN POWER" campaign in Europe and the US.
- Emotionally connect the new collection with the target market.
- Create a new chapter of storytelling in Desigual mixing creativity and coolness.
- Generate a distinctive advantage over competitors.
- Revolutionize the fashion market.

1	2	3
Launching phase	Positioning phase	Consolidation phase
2020-2022	2022-2024	2024-2026

DESIGUAL STRATEGY

MEDIA RELATIONS & MEDIA PLAN

Offline Media Outlets
Online Media Outlets
Online Social Media

PR PLAN

Dua Lipa Plan (Offline & Online)
Opinion leaders plan (Offline & Online)
Influencers plan (Online)

EVENTS

Desigual: Women can change the world Dinner - NY
Desigual: Be Your Own Power Fashion Show - Miami
Desigual New Store - Shoredicht London
Desigual & Apoyo Positivo: Charity - Barcelona

CROSS EXPERIENTIAL MARKETING

Desigual x SOHO HOUSE

CONSUMER ENGAGEMENT PLATFORMS

The App
Everywhere Color
Listen, life is speaking to you

SPONSORING AND PRODUCT PLACEMENT

Dua Lipa's videoclip
Primavera Sound

BE YOUR OWN POWER

Figures 26-29: Desigual model archetypes, Desigual.com, 2018.

BE YOUR OWN POWER

The media plan details all the different channels that will be used in order to promote the brand Desigual and the BE YOUR OWN POWER collection through publicity, main stories, special stories, advertisement and fashion editorials



Dezigual®

Launch the BE YOUR OWN POWER collection on the media in order to generate brand exposure.

Generate traffic related to the brand on social media directed towards the target market.

Introduce Desigual as a cool and authentic brand.

The new Desigual appeals to women and men driven by creativity, authenticity, and positivism.

Emotional technological connection focusing on the daily mindset of the Desigual woman and man.

Invitation to become part of the fun and tolerant
Desigual successful group.

Media directed toward joyful and trendy youngsters.

International media entities focused on alternative lifestyle and fashion.

I-D, Love, Another Magazine, Vein Magazine,
Neo2, Fucking Young, Wonderland, Pop, Schon,
Milk

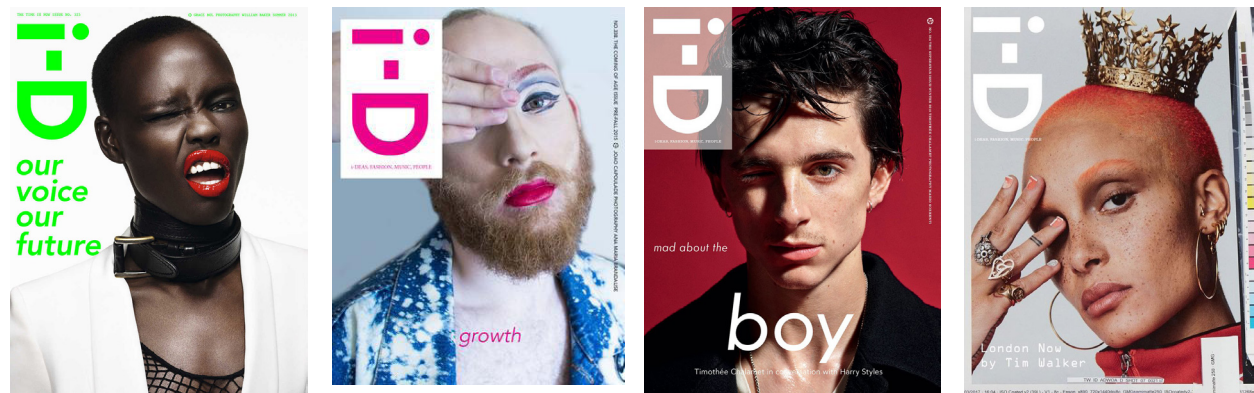
Women and Men's alternative fashion opinion
leaders, testimonials, and influencers.
Zendaya, Chantelle Winnie

Media activities:

- Publicity (PU)
- Main Stories (MS)
- Special Stories (SS)
- Advertising (AD)
- Editorials (ED)

i-D

PU: Press Release about new collection mentioning Desigual brand.
MS: Dua Lipa coverage.
SS: Dua Lipa: Desigual ambassador piece.
AD: Be Your Own Power campaign ad.
ED: Fun, powerful & seductive photoshoot.



VEIN

PU: Press Release about new collection mentioning Desigual brand.
MS: Miranda Makaroff dressed in Desigual.
SS: Interaction on interaction with the new Desigual collection.
AD: Be Your Own Power campaign ad.
ED: With pieces from the Be Your Own Power collection.



DESIGUAL

LOVE

PU: Press Release about new collection mentioning Desigual brand.
MS: March cover page in Desigual outfit.
SS: Diveristy & Fashion article.
AD: Be Your Own Power campaign ad.



Wonderland.

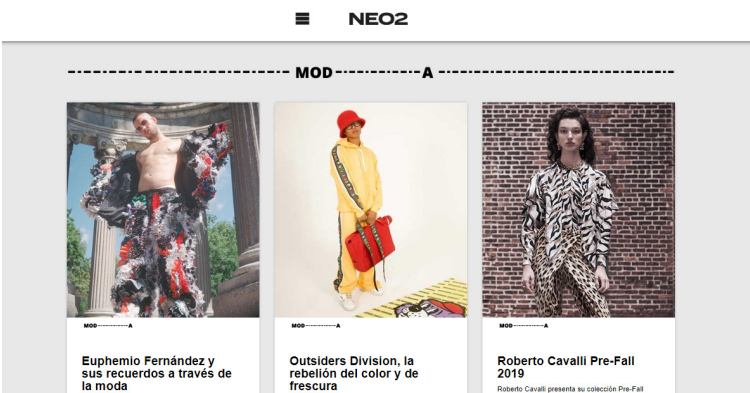
PU: Press Release about plans for Desigual fabulous event.
MS: Iris Hapfel dressed in Desigual.
SS: interview with Iris Hapfel. to discuss the importance of being oneself.



NEO2

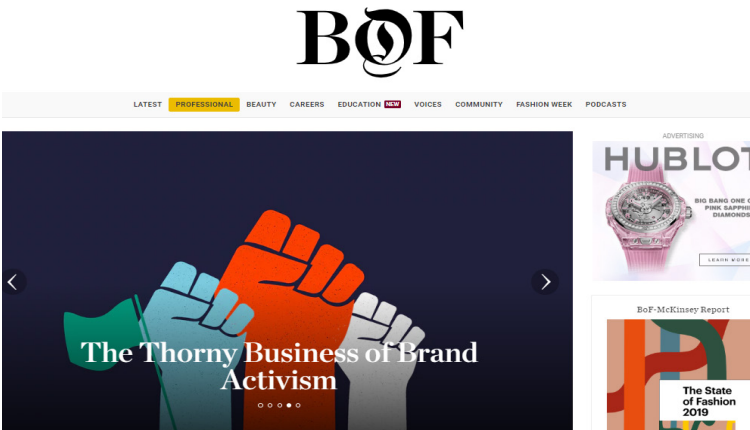
SS: Interview with Winnie Harlow.

ED: Trendy party looks editorials.



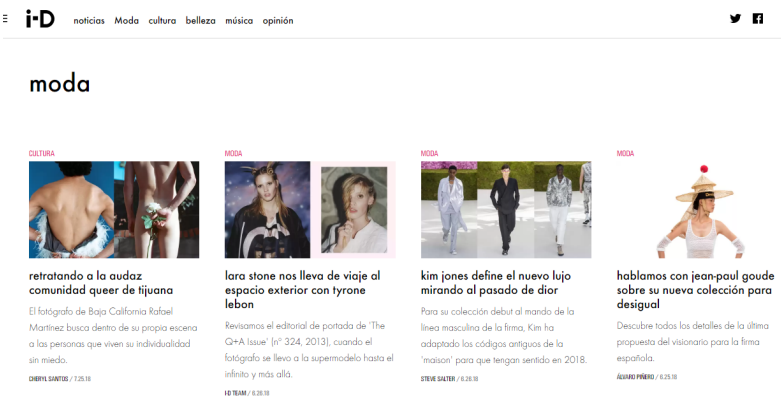
BOF

SS: Piece on the Desigual history and its focus on the new era of the brand.



i-D

SS: showing backstage perspective from the offline special story.
AD: Desigual ad showing the concept of Be Your Own Power



VEIN

MS: Fashion film about Desigual



POP

ED: Fun and chic photoshoot.

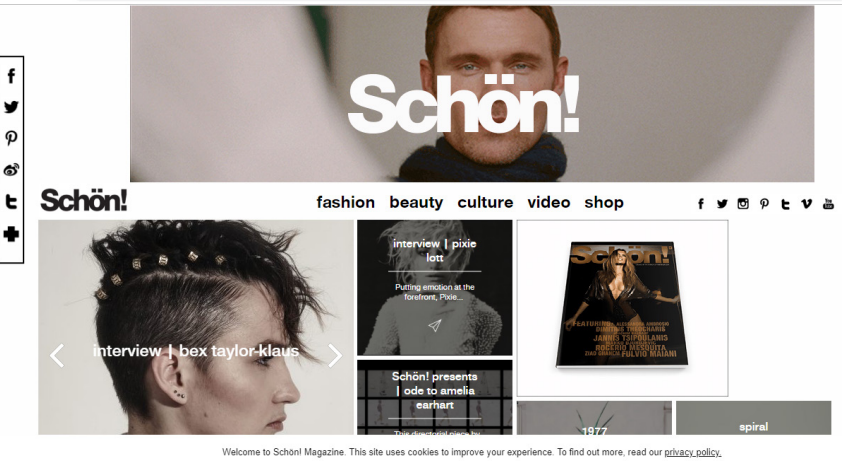
AD: Image from ad campaign.



