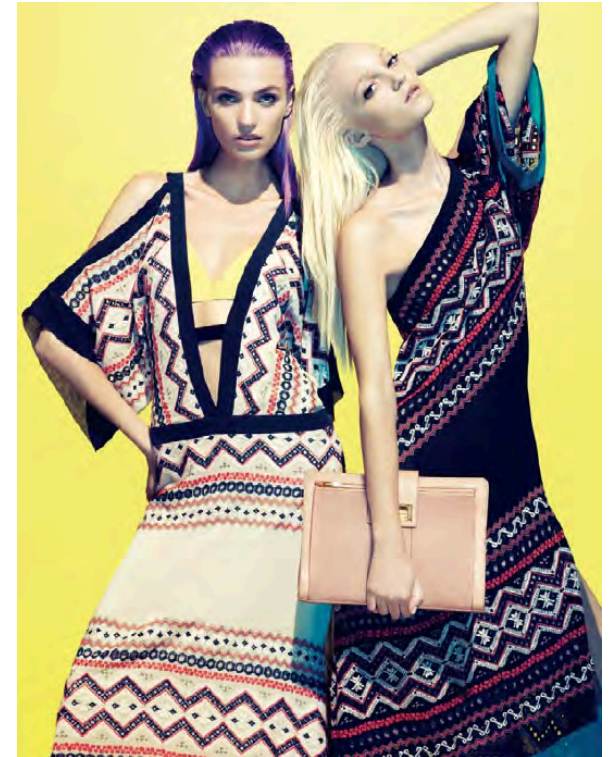


BCBGMAXAZRIA

# BCBGMAXAZRIA: The Brand

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- ▶ Always on the forefront of fashion, BCBGMAXAZRIA is the premiere lifestyle collection for today's modern woman.
- ▶ Reconciling creativity with accessibility and desirability with wearability, BCBGMAXAZRIA occupies a unique position in American fashion, offering sophisticated, confident designs that take consumers from work to weekend in style.



BCBGMAXAZRIA

# BCBGMAXAZRIA: The Brand

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- ▶ Debuted during Fall 1996 New York Fashion Week, the BCBGMAXAZRIA Runway Collection offers today's woman the unique opportunity to integrate runway designs into her wardrobe, making true couture style accessible every day.



BCBGMAXAZRIA

# BCBGMAXAZRIA: Global Company

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- ▶ Highly successful contemporary brand for over two decades.
- ▶ Global multi-distribution channel lifestyle brand
- ▶ Over \$1.3 billion in retail sales worldwide
- ▶ 5 continents
- ▶ 43 countries
- ▶ 15,000 employees worldwide
- ▶ Over 13,500 points of sale
- ▶ Over 1,085 stores worldwide



# BCBGMAXAZRIA: Global Company

- ▶ Portfolio of 9 brands
- ▶ 500+ advertising pages
- ▶ Over \$100 million in editorial credits
- ▶ 7 million annual website visits
- ▶ 19.8 million mass emails
- ▶ 5.3 million direct mail pieces



# BCBGMAXAZRIA: Runway Collection

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- ▶ Unique opportunity for today's woman to integrate runway designs into her wardrobe
- ▶ Brings true couture style to everyday dressing



BCBGMAXAZRIA

CAMPAIGNS



# BCBGMAXAZRIA: Brand Personality

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- ▶ Sexy
- ▶ Feminine
- ▶ Sophisticated
- ▶ Lifestyle driven
- ▶ Versatile/wearable
- ▶ Individual
- ▶ Timeless
- ▶ Elegant
- ▶ BON CHIC



