



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

GUCCI

Context & objectives

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

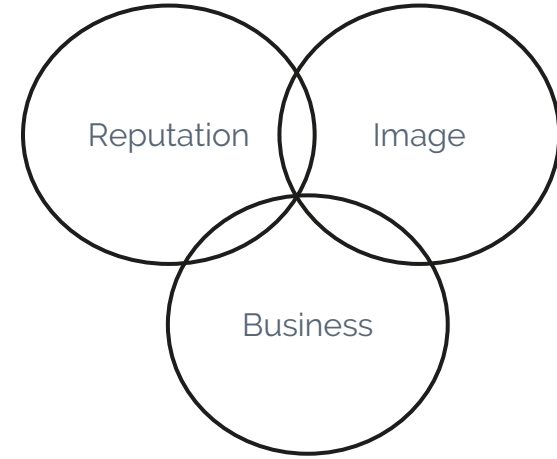
- Refinement
- Disruptiveness
- Standing out of the box

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 millenials.

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

Gucci and Modzik support and promote the same communities, concepts and values

Music

Art

Cinema

Artists

Nightlife

Celebration

Faces and places

Youth

Heritage

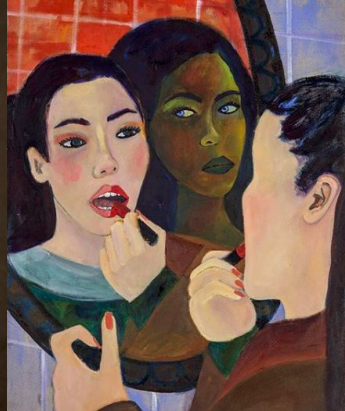
Craftsmanship

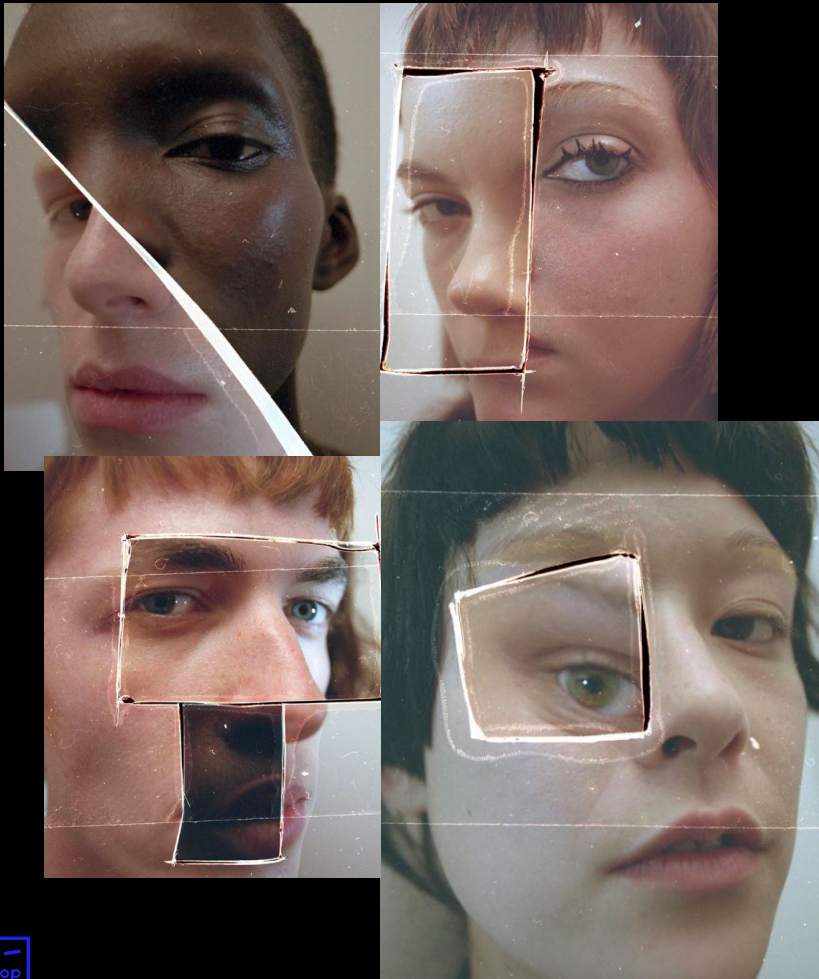
History

Originality

Creativity

“I feel very close to the concept of intermixing beautiful things, between high and low culture”
Alessandro Michele.