Schön!

SS: Interview with Rosalía.

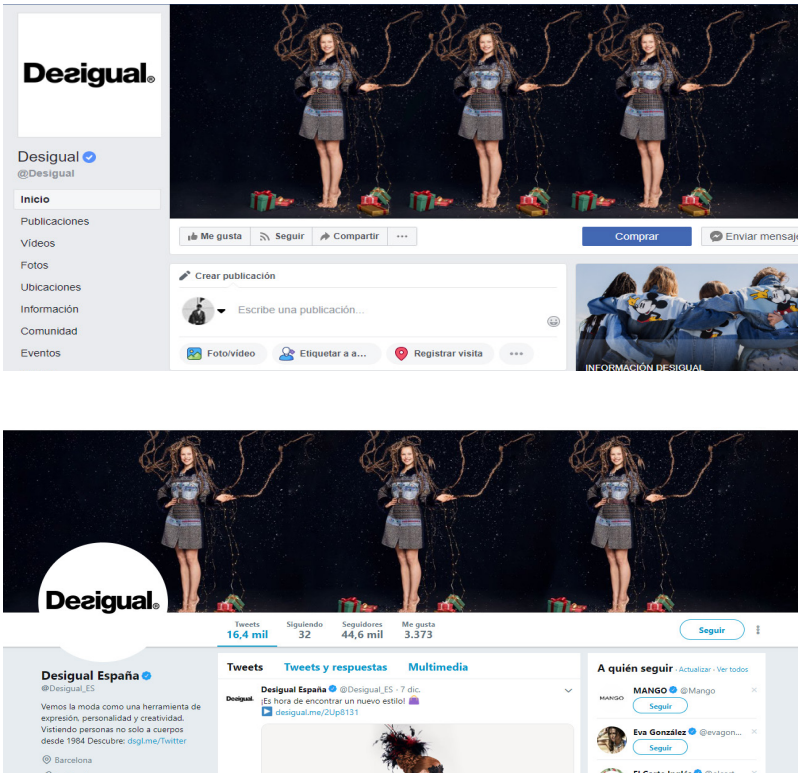
ED: Trendy party looks editorials.



Figures 46-51: Screenshots from covers , models.com, 2018

The online social media campaign will be focused on instagram, facebook and twitter.

INSTAGRAM: will center about daily images featuring products, slogans and instastories revolving the development and launch of the new campaign with the brand ambassador.

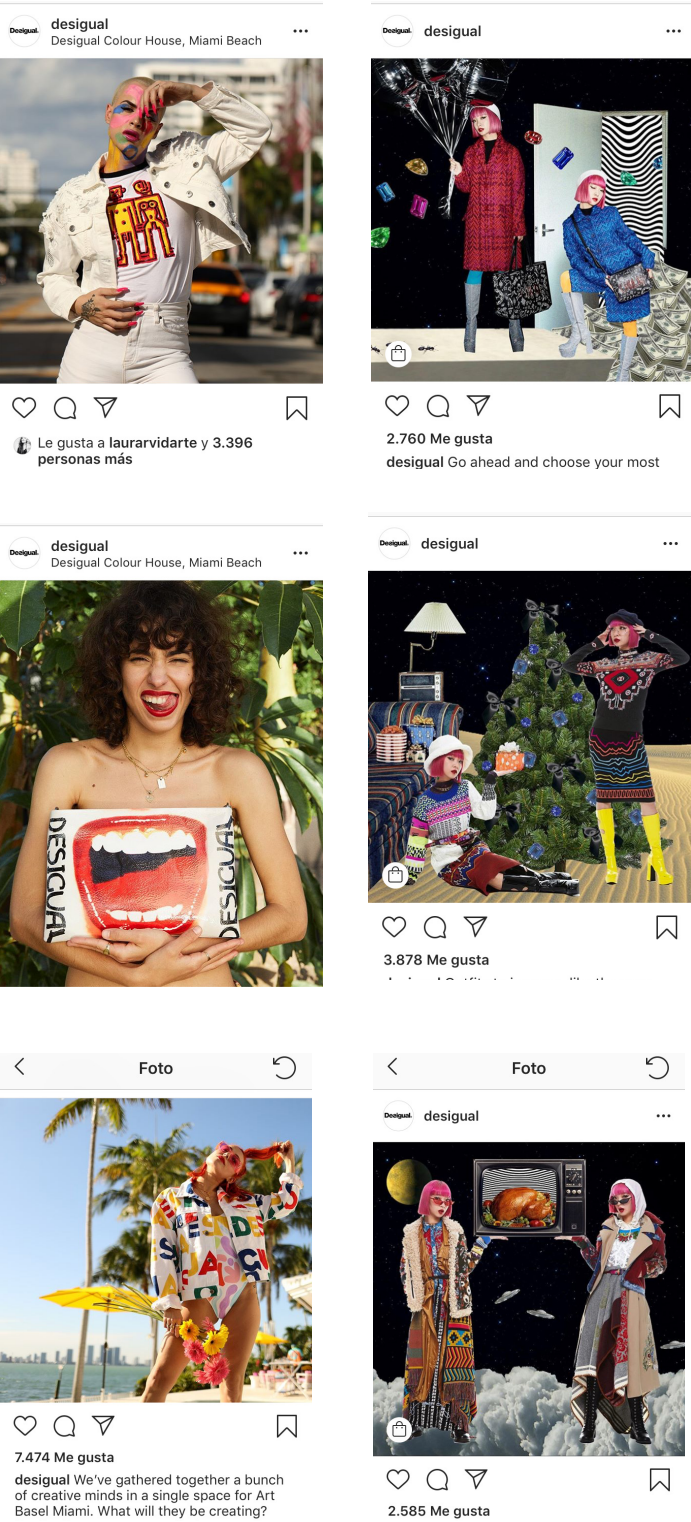
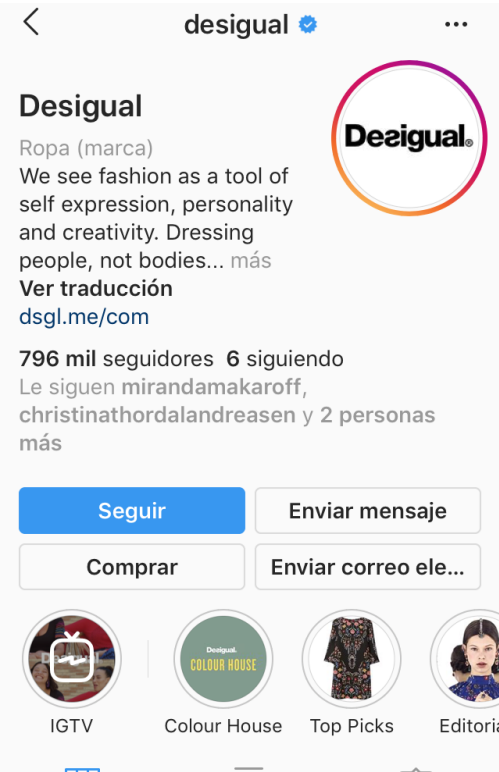


FACEBOOK: the purpose of the brand's facebook is to generate reading content with hyperlinks to different articles curated by the brands team and referring to anything positively impacting the brand. The direction of the hyperlinks will be forward the brands webpage in order to encourage leading traffic that will translate into sales by customers interested on the brands products.

TWITTER: tweets will allow a personal conversation with people mentioning the brand and encourage a more personal relationship with them.

Desigual®

72913307 72913307 72913307 72913307



Figures 52–59: Screenshots from social media , Desigual’s Instagram Facebook and Twitter, 2018

PR PLAN

BE YOUR OWN POWER

The PR plan details all the spoke persons that are going to be used as testimonials, brand ambassadors opinion leaders and influencers of the Desigual brand.

Dezigual®

OBJECTIVES

Choose the proper people that transmit the Desigual values and can positively influence over consumers.

Generate activities suitable for the three different type of people (ambassador, opinion leader & influencers)

Create super strong relationship between people and the Desigual brand.

GENERAL KEY MESSAGES

Desigual appeals to women and men driven by creativity, positivism and authenticity.

Emotional technological connection focusing on the daily activities of the Desigual woman and man.

Invitation to become part of the social Desigual aspirational and imaginative group portrayed by different spoke persons.

TARGET

People representing the values and morals of Designal who can influence potential consumers.

TYPE OF PEOPLE

Type of people:

Testimonial
Ambassadors
Opinion leaders
Influencers

BRAND TESTIMONIAL

DUA LIPA

Dua Lipa is a British singer whose rise to fame has been very prominent over the last years. She was named as one of the world's most influential women in a new list published by Vogue, being the youngest entrant on the list at the age of 22. She is known for her strong personality and extreme sensuality.

Lipa could personify the direction the new Desigual wants to follow. Young, independent, cool and in command of her own sexuality and creativity.

Being a style icon, fashion trendsetter, she is the perfect candidate to be the brand testimonial of the IT'S A BEAUTIFUL LIFE COLLECTION. Being the face of the collection is a great opportunity for her to start the brand's new era and connect with the right audience and target market.

What we want:

- Personal appearances on events created and promoted by Desigual.
- Make interviews representing the brand and speaking on its behalf.
- Wear Desigual pieces on major award shows, red carpets of her concerts.
- Incorporate the Brand as part of her physical and online lifestyle.

What we Offer

- Economical compensation.
- Unlimited Desigual credit card to purchase anything on all Desigual stores worldwide.
- Media exposure and promotion.
- Money for a charity of her decision.
- Top of the line air, sea and car transportation.

Desigual®



BRAND AMBASSADORS

Opinion leaders have an audience that when used properly can help a brand in achievement communication and sales goals. Desigual will collaborate with opinion leaders by promoting the It's a Beautiful Life collection and also to create general buzz surrounding the Desigual brand. The opinion leaders will revolve center around fashion, creative artistic fields and technology due to the new tendency in marketing on focusing on technology improvements. Influencers are also used. These influencers need to be relevant, imaginative, original and aspirational.

