## Strategic recommendation

**GUCCI 2019**

### Summary

1. Context and objectives
2. Our statement
3. Our strategic bias, your identity
4. Our concept
5. Planning and overview
6. Budget
7. Annex: media targets
8. Hop Pop Pop Agency
Context & objectives
Gucci has an exceptional and unique growth in the luxury landscape since Alessandro Michele's revamping in 2015.

For Gucci, luxury is about
- Refinement
- Disruptiveness
- Standing out of the box

Gucci is playing with the emotional component of the millennials, and push them to show and express themselves.
Context & Objectives

**REPUTATION**
Gucci as a global leader in the luxury industry, claimed by the millennials.

**IMAGE**
Promote the luxury aesthetic but in a disruptive way, far away from its stereotypes.

**BUSINESS**
To achieve 10 billions of turnover by 2019.
Gucci and Modzik support and promote the same communities, concepts and values

Music
Art
Cinema
Artists
Nightlife
Celebration
Faces and places
Youth
Heritage
Craftsmanship
History
Originality
Creativity

“I feel very close to the concept of intermixing beautiful things, between high and low culture”
Alessandro Michele.
Gucci and Modzik stand for the same values and aesthetics

Diverse
Unconventional
Subtle
Natural
Confidence
Strength

Different lense
Beauty of scars
Imperfections

“I’m very interested in the idea of not limiting the power of clothes, faces, and the wearer; the idea that some forms, some symbols of our culture, put together again, decomposed and recomposed, can create meanings” Alessandro Michele.
Our statement
To introduce their innovations and to keep on seducing the “millenials”, Gucci has to be disruptive in its communication, with a strong and innovative digital presence and original web content creation.

What’s next?
We support you in your digitalization via Modzik ... 

Our strategic bias, your identity
GUCCI x MODZIK Galaxies
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Concept n°1: the Gucci Galaxy
To create a community, a tribe of artists around Gucci

- We aim at expanding the Gucci Galaxy, by offering a subtle mix of major artists and newcomers.

- Shooting of 2 Cover stories for the magazine, 1 fashion story and 1 beauty, with a large covering on our website and instagram page.

- Those stories will both embody Gucci and the artists' aesthetics and values.
Print solution for the Modzik n°59
(Fashion and Beauty)
Association d'images judicieuses

- Création de deux couvertures de magazines avec les artistes de demain
- Séance de shooting photo créative et originale chez les artistes ou dans leur environnement
Selection of international artists: RITA ORA

For a cover + fashion story

13,9 M Instagram followers

No need to introduce the british Pop star. After a 1st album ORA released in 2012, and many featureings, with Stefflon Don and Bebe Rexha to mention just a few, she is finally releasing her 2nd album.
Choix des artistes internationaux :

For a cover + fashion story

1.5 M Instagram followers

Hayley Kiyoko might have started her career in acting but now she's a fully fledged solo artist with a promising album, Expectations.

Her clip "Girls Like Girls" released on YouTube and collects more than 15 millions views in 4 months.
Ever since they were a kid growing up in St. Louis, Lawrence Rothman has been hard to pin down. The 35-year-old singer-songwriter, who identifies as non-binary and uses gender-neutral they/them pronouns, is an ovni and could match with the beauty aspect of the brand.
Selection of french artists: SUZANE

For a beauty story

Suzane just signed on the label 3ème Bureau (Casseurs Flowters, Orelsan and General Elektriks) she has already her own style and embodies the Gucci aesthetic.
Selection of french artists: ROYAUME

For a fashion story

Discovered thanks to their EP « Blue Asphalt », the parisian duo Royaume is composed of the french-japanese singer Yumi and the producer Moon Boy.

This unconventional duo has an astonished and one of a kind style which fits perfectly with Gucci.
Relevant editorial relay

❖ Beauty interview of Suzane

Suzane se définit elle-même comme une « conteuse d'histoires vraies sur fond d'électro », avec la danse comme élément central.

Électro libre de cette nouvelle scène électro/chanson, Suzane utilise les mots et le corps comme moyens d'expression.

« LA DANSE, C'EST MON PREMIER INSTRUMENT »

Alors qu'elle pratique la danse classique au conservatoire pendant quinze ans, Suzane se passionne pour la chanson réaliste (Brel, Plak, Barbara...). Jusqu'au jour où elle envoie tout valser. Exaspérée par les dictats imposés par la danse à haut niveau, la discipline aventure et les sacrifices personnels, elle arrête la danse et prend un job de serveuse. Elle découvre l’univers de la nuit, ses clubs et sa musique électro. C’est une révélation. C’est à ce moment que son projet artistique prend forme :

Suzane sera une artiste électro, avec la danse comme élément central - une danse déstructurée loin de celle qu’elle a apprise plus jeune - sans oublier son amour pour les mots.

Son boulod de serveuse se révèle être un puits d’inspiration : ses clients deviennent des acteurs, qui nourrissent sans le savoir sa prose. Les chansons de Suzane, c’est le regard d’une jeune femme d’aujourd’hui, à l’heure des addictions vertigineuses et des démons noirs, des doutes et des espérances.
Our 59th issue (released in March 2019) will be devoted to ‘Le collectif’

We would like to give a ‘carte blanche’ to Alessandro Michele and let him invite some people from his galaxy, that will be featured throughout the whole issue.