GUCCI BEAUTY

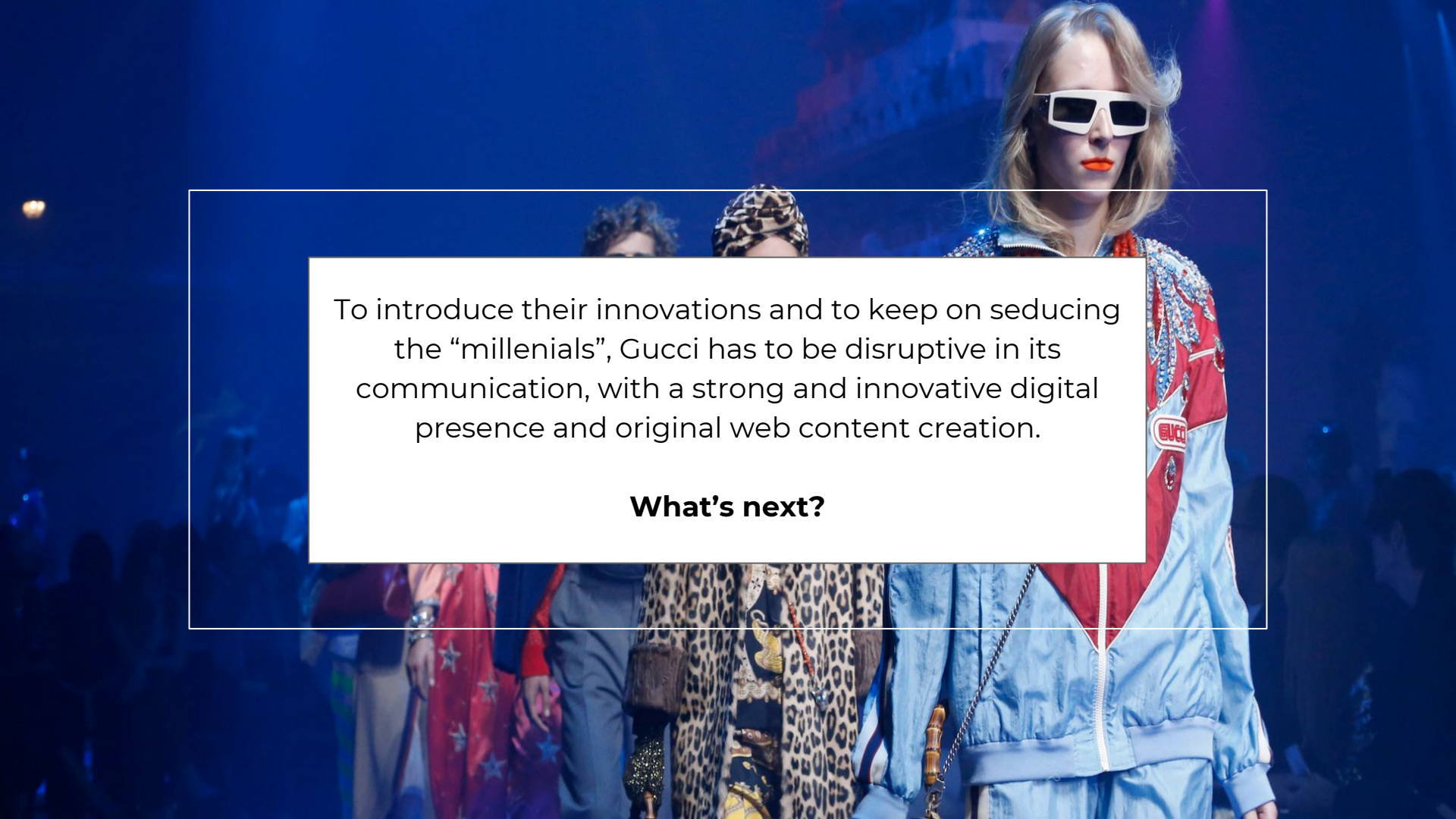
Gucci and Modzik stand for the same values and aesthetics

**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



GUCCI x MODZIK Galaxies



GUCCI x MODZIK Galaxies



GUCCI x MODZIK Galaxies



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)**

//SHOOTING

COUVERTURE + SERIE



GRIMES



LILLY WOOD & THE PRICK



TINASHE

magazines

et originale
onnement



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 featurings, 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.