What we want:

- Personal appearances on events created and promoted by Desigual.
- Use of the platforms to talk about the brand. (offline and online)
- Increase brand awareness.
- Increase loyalty with their fanbase.
- Active collaborations with the brand.

what we offer:

- Economical compensation.
- Clothing allowance (5 items) per season.
- Media exposure and promotion.
- Top of the line air, sea and car transportation for Desigual events.

Dezigual®

ଅମଳାମୟ ଲାଗୁନାମା



IRIS HAPFEL

Pioneering style prescriber and New York socialite fashionista. *"When you don't dress like everyone lese you don't have to think like everyone else".*



ELTON JOHN

One of the best musicians in the world known for its eclectic style, powerful lyrics, and diversity role supporter. *"I'll not complain about your boring life, if you just leave me to mine"*



MIKA

The British singer and part of the LGBTB community is a firm believer in avoiding labels to define people. His eclectic style is reflected not only in his clothes, but in all his songs and album covers. Mika is color.



ADWOA ABOAH

Unconventional beauty and willingness to speak out changed the perception of what a supermodel looks like nowadays. cated times. She runs an organization called Gurls Talk which serves as a judgement-free space for young women to discuss topics such as feminism, eating disorders, sexual issues, and mental health.



ASHLEY GRAHAM

Supermodel known for changing the body stereotype of the perfect body for a woman. She is committed in bringing value to society.



JAMES CHARLES

Makeup artist counts on Instagram with more than 3.2 million followers. He became Cover-girl's first male spokesperson. A total reference for a whole generation.



MIRANDA MAKAROFF

Miranda is art. Known in Instagram with her almost 300 k followers, shows to her audience her peculiar and positive way of seeing life.



Dezigual®

The new Desigual appeals to women and men driven by creativity, authenticity, and positivism.

Emotional technological connection focusing on the daily mindset of the Desigual woman and man.

PEOPLE INVOLVED

Celebrities.

Buyers

1. Fashion Show.

2. Charity Event

3. Fashion Show.

4. Store Opening

FASHION SHOW

The fashion show will be the initial part of the new wave era of the Desigual brand. The development will pursue the following path to guide the transition inside the communication strategy for the upcoming years and the new channels used to communicate the storyline, core message and brand promise that the brands has for its consumers.

Entirely presenting the collection in the right direction with the fashion show is crucial since important buyers and retailers will attend. Therefore, they need to be completely drowned in the experience.

WHEN

February 14, 2020.

PLACE

Soho Beach House, Miami

CREATIVE CONCEPT

Color House

INVITEES

Brand ambassador, celebrities, magazine editors, buyers, opinion leaders and influencers will be present during the main event.

DESIGUAL BEACH RUNWAY

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

/37

CHRONOGRAM

MORNING: press (11AM to 1PM)
AFTERNOON: fashion show (7PM to 7:45PM)

MEDIA STRATEGY

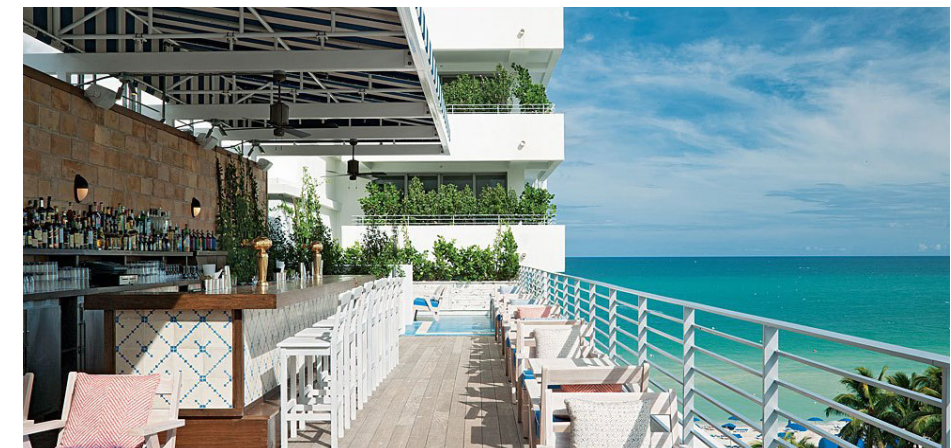
Stories discussing how the brand celebrate individuals who contribute to the society by being their own selves.. Editors in chief, fashion editors, publications and VIP stylists. Fashion, social and business publications.

INTERVIEW

Designers: BoF, I-D, The Times, Love, Dazed and Confused

FOLLOW UP

Press release for all journalist who could not assist the show in order to maximize the press coverage of the new era of the Desigual brand and its new innovative direction.



CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

Figures 67-68: Beach Runway, El Pais, 2018.



CELEBRATE TOGETHER CELEBRATE DIVERSITY

BE YOUR OWN POWER

The fashion show will be the initial part of the new wave era of the Desigual brand. It will guide the path to transition its communication strategy.



CELEBRATE TOGETHER CELEBRATE DIVERSITY

Figures 69-74: Miami Colors, Thespruce.com, 2018. Figures 75-81: Desigual show in Ibiza, Vogue.com, 2018.

EVENT MOOD

Miami is a great opportunity for the brand for its fashion capital feeling, warm weather, boasting luxury boutiques and designer stores, and it is known as an international center of commerce.

The fashion will have a cool, glamorous and lively approach to support the basis of the new collection and create a complete experience for guests.

Lots of color, models having fun and empowering concepts should be referenced within audiovisual aspects in order to establish the consistency of the general idea.

GUESTS

- Brand Ambassador
- Fashion Editors
- VIP Celebrities
- Buyers
- Opinion Leaders
- Influencers

SPONSORS

- Institutional: CFDA
- Main: Mercedes- Benz
- Technical: Bureau Betak

Dua Lipa



Rosalía



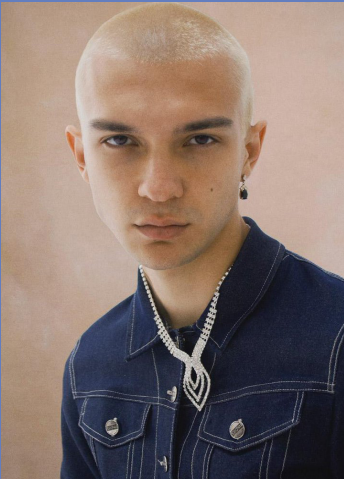
Winnie Harlow



Chris Martin



Filip Custic



Andrew Creighton



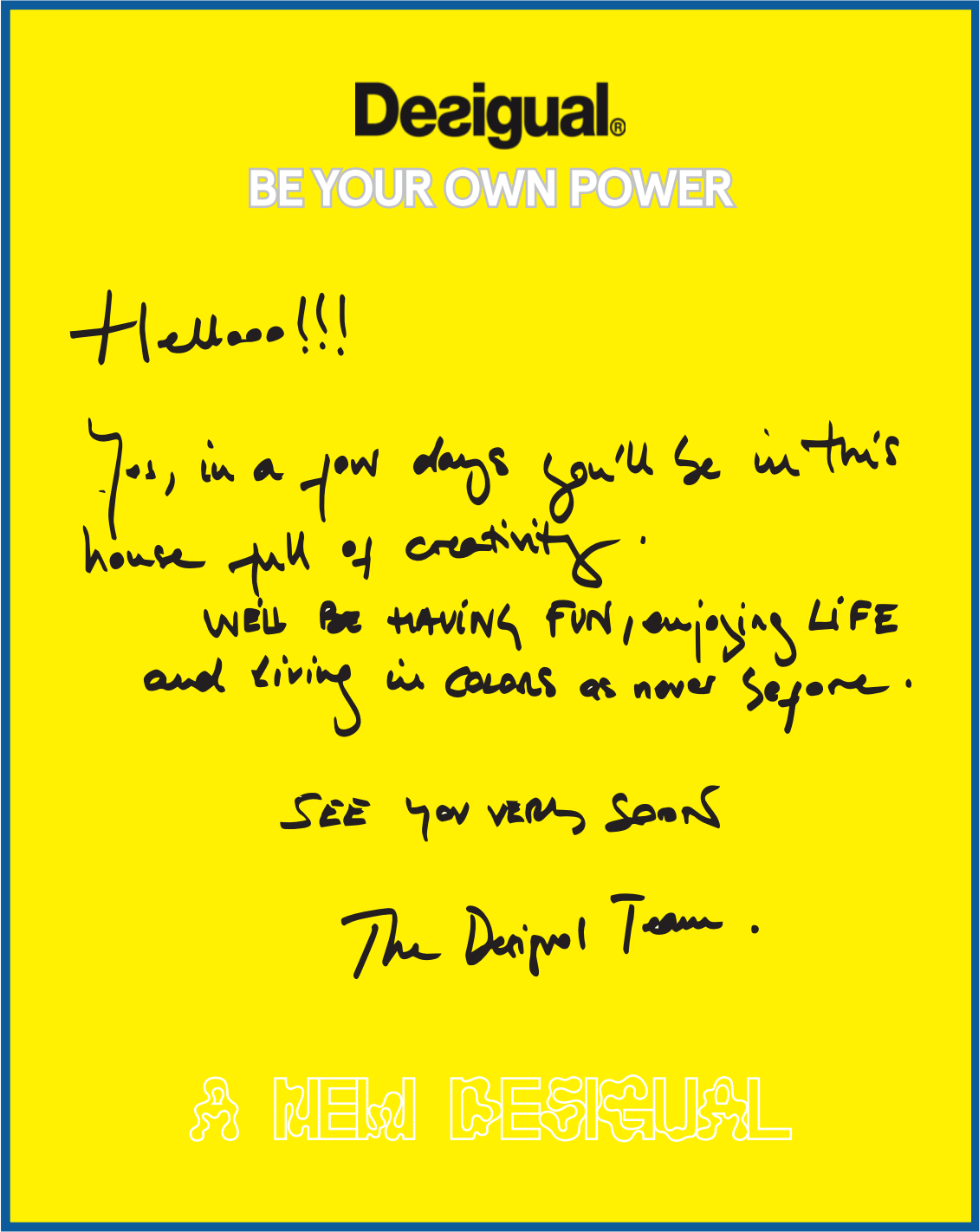
Ugly worldwide



Jessie J



THE INVITATION



A personal invitation will be delivered to each of the invitees attending the fashion show, and will act as an introduction to the brand's new era applied with the fashion show and also to generate expectation.