(interviews, portraits, fashion and beauty stories)

“Paris is a place where I go to look for beautiful things and I find beautiful things - it is a piece of my story, beauty that makes up my world”

Alessandro Michele
Digital solutions
EXCLUSIVE VIDEO

- A one minute video shot during the print shooting, to be published
  - Fully on the website
  - Several cuts on Instagram

INSTAGRAM STORIES + POSTS

- Each story shot (fashion or / and beauty) will be promote on our IG page
  - Pictures from the print
  - Behind the scenes
  - Beauty tuto
  - Backstage
  - Unpublished pictures...
Instagram Take-Overs

We would like to invite some newcomer artists to take over our Instagram account.

To show to the audience when they are recording, when they are on tour, during their everyday life... wearing Gucci

A new way to promote the clothes, by creating a story telling by the artists themselves.
3 Instagram posts on @modzik
Rejii Snow x Diadora March 2018

Followers: 20k

Reach: 4,146
Likes: 308

Reach: 2,576
Likes: 1,185

Reach: 2,144
Likes: 2,557
Instagram Stories

Reach : 800

Reach : 584
We invite you to create your own Gucci playlist with the spirit of the brand.

Gucci could create a playlist with her inspirations once a month.
Events
Organization of a showcase with Suzane for the launch of the magazine

Showcase in the flagship Gucci rue de Montaigne

=> Bring the brand Gucci closer to its community

❖ Showcase of the artist during 45 min
❖ Introducing the Spring Summer Collection
Concept n°2 : #GucciBeauty
BEAUTY STORY
Saul Williams in Modzik
STILL LIFE
Modzik
Campaign 100% digital

=> stimulate with a rare product

Exclusive partnership with Modzik for the launch of the Gucci cosmetics products.

#GucciBeauty

Newsletter and website covering

Sidebar + header

Product features
The newness display

- Launch of a shopping plug-in on the website Modzik.com
- Sales offering of a selection of Gucci products
- Selection of products adapted to your skin due to a survey written by a selection of artists
Collaboration / Partenariat
Influencers partnership

Selection of 5 artists which will be the relay of the brand and will present the #GucciBeauty

- Creation of an expected beauty appointment
- Takeover of an artist on the Modzik Instagram
- Relay on every media platform: Youtube, Facebook and Instagram

https://www.youtube.com/channel/UC8rbC14cx0aYMEHALG8n5D0Q/featured
Planning and overview
<table>
<thead>
<tr>
<th>CONCEPT n°1: The Gucci Galaxy</th>
<th>CONCEPT n°2: Launch of the Gucci cosmetic products</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Artists Partnerships</strong></td>
<td><strong>Display</strong></td>
</tr>
<tr>
<td>Contact bookers and artists</td>
<td>Plug-in shopping on the website + dressing of the website</td>
</tr>
<tr>
<td>Shooting organization</td>
<td>Outfitting of the newsletter</td>
</tr>
<tr>
<td>Shooting by the artist and his univers</td>
<td>Launch of the campaign #MyGuccibeauty</td>
</tr>
<tr>
<td>Campaign teasing on the Modzik website</td>
<td>Influencers partnerships</td>
</tr>
<tr>
<td>Modzik launch n°69</td>
<td>Get in touch with the influencers</td>
</tr>
<tr>
<td>Conan for the launch of the magazine</td>
<td>Content preparation by the influencers</td>
</tr>
<tr>
<td></td>
<td>Validation stage</td>
</tr>
<tr>
<td></td>
<td>Relay on Modzik</td>
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</tbody>
</table>

**RETROPLANNING GUCCI 2019**

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>March</th>
<th>June</th>
<th>July</th>
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</thead>
<tbody>
<tr>
<td>S1</td>
<td>S2</td>
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Hop Pop Pop

Brand content and 360 Agency
Since the beginning, we found vector for communication to mix “Fashion and Music”. Our added value? Knowing the issues of the fashion and music sector and how to solve them.

With 18 years of experience behind us, the Agency Hop Pop Pop supports young artists via Modzik and et since Collab and allows artists to express themselves creating their own collection.

- Our expertise

Our services: brand content, concept store, event and digital.
Our services and our projects stand out from the crowd
Our entities
Integral part of our force
Modzik

18 years of fashion and music. Encounters, ideas & collaborations between fashion professionals and the music industry. The quarterly print magazine is available on newsstands and complemented with an interactive website.
PaperLab & Co’(LLab)

Paperlab is a place where design, fashion and international press meet in the heart of Paris in the BHV Marais. We choose every three months a different creator for the concept store.
Our brand Co’(LLab)

Co’LLab is the encounter between design raising stars and new artists from the current musical scene. A label which brings together two universes throughout unique collaborations. An arty capsule collection with mixed identity, renewing itself depending on trends and seasons.
We work with them
And partner of Kamate Regie, the advertising management of the millennials
Let’s pop up your brand!