Selection of international artists : **LAWRENCE ROTHMAN**

For a beauty story

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.

Électron 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, Piaf, Barbara...). Jusqu'au jour où elle envoie tout valser. Exaspérée par les diktats imposés par la danse à haut niveau, la discipline aveugle 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 éluder son amour pour les mots.

Son boulot 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 écrans noirs, des doutes et des espoirs.



MODZIK 59 : Le collectif

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.

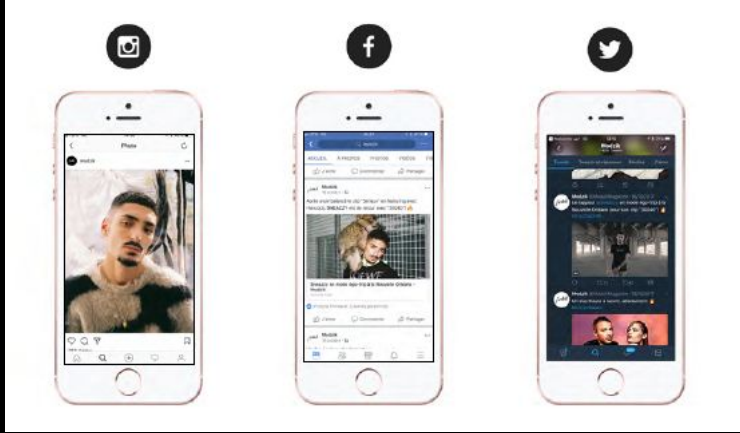
(interviews, portraits, fashion and beauty stories)

"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

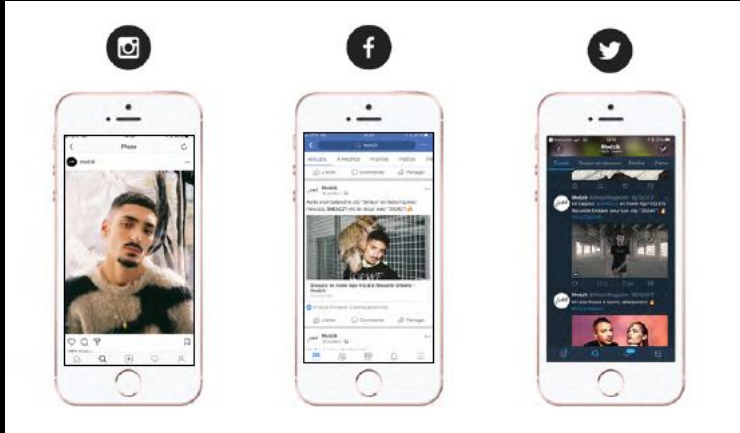
- Pictures from the print
- Behind the scenes
- Beauty tuto
- Backstage
- Unpublished pictures...

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

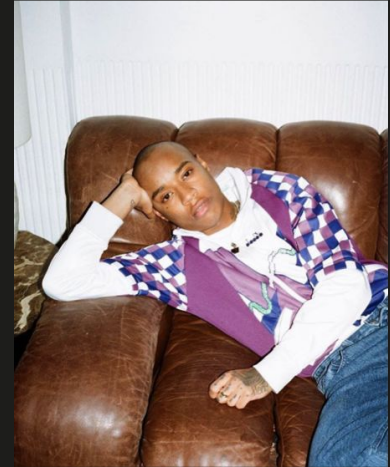
Followers : 20k



Reach : 4 146
Likes : 308



Reach : 2 576
Likes : 1185



Reach : 2 144
Likes : 2 557

Instagram Stories



Reach : 800



Reach : 584

Playlists



Playlist #145 by Dead Sea, trio post-shoegaze parisien

16 JUILLET 2018 · BY JOSS DANJEAN

Le trio parisien Dead Sea composé de Charles, Alex et Caro se sont fait connaître avec le titre « Lotion » posté l'an dernier, morceau hypnotique à souhait que l'on retrouve sur...