CHARITY EVENT

In order to completely be categorized as a luxury brand, companies need to do charity, and Desigual will do that in the brand's own style.

In order to create a deeper and more significant bond with the Desigual audience, the brand will host its first music festival CELEBRATING LIFE which will be done yearly and will raise funds for the Apoyo Positivo community. The event is designed to gather money in order to be donated to the organization and ensure the intervention, defense and promotion of sexual and affective education, as an essential motor of personal development.

The association focuses on the assistance and promotion of health, with special attention to sexual health, both physical and psychological, - between individuals, LGBT collective, youth, immigrants and women.

The event will consist on celebrating music and the luxury of being alive, representing the positive attitude values towards existence of the Desigual brand.

The intention is to replicate the event annually and create an extension of the brand through music which is appealing to the youngest audience.

WHEN

May, 2020.

PLACE

Parc del Forum, Barcelona

CREATIVE CONCEPT

CELEBRATING LIFE

INVITEES

VIPS: Brand ambassador, celebrities, opinion leaders and influencers, best customers within the US will be invited.

Rest: Open to the public

DESIGUAL
A NEW BEGINNING

CHRONOGRAM

The festival will last three days from May 27 to May 29. However, it will follow this structure on May 26 for the press to bring coverage to the event.

MORNING: Meetings with main media press (11AM to 1PM)

VIP LUNCH: (2PM-4PM)

EVENING: main events (9PM to 11PM)

MEDIA STRATEGY

Press morning meeting: Will be organized with the media on the day of certain events

VIP Lunch: Will be done with the ww global account director, ww advertising managers, and ww global PR manager of the brand.

INTERVIEW PLAN

CEO: Forbes.

Brand Ambassador: GQ, Los Angeles Times.

FOLLOW UP

Press release for all journalist who didn't attend the event in order to maximize the press coverage and increase promotion about the capsule collection and its social benefit.

CELEBRATING LIFE

THE NATURAL IS TO BE DIFFERENT

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

EVENT MOOD EVENT MOOD EVENT MOOD EVENT MOOD EVENT

EVENT MOOD EVENT MOOD EVENT MOOD EVENT MOOD



ମହାନ ମେଳାମିଳନ
ମହାନ ମେଳାମିଳନ

CELEBRATE TOGETHER CELEBRATE DIVERSITY

CELEBRATE TOGETHER CELEBRATE DIVERSITY

Figures 83-87: Primavera Sound Fest, abc.es, 2018.

EVENT MOOD

The event will be held at the Parc del Forum, an emblematic and large space in Barcelona. The event will breathe appreciation for life through music, the courage to be oneself, free expression and passion for fashion. It will communicate its purpose to raise funds for the charity association with each ticket that is sold.

In addition, there will be a set a red carpet for arriving guest, which will also perform on stage.

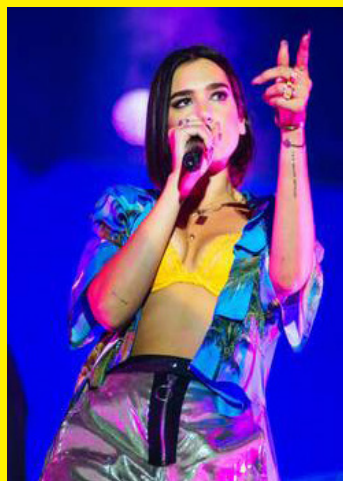
GUESTS

Celebrated Men
Brand Ambassador
VIP Celebrities
VIP Opinion Leaders
Influencers

SPONSORS

Main: Redbull
Commercial: Universal
Technical: Sushi Shop

Dua Lipa



Rosalía



Pink



Troye Sivan



Elton John



Mika



CELEBRATE

DIVERSITY

Figures 88-94: celebrities, models.com, 2018.

/47

THE INVITATION

Dezigual®

CELEBRATING LIFE

Congratulations!
WITH THIS TICKET YOU ARE MAKING
THE DIFFERENCE CELEBRATING DIVERSITY.

LET'S CELEBRATE LIFE!

DUA LIPA

THE NATURAL IS TO BE DIFFERENT

MAY 27
9PM
PARC DEL FORUM
Barcelona

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

FABULOUS EVENT

The fabulous event will be designed by Desigual and with the only intention to promote the brand and to deeply connect with Desigual's key clients and frequent customers within the NYC area.

In order to create a deeper and more significant bond with the youngest Desigual audience, the brand will host a fabulous dinner bringing together five top talented and influential women and artists from the creative industry.

The spread message will be to be proud of who the woman you are, and not being ashamed of showing your true colors. Everybody is talented because everybody who is human has something to express. Therefore, the environment will revolve around the concept of celebrating the empowerment of women, representing the inspiring attitude values towards existence of the Desigual brand.

WHEN

September, 2020.

PLACE

The Press Lounge, NYC

CREATIVE CONCEPT

Women can change the world

INVITEES

Journalists for the media events. Five celebrated people, brand ambassador, celebrities, opinion leaders and influencers will be present during the main event.

THE FABULOUS EVENT

CHRONOGRAM

MORNING: press (11AM to 1PM)

EVENING: main events (9PM to 11PM)

MEDIA STRATEGY

Celebrate individuals who contribute to the society by inviting everyone to be their own self without any boundaries. Editors in chief, fashion and technology editors, publications and VIP stylists. Fashion and business publications.

INTERVIEW PLAN

5 true inspiring women: NYT, I-D & BOF.

FOLLOW UP

Press release for all journalist who could not attend the event in order to maximize the press coverage.

/49



CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

Figure 95: New York Skyline, The Press Lounge, 2018.



THE PRESS LOUNGE



CELEBRATE TOGETHER CELEBRATE DIVERSITY

CELEBRATE TOGETHER CELEBRATE DIVERSITY

Figure 96-99: New York Skyline, The Press Lounge, 2018.

EVENT MOOD

Dinner intended to celebrate diversity, women empowerment and their contribution to society through technology and its impact. Each of the five celebrated women will give a speech and pose for press.

Dua Lipa



Rupi Kaur



GUESTS

Celebrated Men
Brand Ambassador
VIP Celebrities
VIP Opinion Leaders
Influencers

SPONSORS

Main: BOF
Commercial: The Press
Lounge
Technical: Top of the Square
Catering

Winni Harlow



Adwoa Aboah



Emma Watson



A NEW DESIGNAL

THE INVITATION

Dezigual®

DINNER

Designal invites you to celebrate

WOMEN CAN CHANGE THE WORLD

On a night celebrating **women** and **diversity** hosted by Dua Lipa

DINNER
SEPTEMBER 10th., 2020
9PM
THE PRESS LOUNGE
653 11th Ave
New York, NY
10036

A NEW DESIGNAL

STORE OPENING

Desigual is opening a new store which will be located in the Shoreditch district in London.

Shoreditch is one of the most fashionable neighborhoods of the British capital today. Shoreditch is a design area adjacent to the Hoxton neighborhood, which is also in vogue. Creative youngsters and trend markers fill the shops and locals in an area that combines fashion, arts and gastronomy.

The place is also to be known for its alternative stores and the bars and cafes that currently call more of the hipster culture emerged, a creative and modern environment where the Old Street workers are likely to debate their ideas.

The goal of the event is to properly communicate the opening of the new store and generate sales.

WHEN

December, 2020.

CREATIVE CONCEPT

This is Not a Shop

THEME

Spreading the self-love message and empowerment while immersing Desigual into the technological trends in the market.

INVITEES

Journalists for the media events.
Brand ambassador, celebrities, opinion leaders and influencers and brand representatives will be present during the main event.

DESIGUAL
SHOREDITCH
OPENING

/55

CHRONOGRAM

MORNING: press (11AM to 1PM)
LUNCH: VIP private visits (2PM to 4PM)
EVENING: main events (10PM to 1AM)

MEDIA STRATEGY

Communicate journalists the new store opening and its collections.
Editors in chief, fashion and features editors, publications and VIP stylists.
Men fashion and technological publications.

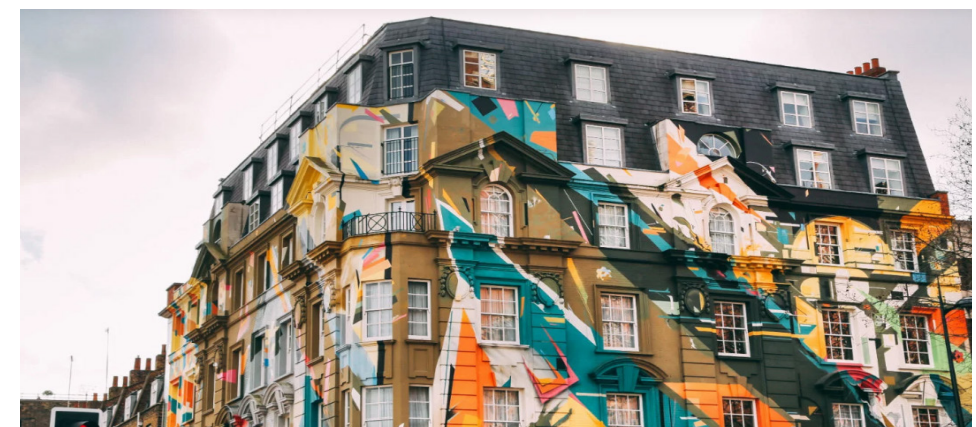
INTERVIEW PLAN

CEO: BoF
DESIGNER: I-D & DAZED (Digital)
GUEST ARTIST: Miami Herald & NBC

FOLLOW UP

Press release for all journalist who could not attend the event in order to maximize the press coverage.