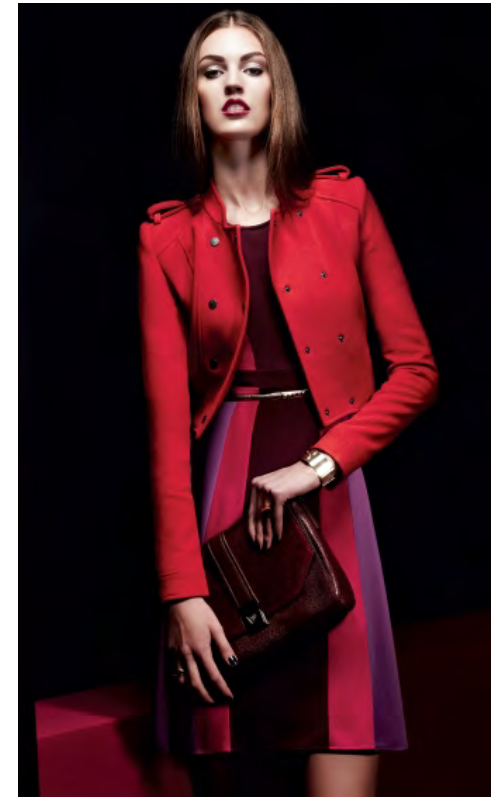
BCBGMAXAZRIA



# BCBGMAXAZRIA: The Consumer

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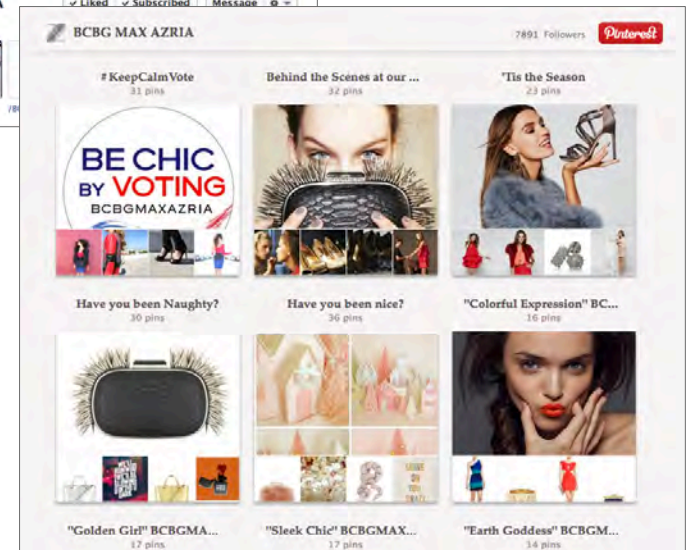
- ▶ **CONNOISSEUR:** sophisticated, with a discriminating sense of style that ranges from relaxed casual to classic and elegant
- ▶ **SOCIALITE:** part of the enviable elite, sexy and trendy, and affluent in the latest must-have style
- ▶ **VISIONARY:** an original and unprecedented trendsetter, with inspirational expressions of fashion
- ▶ **URBAN ROCKER:** cutting edge and effortlessly cool, and infuses her style with rock and roll influence



BCBGMAXAZRIA

# BCBGMAXAZRIA: Marketing

- ▶ Social media
- ▶ Banner ads
- ▶ Mobile
- ▶ Traditional print
- ▶ Events
- ▶ PR/Product Placement
- ▶ Social Media:
  - ▶ Facebook: 306k
  - ▶ Twitter: 406k
  - ▶ Foursquare: 19k
  - ▶ Pinterest: 5.2k



BCBGMAXAZRIA

CAMPAIGNS



# BCBGMAXAZRIA Eyewear: The Consumer

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- ▶ Fashion forward women 23 to 40+
- ▶ Want fashionable frames that suit their lives and their personal style
- ▶ Are willing to spend more to ensure quality
- ▶ Household income \$100k+
- ▶ Professional, driven, active lifestyle
- ▶ Activities include shopping, dining out, and fitness



BCBGMAXAZRIA

# BCBGMAXAZRIA Eyewear: The Consumer

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- ▶ The BCBGMAXAZRIA woman mixes competitive brands, shopping high and low price-point items to satisfy a variety of needs.
- ▶ She shops for special occasion, career looks, and easy everyday styles.
- ▶ Magazines and online resources are her main sources for trend information
- ▶ Promotions are her main purchase influencer
- ▶ She consistently researches products/trends on brand site prior to purchase as retail or ecommerce site.



# BCBGMAXAZRIA Eyewear: Descriptive Language

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- ▶ Dramatic
- ▶ Romantic
- ▶ Modern
- ▶ Youthful
- ▶ Colorful
- ▶ Boutique inspired



BCBGMAXAZRIA

# BCBGMAXAZRIA Eyewear: Details about the Collection

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- ▶ Typically reaches the 23-40+ year old demographic; most styles designed to appeal to women in their mid to late 20s
- ▶ Fashion forward, youthful, colorful styles with both luxe and romantic details



BCBGMAXAZRIA

# BCBGMAXAZRIA Eyewear: Details about the Collection

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- ▶ Global Fit models designed to appeal to a variety of ethnicities and their cultural desires:
  - ▶ A beautiful color palette in flattering shades for every complexion
  - ▶ Modern, angular eye shapes
  - ▶ Minimalist designs to bold, decorative accents like stones and jewelry-inspired links and piercings
  - ▶ Minimal logo usage to bold, multiple logos



BCBGMAXAZRIA



# BCBGMAXAZRIA Eyewear: Details about the Collection

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## ▶ Bianca

- ▶ Crystal trim inspired by pave jewelry
- ▶ Dramatic, modern eye shape
- ▶ Made in Italy



## ▶ Skylar

- ▶ Full acetate in transparent colors
- ▶ Each color features a different brow and temple combination
- ▶ On trend square eye shape, thin acetate



BCBGMAXAZRIA

# BCBGMAXAZRIA Eyewear: Details about the Collection

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## ▶ Daisy

- ▶ Front features two hand carved, 3 dimensional acetate flowers with inlaid European crystals
- ▶ Glitter enamel
- ▶ Modern rectangle eye shape



## ▶ Mallory

- ▶ Geometric pierced metal trim on temporal corners is reminiscent of trim on BCBG belts and handbags
- ▶ Tomboyish and trendy
- ▶ Feminine colors
- ▶ Interesting temple curve



BCBGMAXAZRIA