[VOIR L'ARTICLE](#)



Playlist #144 : quand la pop s'écoute en version XXL

9 JUILLET 2018 · BY JOSS DANJEAN

Puisque vous passez votre temps à siroter des cocktails au bord de la piscine (vous en repavez tout veillé n'est-ce pas ?), voilà une sélection qui devrait parfaitement convenir comme...

[VOIR L'ARTICLE](#)



Sims, expert ès samples

5 JUILLET 2018 · BY JAKOB RAKY

Le DJ originaire de Lille, membre du crew NOW FUTUR, passé maître dans l'art du sampling abreuve les internautes de DJ sets et de vidéos autour du phénomène sans lequel...

[VOIR L'ARTICLE](#)



La playlist #143 par ROYAUME

2 JUILLET 2018 · BY JOSS DANJEAN



Playlist #142 « Monday is OK »

25 JUIN 2018 · BY JOSS DANJEAN



Playlist #141 spécial XXL POP!

18 JUIN 2018 · BY JOSS DANJEAN

Playlist Gucci

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

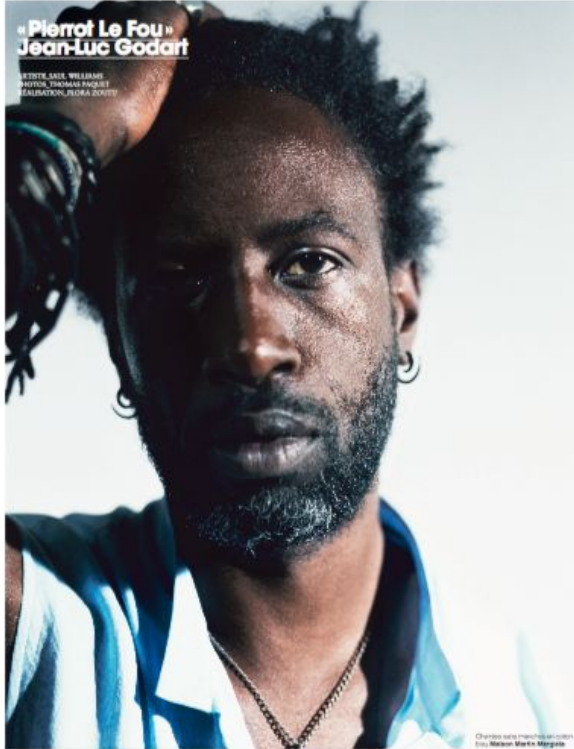
Concept n°2 : **#GucciBeauty**

BEAUTY STORY

Saul Williams in Modzik

60
Beauté

MODEK



«Pierrot Le Fou»
Jean-Luc Godard

LESTER JAMES WILLIAMS
HAUTOS, THOMAS FANQUEL
BEAUFORTON, FLORENCE ZOUYI

Cherchez sans chercher en vain
Ensemble Marie-Magdeleine

MODEK

61
Beauté



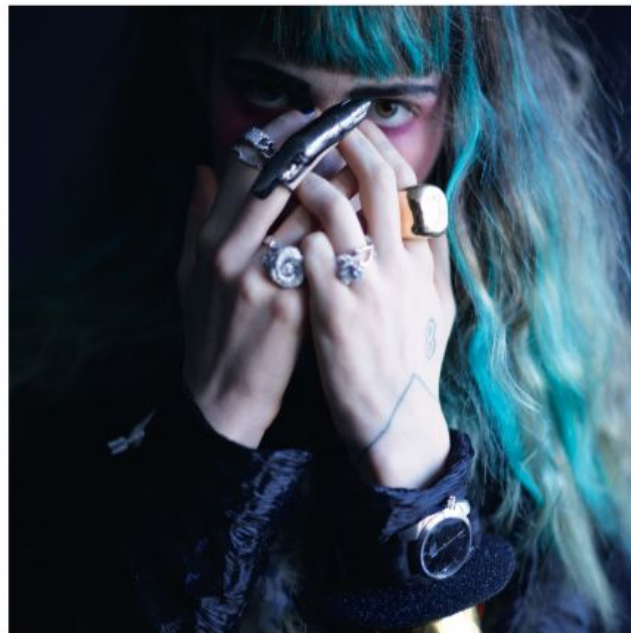