Follow up will also be done for the people who attended the event to start a dialogue.



LONDON

S
H
O
R
E
D
I
T
C
H

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

CELEBRATE

TOGETHER

CELEBRATE

DIVERSITY

7th Anniversary
of the Festival



CELEBRATE TOGETHER CELEBRATE DIVERSITY



CELEBRATE TOGETHER CELEBRATE DIVERSITY

Figure 105- 113: Outsides and inside party, VEIN Magazine, 2018.

EVENT MOOD

Evening party designed to transmit the values revolving the Desigual brand: fun and experience revolving a technological era.

Drinks and food will be served to the general guest and VIPs in an energetic atmosphere produced by a top of the line DJ combined with the positivism of invitees.

Dua Lipa



Alexander Fury



GUESTS

Brand Ambassador
VIP Celebrities
VIP Opinion Leaders
Influencers

Winnie Harlow



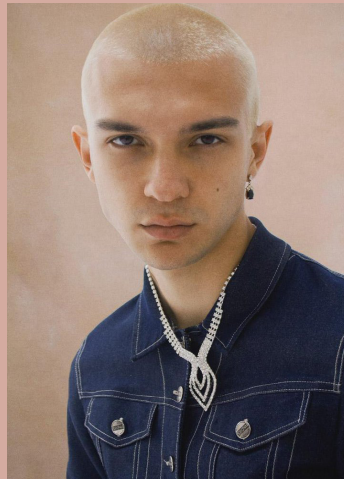
Ugly worldwide



SPONSORS

Main: Apple
Commercial: Absolut Vodka
Technical: Master Sound Production

Filip Custic



Andrew Creighton



DESIGUAL
A NEW DESIGUAL
A NEW DESIGUAL
A NEW DESIGUAL

THE INVITATION

Desigual®

THIS IS NOT A SHOP

Desigual invites you to discover and experience

THE NEW DESIGUAL STORE

On a night celebrating **fashion and technology**

COCKTAIL PARTY
DECEMBER 8th, 2020
8PM

SHOREDITCH HIGH STREET, 65
Shoreditch, London
E1 6JE

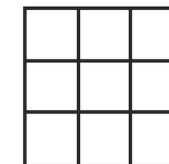
A NEW DESIGUAL

BE YOUR OWN POWER

Dezigual®

Figure 120: Miranda being Miranda, Hermaanas Miranda, 2018.

CROSS EXPERIENTIAL MARKETING CROSS EXPERIENTIAL MARKETING CROSS EXPERIENTIAL
MARKETING CROSS EXPERIENTIAL MARKETING CROSS EXPERIENTIAL MARKETING CROSS



SOHO HOUSE & CO

Soho House is an exclusive hotel chain grouped by a private members club.

Membership is selective and members are drawn mainly from the arts, creative and fashion industries.

The company now operates clubs, hotels and venues all around the globe.

Dezigual®

X

SOHO HOUSE & CO

DESIGUAL WILL PROVIDE SOHO HOUSE NEW PRODUCTS FOR THEIR ROOMS, SPACES AND GUESTS.

THESE NEW PRODUCTS WILL CONSIST OF LINENS, PIJAMAS, SWIMSUITS, FRAGRANCES, AS WELL AS GARMENTS FROM THE NEW COLLECTION CREATED BY THE BRAND

A CONCEPT STORE CORNER WILL ALSO BE ARRANGED IN ORDER TO DELIVER THE EXPERIENCE DIRECTLY TO THE CLIENT

Dezigual®

X

SOHO HOUSE & CO

Benefits:

Brand exposure

Connection with other brand focusing on the social and exclusive experiences.

Increase sales

Benefits:

Specialized products adressed to their guests.

Connecting with Desigual's target market

Stronger and full experiences for members.



Figure 122: Desigual Home, Desigual.com, 2018.

CAN'T TAKE MY EYES OF COOL



This young audience is constantly prominent in communication media. They are aware and aspire to set what defines them as individuals through anything: fashion, photography, and experiences.

They are those who believe that expressing who you really are is the coolest thing, reinforcing the power of unique values and information as a way for progress.

"WE WERE HERE BEFORE" CREATIVES



The audience that does not take fashion so seriously and enjoys being involved in artsy and different activities and experiences outside of the box.

They are creative individuals who are craving to put inside their wardrobes what their visionary, open and positive perspective in life is.

Increase enaggement with the consumers of the brand.

Transmit the brand as something more than just a garment provider but as a driver of a complete lifestyle revolving success and passion.

Integrate the brand with the lifestyle of individuals using technology.

Seek sales opportunities.



Dezigual®

/69

THE HIGHEST NEED

Being one-self and expressing who you truly are.

KEY DRIVERS

Creativity, positivism, inspiration

KEY EMOTIONAL BENEFIT

For me, dressing is an art, and I'd love to go down the street and have a bit of fun. It's amusing, it's friendly. Desigual and I share values and a vision of freedom, color, patterns, fun, play and all the things that I like in life.

BRAND ROLE

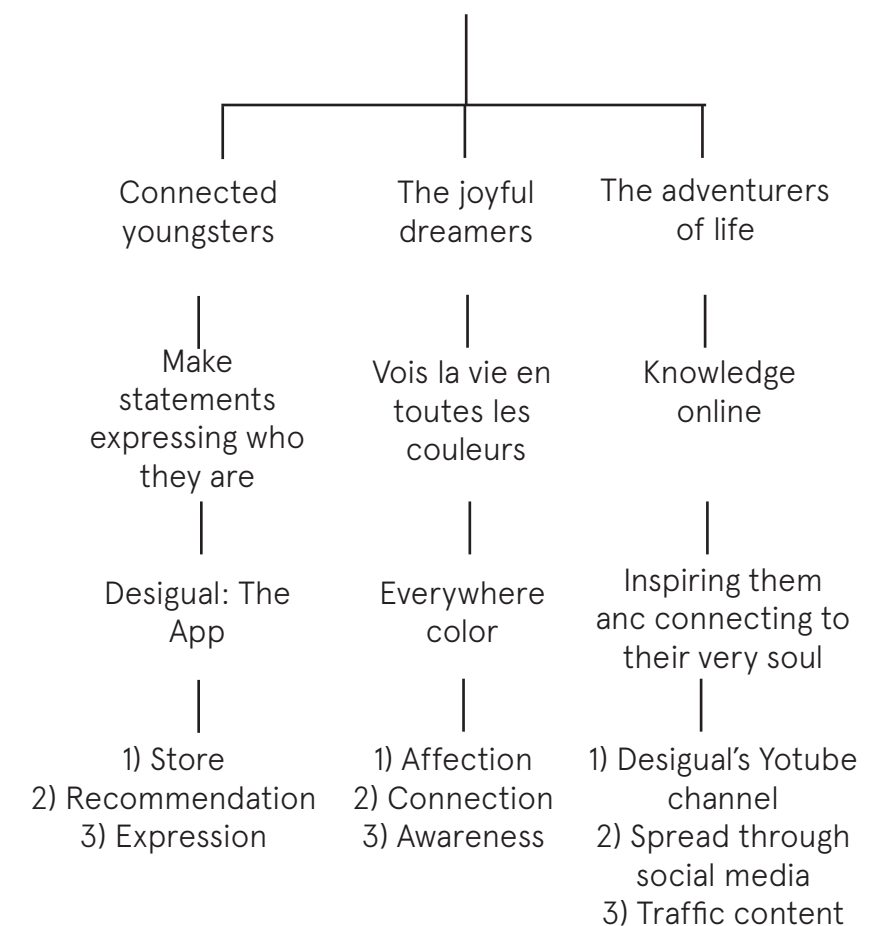
Desigual is like my second skin. When wearing it, I'm expressing my true colors to the world.

COMMUNICATION PLATFORM STATEMENT

- Desigual: Nothing better than being yourself.

Dezigual®

This Is Me



THE APP

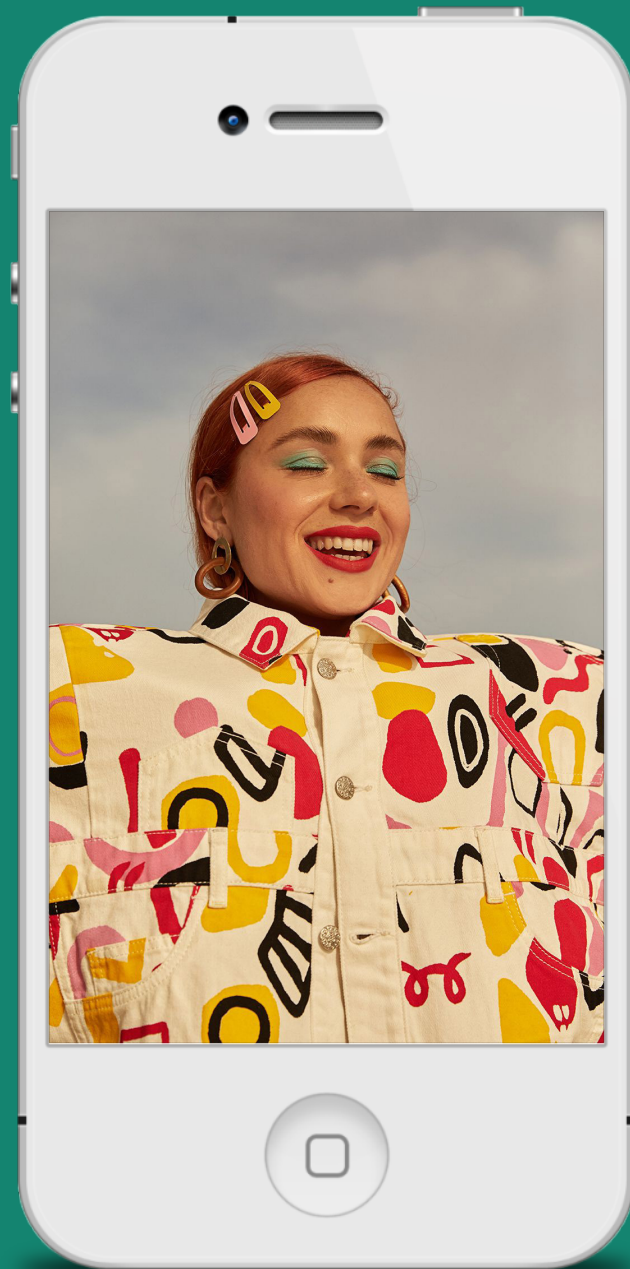
An app designed to connect the Desigualaudience with a lifestyle that is coherent to their visions, desires and values.

The APP will be launched in Europe and the US market, since the Be Your Own Power collection will be launched exclusively in these markets.

The APP will contain the following content::

- Social content carried out by users: each of them will be able to share their special talents and creativity to others. The option to share it to Instagram will also be available.
- Recommended art galleries and artistic activities
- See and purchase new and existing products.

The App will help the brand have a substantial and active relationships with its primary and secondary target.



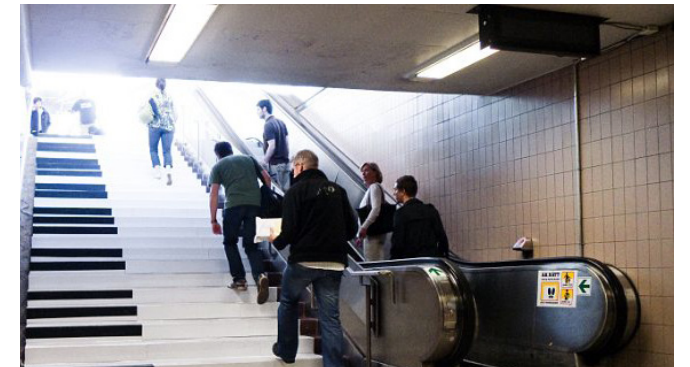
DESIGUAL
BE YOUR OWN POWER

EVERYWHERE COLOR

The objective of this action is that the user is immersed in the unequal universe within the places he frequents in his day to day, transporting him/her to a state of happiness and positivism.

Whether on the street, on the stairs of the subway, in a bank or a fountain.

Being an action open to everyone, it will attract more public and people who empathize with the universal values of the brand.



LISTEN, LIFE IS SPEAKING TO YOU

This consumer engagement will motivate Desigual's audience to continue questioning who they are and their place in this world.

The idea is to go insert a section in the brand's Youtube channel where motivational and inspiring speakers will give chats and talks about different ways of living life and being more happy towards it.

YouTube



What would you do if you did not have fear?

Dezigual®

Figure 131: Cool girls wearing Desigual, Vein Magazine, 2018.

PRODUCT PLACEMENT

DUA LIPA

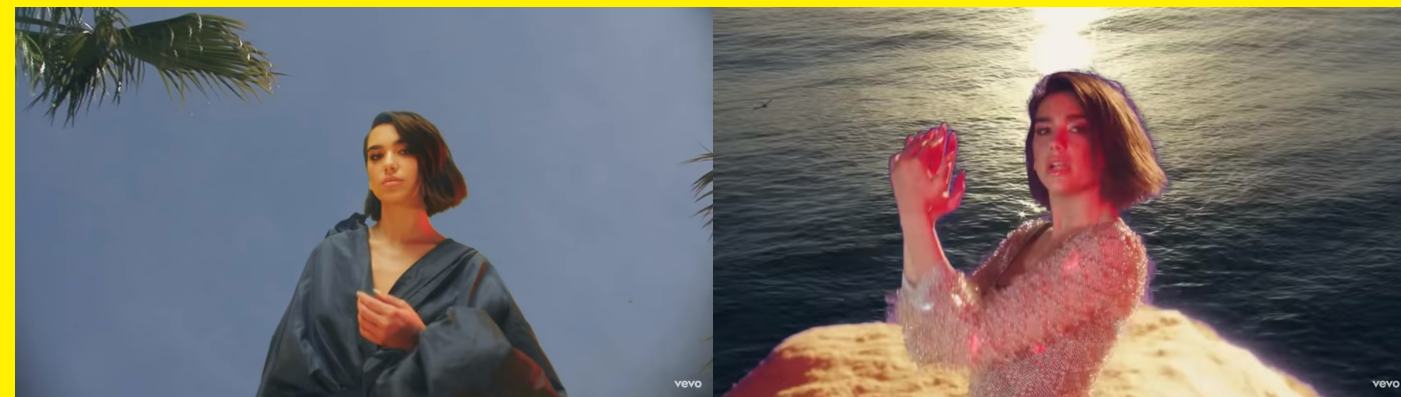
Desigual will do product placement on the upcoming video clips from Dua Lipa premiering in 2020.

The Desigual team will work deeply with the team of the artist in order to adapt the Be Your Own Power garments and make them play a key role in the video's storyline.

This is a great opportunity to promote the brand and portray it with this new and younger air to attract the primary target through a proper channel.



ଜଣାଶୁଣା ଏବଂ
ନୂଆ ଲୋକଙ୍କୁ ଆକର୍ଷଣ କରିବା
ପାଇଁ ଏହା ଏକ ଉତ୍ତମ ଉପାୟ ଅଟେ।



SPONSORING

PRIMA
VERA
SOUND

Desigual will be one of the main sponsor
at the 2020 Primavera Sound Festival during May
in in Barcelona.

The event is known worldwide, is one of the top
festivals in Spain where top alternative artists
assit each year to and share on social medias.

Furthermore, at every edition the event has
grown both in terms of numbers and in terms of
media exposure:.



PRIMAVERA SOUND
& DESIGUAL



THE TEAM

It is extremely important for Desigual to surround itself with proactive and creative people which will contribute to the team work in the strategy

in order to know the different hierarchy levels within the organization and the responsibilities each member has to the overall project.

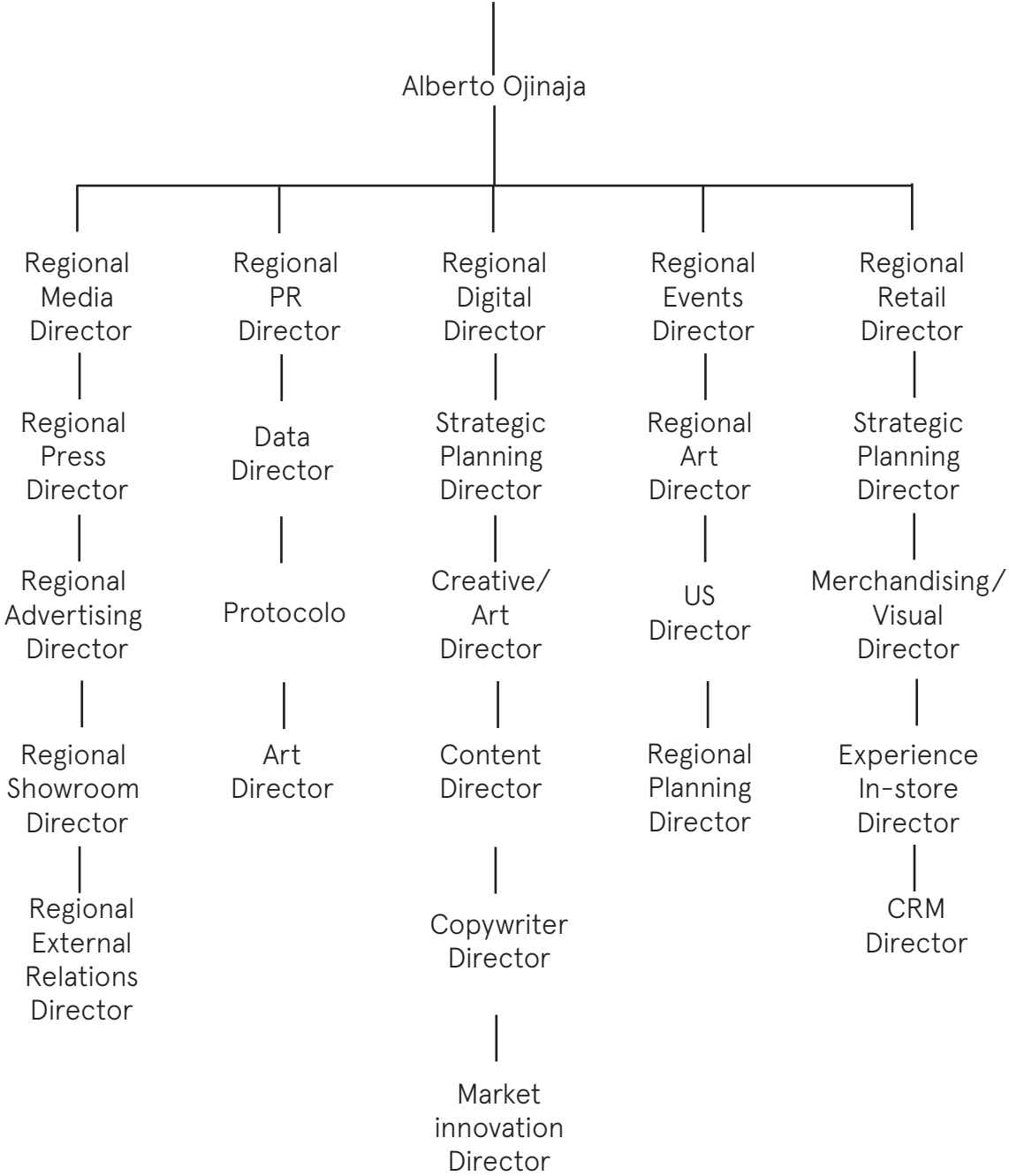
OBJECTIVES

Let everybody collaborate and dialogue to make team work the basis of the organization.