Stylé par Jean-Luc Godard

Musique: Aubrey Grey, 10 Miles
Mélange: Jean-Luc Godard
Maquillage: Jean-Luc Godard
Coiffure: Jean-Luc Godard
Accessoires: Jean-Luc Godard
Régie: Jean-Luc Godard
Montage: Jean-Luc Godard
Studio: Jean-Luc Godard



LE SEUL MAGAZINE MODE ET MUSIQUE MIXTES

67



LE SEUL MAGAZINE MODE ET MUSIQUE MODERNE

« Cherry-Coloured Funk » Cocteau Twins



1. Proulx & Bessie (Dor 65)
2. Chanel Couture (Chanel 65)
3. Chanel Couture (Chanel 65)
4. Chanel Couture (Chanel 65)
5. Chanel Couture (Chanel 65)
6. Chanel Couture (Chanel 65)
7. Chanel Couture (Chanel 65)
8. Chanel Couture (Chanel 65)
9. Chanel Couture (Chanel 65)
10. Chanel Couture (Chanel 65)

STILL LIFE Modzik

« Love like blood » Killing Joke

PHOTO: MEG LEWIS & SON MANAGEMENT
STYLING: JULIA & SON MANAGEMENT
SET DESIGN: JULIA & SON



1. Proulx & Bessie (Dor 65)
2. Chanel Couture (Chanel 65)
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8. Chanel Couture (Chanel 65)
9. Chanel Couture (Chanel 65)
10. Chanel Couture (Chanel 65)

STILL LIFE Modzik



Campaign 100% digital

=> stimulate with a rare product

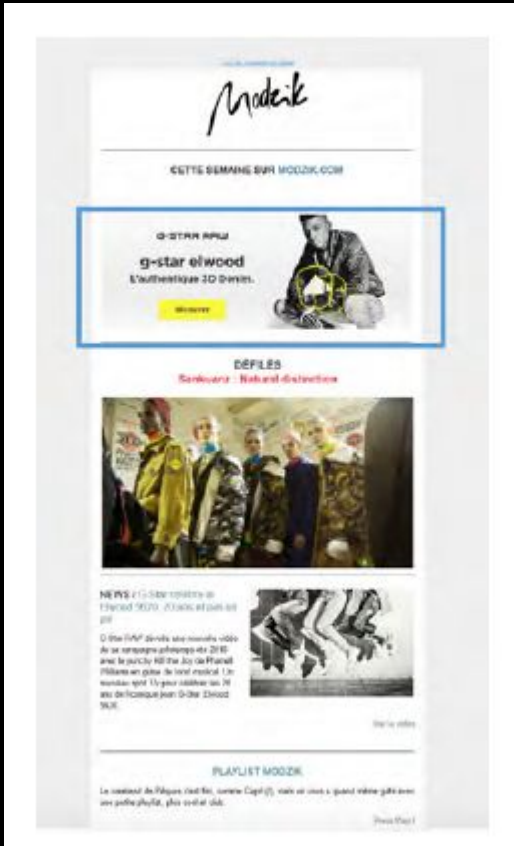
Exclusive partnership with Modzik for the launch of the Gucci cosmetics products.