Let everyone in the pyramid have responsibilities contributing to the communication of the brand and communicating to delegates.



WORLDWIDE COMMUNICATION DIRECTOR



THE BUDGET

Media Plan

I-D	€ 75.300,00
Vein	€ 50.200,00
Love	€ 48.500,00
Wonderland	€ 41.000,00
NEO2	€ 36.000,00
BOF	€ 100.500,00
POP	€ 45.700,00
Schon!	€ 50.000,00
Total	€ 447.200,00

Social Media

Staff	€ 17.000,00
Video production	€ 120.000,00
Photo production	€ 100.000,00
Total	€ 237.000,00

PR Plan

Dua Lipa	€ 2.000.000,00
Iris Hapfel	€ 1.000.000,00
Elton John	€ 2.000.000,00
Mika	€ 1.000.000,00
Adwoa Aboah	€ 1.000.000,00
Ashley Graham	€ 1.000.000,00
James Charles	€ 500.000,00
Miranda Makaroff	€ 200.000,00
Total	€ 8.700.000,00

Fabulous Event

Venue Rental	€ 180.000,00
Stage Construction	€ 15.000,00
Entertainment	€ 20.000,00
Lighting	€ 30.000,00
Sound	€ 50.000,00
In-House Photographers	€ 30.000,00
In-House Videographers	€ 30.000,00
Security	€ 8.000,00
Staff	€ 11.000,00
Catering	€ 9.500,00
Printed material	€ 10.000,00
Hotel accommodations	€ 90.000,00
Transportations	€ 100.000,00
Total	€ 583.500,00

Fashion Show

Venue Rental	€ 150.000,00
Stage construction	€ 20.000,00
Technological enhancements	€ 30.000,00
Rentals	€ 15.000,00
Lighting	€ 10.000,00
Sound	€ 10.000,00
In-House Photographers	€ 20.000,00
In-House Videographers	€ 20.000,00
Security	€ 8.000,00
Staff	€ 11.000,00
Catering	€ 7.300,00
Printed material	€ 10.000,00
Hotel accommodations	€ 50.000,00
Transportations	€ 80.000,00
Total	€ 441.300,00

Charity Event

Venue Rental	€ 750.000,00
Stage construction	€ 120.000,00
Entertainment	€ 30.000,00
Lighting	€ 40.000,00
Sound	€ 50.000,00
In-House Photographers	€ 30.000,00
In-House Videographers	€ 30.000,00
Security	€ 8.000,00
Staff	€ 11.000,00
Catering	€ 9.500,00
Printed material	€ 10.000,00
Hotel accommodations	€ 90.000,00
Transportations	€ 90.000,00
Total	€ 1.268.500,00

Store Opening

Venue Purchase price	€ 6.000.000,00
Store Adaptation	€ 400.000,00
Technological enhancements	€ 90.000,00
Art incentives	€ 45.000,00
Lighting	€ 7.000,00
Sound	€ 9.000,00
In-House Photographers	€ 10.000,00
In-House Videographers	€ 10.000,00
Security	€ 8.000,00
Staff	€ 11.000,00
Catering	€ 9.500,00
Printed material	€ 10.000,00
Hotel accommodations	€ 90.000,00
Transportations	€ 90.000,00
Total	€ 6.789.500,00

Desigual x Soho House

Product research development	€ 50.000,00
Production	€ 600.000,00
Marketing	€ 130.000,00
Total	€ 780.000,00

Consumer Engagement

App Development	€ 300.000,00
App Marketing	€ 80.000,00
Color Everything	€ 60.000,00
Listen, life is speaking	€ 90.000,00
Total	€ 530.000,00

Sponsoring and product placement

Dua Lipa product placement	€ 40.000,00
Primavera Sound sponsoring	€ 700.000,00
Celebrity product placement	€ 50.000,00
Total	€ 790.000,00

Structure of cost

		Cost representation
Media Plan	€ 684.200,00	3%
PR Plan	€ 8.700.000,00	42%
Fashion Show	€ 441.300,00	2%
Charity Event	€ 1.268.500,00	6%
Fabulous Event	€ 583.500,00	3%
Store Opening	€ 6.789.500,00	33%
Cross Marketing Experience	€ 780.000,00	4%
Consumer Engagement	€ 530.000,00	3%
Sponsoring and P.Placement	€ 790.000,00	4%
Total	€ 20.567.000,00	

	MEDIA PLAN	SOCIAL MEDIA	PR PLAN	FASHION SHOW	CHARITY EVENT	FABOLOUS EVENT	STORE OPENING	DESIGUAL X SOHO	C. ENGAGEMENT	SPONS & P. PLACE
OCT 19			Sign in testimonial. Sign brand ambassadors. Sign in opinion leaders.	Book venue				Development of products for Soho House begins.	Preparation for Everywhere Color begins.	
NOV 19	Shoot advertising material			Secure sponsors	Creative meeting between Desigual and Apoyo Positivo.					
DEC 19	MS, SS, Advertisings, Editorials must be finalized and sent to magazines.	Social media publications as regularly		Book models	Book venue				Final approval of the App.	Creative meeting with Dua Lipa music producers and wardrobe team.
JAN 20		Hint about new Desigual age	Arrange plans for testimonial, opinion leaders and ambassadors to attend FS	Send invitations for fashion show. Arrange meetings for buyers.	Approval for venue and festival details			Approve Desigual x Soho House products	App submitted to the App Store & Play Store	Sign sponsoring contracts
FEB 20	Publication of fashion show	Social Media Publication	Ambassadors publications	Fashion Show	Secure sponsors		Purchase & Design This is Not a Shop	Printed material approval		
MAR 20		Social Media Publication	Ambassadors publications		Approval of events art direction	Secure sponsors	Hire contractors	Printed material produced	Desigual: The App launches	Deliver proposal of Dua’s outfits
APR 20	MS, SS, Advertisings, Editorials must be finalized and sent to magazines.	Social Media Publication	Arrange plans for testimonial, opinion leaders and ambassadors to attend Charity Ev.		Send invitations for Charity Event	Contact the 5 empowered women for the event	Approve plans	Deliver Desigual products to Soho House Club.	Everywhere color activation	Send Desigual logo and brand identity for promotional purposes.
MAY 20	Publication of charity event	Social Media Publication	Ambassadors publications		Charity Event	Book venue	Store construction begins			Production of Dua Lipa’s outfits
JUN 20	Publication of Desigual x Soho House	Social Media Publication	Ambassadors publications		Allow preview of charity event on social media	Approval of events art direction	Events plans begins	Launch Desigual x Soho House		Sponsoring of Primavera Sound
JUL 20		Social Media Publication	Ambassadors publications			5 empowered women photoshoot	Secure guests		Secure activations	Arrange celebrity endorsment
AUG 20		Social Media Publication	Arrange plans for testimonial, opinion leaders and ambassadors to attend Fabolous Ev.			Arrange celebrity endorsment	Approval of events art direction			Delivery of Dua Lipa’s outfits
SEP 20	Publication of fabulous event	Social Media Publication	Ambassadors publications			Fabulous Event	Secure sponsors			DL video’s starts shooting
OCT 20		Social Media Publication	Special series about Dua Lipa on SM				Send invitations for store opening event	Resend Desigual products to Soho House worldwide.	Listen, Life is Speaking Activation	
NOV 20		Social Media Publication	Arrange plans for testimonial, opinion leaders and ambassadors to attend Store Op.				Arrange plans for testimonial, opinion leaders and ambassadors to attend Store Op.			Award season celebrity endrosment
DEC 20	Share Year Review on Scoial Media						Store Opening	Share Year Review on Scoial Media		
JAN 21	Review, communicate and analyze results.									

INITIAL PROJECT BRIEF

Brand: DESIGUAL	Project name and short description: Annual Communication Plan	Date of assignment: December 20 th 2018
Core audience: Primary Target –Cool appealing lifestyle seekers: This young audience is constantly prominent in communication media. They are regularly online, and through these channels, might run into something that did not expected to find. They are aware and aspire to set what defines them as individuals through anything: fashion, pictures, experiences, recommendations... Those who believe in the power of the reinforcing of unique values and information as a way for progress. Secondary Target – “We were here first” creatives: The audience that does not take fashion so seriously and enjoys being involved in artsy and different activities and experiences outside of the box. Creative individuals who are craving to put inside their wardrobes what their visionary, open and positive perspective in life is.		
Brand promise: Desigual visions a world in which people are dressed to generate positive feelings, enriched by respecting the difference through open minded and enthusiast experiences allowing you to feel unique.		Brand character: <u>Aspirational</u> : dreamy, desired <u>Positive</u> : optimism, energy, cheerful, social, pleasure <u>Creative</u> : imaginative, original, inventive
What is the business issue we are trying to solve, the audience, the opportunity? <ul style="list-style-type: none">Desigual communicates with joy, music, parties, kisses and cinema to their clients. Their way of marketing has been, since their very begging’s, atypical.Differentiating a mass-market product into a personal, innovating and more luxurious experience.The world of fashion has evolved and became more multifaceted, experiential and intelligent. Today’s fashion is not only about the things you own, but about the experiences that deliver emotional value. In this context DESIGUAL seems to be slowly moving out of step with the times and increasingly associated with the projection of material status only. Going forward DESIGUAL cannot afford to become trapped in ‘old, boring’ status expression through shallow materialism.We see a clear opportunity to generate new content that will evolve the brand through <u>aspirational individual discoveries</u> and <u>insightful experiences</u> that will enrich and strengthen the established and important luxury codes of <u>prestige and success</u>.		
What is the assignment? <ul style="list-style-type: none">Design an Annual Communication/Marketing Plan		
What is the desired outcome, with measurable KPIs? <ul style="list-style-type: none">The brand to be perceived as young, emotional, close, modern, intelligent, exclusive. Offering inspiring quality experiences to attract the main target hence vitalizing the brand image. Further strengthening the brand reputation through establishing a thoughtful, intelligent relationship between the target audience and the brand.		

What is the intended source of volume (i.e. brands)? <ul style="list-style-type: none">Desigual
What is the core audience’s attitude to the brand, and how do we want to change it? Current: Example of strategic markets: Review with the students <ul style="list-style-type: none">Spain: Desigual was born in the early eighties, in Ibiza, when Thomas Meyer, then a young Swiss designer, sold his creative t-shirts on the island. In Barcelona you can find the headquarters of Desigual. 100 people work there on the different areas of the brand. The brand is almost synonymous for imagination. However, the brand is intending to transfer their primary target into a younger one by generating a personal and meaningful relationship that will emotionally engage with the target audience.Rest of Europe: we can see a similar picture to the rest of Europe, where Desigual is a well-established brand that stands for prestige, at the same time it is perceived as being not young.EEUU: similarly, to other key markets. Desired: <ul style="list-style-type: none">Please see “desired outcome” section above
What is the core selling message, the single main idea? <ul style="list-style-type: none"><i>Discovery, Inspiration, Experience - delivered only by Desigual</i>
What are the mandatories (do’s and don’ts) DO <ul style="list-style-type: none">Offer content that is aspirational, engaging, and personal for the primary target group.Break out of the expected and go beyond with the engagement. Propose new and innovative solutions and touch points to create memorable and emotional messages and experiences that will have strong engagement power with the core audience.The final outcome should be flexible – ability to use across different market environments and adaptable to different scales executions.Consider using limited collections, to increase the magnitude and visibility of the program. DON’T <ul style="list-style-type: none">Loose the brand’s ID narrowing the content to a sole idea. We’d like to be able to offer a range of activities/experiences that are interesting and engaging to the target group.
Due dates (including reviews of work-in-progress) <ul style="list-style-type: none">Briefing:Step 1: TBD<ul style="list-style-type: none">Idea definition (3 core approaches), visualization, proposal of touch points, and how the idea(s) can be brought to life across themStep 2: TBD<ul style="list-style-type: none">Longevity of the selected idea(s). Program execution details (organizing, approx budget, supporting materials development (communication, staging, etc..))Step 3: TBD<ul style="list-style-type: none">Toolbox finalization

BIBLIOGRAPHY

Images

abc. (2018). Arctic Monkeys despiden el Primavera Sound con un destemplado baño de masas. [online] Available at: https://www.abc.es/cultura/musica/abci-arctic-monkeys-despiden-primavera-sound-destemplado-bano-masas-201806031245_noticia.html [Accessed 18 Dec. 2018].

Alonso, T. and Alonso, T. (2018). Inditex, hacia una sólida oferta de perfumería. [online] Fashion-Network.com. Available at: https://pe.fashionnetwork.com/news/Inditex-hacia-una-solida-oferta-de-perfumeria,1038490.html#.W_upEOhKjIV [Accessed 18 Dec. 2018].

Dazed. (2018). Vivienne Westwood costumes contemporary cowboys in new show. [online] Available at: <http://www.dazeddigital.com/beauty/fashion/article/39672/1/holly-blakey-mica-levi-and-vivienne-westwood-reinvent-the-cowboy> [Accessed 18 Dec. 2018].

Dua Lipa Wikia. (2018). Ronan Mckenzie. [online] Available at: http://dualipa.wikia.com/wiki/Ronan_Mckenzie [Accessed 18 Dec. 2018].

Gucci, C. and Gucci, C. (2018). Meet Gucci's Latest Collaborator, Artist Coco Capitan. [online] Highsnobiety. Available at: <https://www.highsnobiety.com/2017/08/02/coco-capitan-gucci-interview/> [Accessed 18 Dec. 2018].

MATTE Projects. (2018). matte-projects-maison-kitsune-soho-house-art-basel-7 - MATTE Projects. [online] Available at: <https://matteprojects.com/project/miami-art-basel/matte-projects-maison-kitsune-soho-house-art-basel-7/> [Accessed 18 Dec. 2018].

Models.com. (2018). Models.com - The Faces of Fashion. [online] Available at: <https://models.com/> [Accessed 18 Dec. 2018].

The Business of Fashion. (2018). Dolce & Gabbana: Cultural Stupidity Can Be Costly. [online] Available at: <https://www.businessoffashion.com/articles/professional/dolce-gabbana-cultural-stupidity-can-be-costly> [Accessed 18 Dec. 2018].

The Press Lounge. (2018). The Press Lounge | NYC's Premier Rooftop Lounge. [online] Available at: <https://www.thepresslounge.com/> [Accessed 18 Dec. 2018].

The Spruce. (2018). How to Decorate in the Style of Miami South Beach. [online] Available at: <https://www.thespruce.com/colors-of-miami-south-beach-797810> [Accessed 18 Dec. 2018].

VEIN Magazine. (2018). ¡ESTO NO ES UNA TIENDA! - VEIN Magazine. [online] Available at: <http://vein.es/thisisnotashop-barcelona-opening/> [Accessed 18 Dec. 2018].

Vicente, Á. (2018). Chanel se lleva la moda a la playa. [online] EL PAÍS. Available at: https://elpais.com/elpais/2018/10/02/estilo/1538500537_507766.html [Accessed 18 Dec. 2018].

Vogue. (2018). Desigual, colección crucero 2018. [online] Available at: <https://www.vogue.es/desfiles/crucero-2018-ibiza-desigual/14275> [Accessed 18 Dec. 2018].

Vogue. (2018). Hermès Celebrates Its Iconic Silk Scarf with the Carré Club. [online] Available at: <https://www.vogue.com/article/hermes-silk-scarf-carre-club-new-york> [Accessed 18 Dec. 2018].

YouTube. (2018). Qué harías si no tuvieras miedo. [online] Available at: <https://www.youtube.com/watch?v=gRNvdv-S17M&t=65s> [Accessed 18 Dec. 2018].

Internet Sources

Barcelona, M. (2018). El nuevo hombre fuerte de Desigual prescinde de los directivos de Adell. [online] El Confidencial. Available at: https://www.elconfidencial.com/empresas/2013-12-01/el-nuevo-hombre-fuerte-de-desigual-prescinde-de-los-directivos-de-adell_60735/ [Accessed 18 Dec. 2018].

CNN Style. (2018). When fashion designers turn to furniture. [online] Available at: <https://edition.cnn.com/style/article/fashion-designers-furniture/index.html> [Accessed 18 Dec. 2018].

ELLE. (2018). Bienvenidos a la Desigual Colour House de Art Basel Miami. [online] Available at: <https://www.elle.com/es/living/ocio-cultura/a25602633/desigual-colour-house-art-basel-miami-miranda-makaroff/> [Accessed 18 Dec. 2018].

Harper's BAZAAR. (2018). Ashley Graham es imagen de Violeta by Mango (además de la persona más simpática de la vida). [online] Available at: <https://www.harpersbazaar.com/es/cultura/ocio/a23779428/ashley-graham-violeta-by-mango-madrid-curiosidades/> [Accessed 18 Dec. 2018].

La Información. (2018). La vida ya no es tan chula para Desigual: reduce a un tercio el beneficio desde 2014. [online] Available at: <https://www.lainformacion.com/empresas/desigual-pierde-su-magia-reduce-a-un-tercio-el-beneficio-en-plena-reinvencion/6437702> [Accessed 18 Dec. 2018].

Merca2.es. (2018). El ocaso de Desigual: egos, problemas de precios y cierre de tiendas. [online] Available at: <https://www.merca2.es/desigual-venta-online/> [Accessed 18 Dec. 2018].

Modaes.es. (2018). Cortefiel rearma la cúpula de Springfield: Marc Calabia, nuevo director general. [online] Available at: <https://www.modaes.es/empresa/cortefiel-rearma-la-cupula-de-springfield-ultima-el-fichaje-de-marc-calabia-como-director-general.html> [Accessed 18 Dec. 2018].

Modaes.es. (2018). Desigual reordena su cúpula tras el 'adiós' a Eurazeo: Alberto Ojinaga, director general. [online] Available at: <https://www.modaes.es/empresa/desigual-reordena-su-cupula-tras-el-adios-a-eurazeo-alberto-ojinaga-director-general.html> [Accessed 18 Dec. 2018].

Neo2 Magazine. (2018). Desigual apuesta por la moda agender con Ricc Dominguez de modelo. [online] Available at: <https://www.neo2.com/desigual-moda-agender-ricc-dominguez/> [Accessed 18 Dec. 2018].

País, E. (2018). Desigual abre la 66ª edición de Mercedes-Benz Fashion Week Madrid. [online] EL PAÍS. Available at: https://elpais.com/elpais/2017/09/14/estilo/1505382407_496556.html [Accessed 18 Dec. 2018].

TranslateMedia. (2018). Why Luxury Brands Need to Rethink Their Approach for the Next Generation of Shoppers. [online] Available at: <https://www.translatemedia.com/translation-blog/luxury-brands-need-rethink-approach-next-generation-shoppers/> [Accessed 18 Dec. 2018].

Vanguardia, L., Minuto, A., Contra, L., Vang, B., Fan, M., Moda, D., Valenciana, C., Vasco, P., más, V., TV, P. and Moda, D. (2018). Victoria Secret boicoteado por Ashley Graham. [online] La Vanguardia. Available at: <https://www.lavanguardia.com/de-moda/moda/20171121/433060860250/ashley-graham-boicot-victoria-secret.html> [Accessed 18 Dec. 2018].