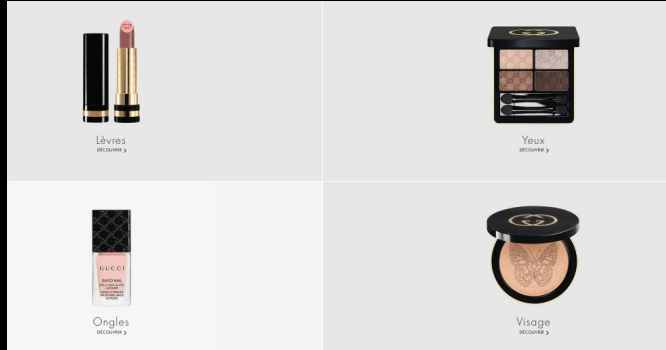
#GucciBeauty

Newsletter and website covering

Sidebar + header

Product features





+ The newness display

- ❖ Launch **of a shopping plug-in** on the website [Modzik.com](https://www.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

Modzik



<https://www.youtube.com/channel/UC8rbC14cxaYMEHALG8n5D0Q/featured>

Collaboration / Partenariat Influencers partnership

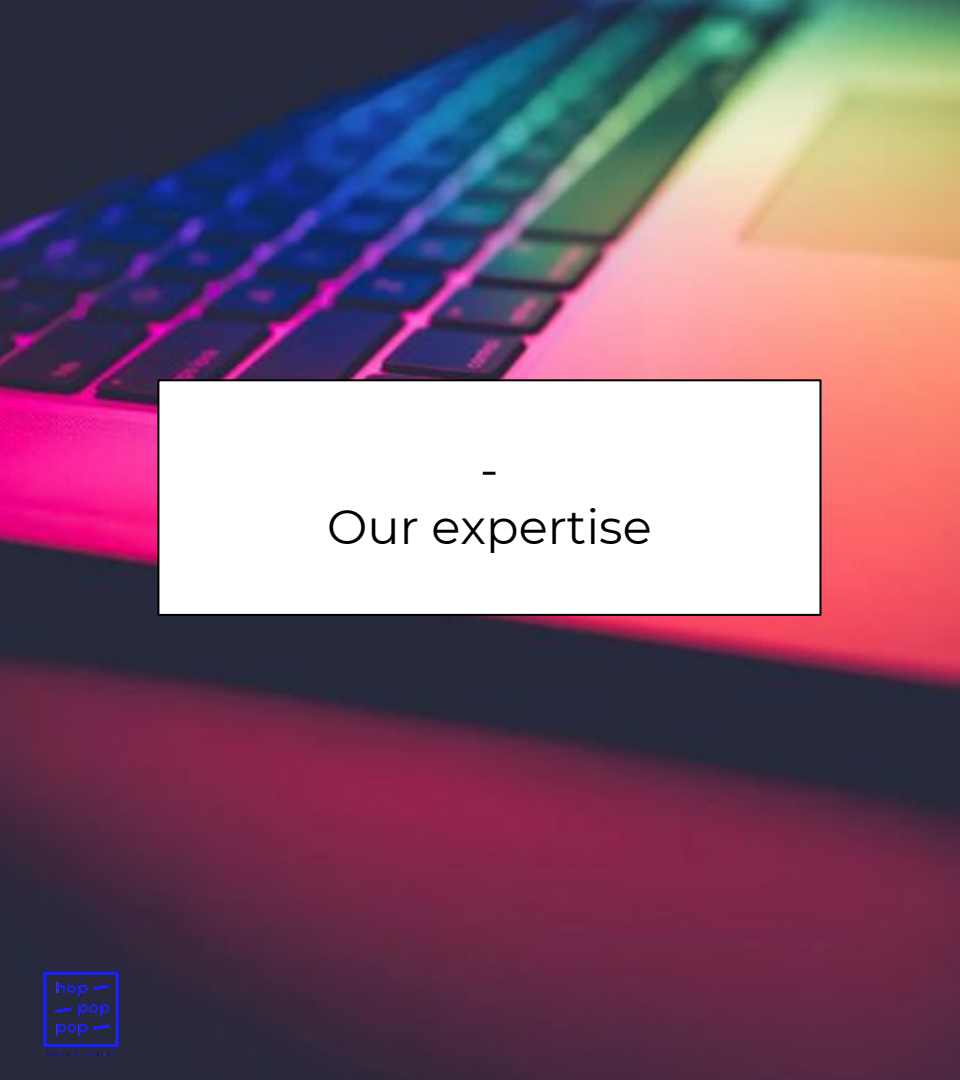
Selection of **5 artists** which will be the relay of the brand and will present the #GucciBeauty

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

Planning and overview

Hop Pop Pop

Brand content and 360 Agency



-

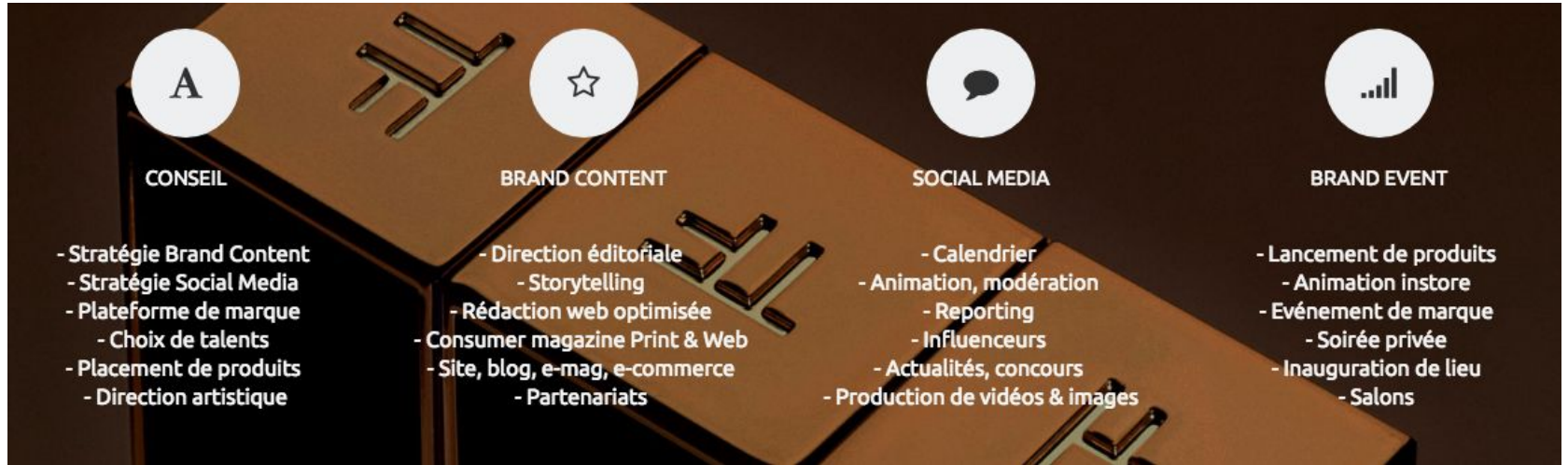
Our expertise

HOP POP POP

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.

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.

Our services : brand content, concept store, event and digital.



Our services and our projects stand out from the crowd

A woman with dark hair, blue eye makeup, and gold jewelry is lying down on a red and blue background. She is wearing a blue top and has her hands resting near her face. A semi-transparent white box is overlaid on the image, containing the text "Our entities" and "Integral part of our force".

Our entities

Integral part of our force



Modzik

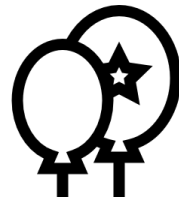
18 years of fashion and music. Encounters, ideas & collaborations between fashion professionals and the music industry. The quarterly print magazine is available on newsstands and complemented with an interactive website.





PaperLab & Co'(LLab)

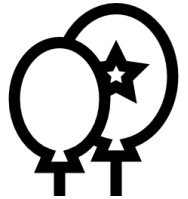
Paperlab is a place where design, fashion and international press meet in the heart of Paris in the BHV Marais. We choose every three months a different creator for the concept store.



VORINA
x
CO'(LLAB)

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



LE BHV / MARAIS

*Calvin
on the
Rocks*

Optic 2000

MCS

WE
LOVE
GREEN

URBAN OUTFITTERS

Le temps des
Cerises



L'ORÉAL



YVES SAINT LAURENT

TRANS
MUSICALES

MONCLER

**And partner of Kamate
Regie, the advertising
management of the
millenials**



Let's pop up your brand !