Marni

Marni is an Italian fashion brand with a taste for the unusual. With its openness for innovation and artistic collaboration it provides the ideal canvas for Offbeat.
“Marni is an unpredictable visual language: graphic, rigorous, in which Consuelo Castiglioni conveys her personal sense of elegance and experimental approach to materials and colours, a unique flair for mixing prints and shapes in an eclectic yet coherent design.”

Marni was founded in 1994 in Milan as a family business and is an established luxury brand for the slightly eccentric. It has a history of doing things differently, being among the first to have an online store or regularly switching up the format of their collection presentation. Its credo is one of unlimited possibilities and no boundaries.
**PRODUCTION:**

Marni’s core business focuses on Women’s Ready to Wear, Bags and Shoes. The lifestyle product lines include Jewellery, Eyewear, Menswear and Accessories, a line for girls and Fragrances.

**PRICE:**

Marni is a luxury brand that aims to offer timeless design pieces of high quality. Products have a high price point with the average for a garment at about 600€.

**PLACE:**

Marni has an online web shop since 2006 and 94 stores located in 16 countries in North America, Europe, the Middle East and Asia.

**PROMOTION:**

Marni does little advertising. No film advertising and only select print advertising. In the past only for the Marni Fragrance. In the last year small changes started to become visible, where Marni does produce branded catalogue images, which could mark a slow change in strategy. Otherwise the brand promotes itself through its online store, website social media presence, events and collaborations.
Central Value:

Silent Elegance

Versatile and sophisticated an alternative luxury is created that is non-demanding and comes to life through personality.

Functional Values:

Avant-Garde
Unexpected
Individualistic
Eclectic

Believing in unlimited possibilities, the brand encourages experimentation as the way to innovation.

Expressive Values:

Feminine Pragmatism
Personality

Defying traditional ideals of femininity and beauty, the beauty lies in creation and personal interpretation.

Vision:

The eclectic and unexpected comes into being through unlimited possibilities.

Mission:

Creating a range of possibilities.
“The Marni aesthetic is about the cross-contamination of different worlds.” — Consuelo Castiglioni


STRENGTHS:
• loyal following in own niche
• financial backing through OTB without design compromise
• distinctive design style / positioning
• high quality, Milan produced products

WEAKNESSES:
• low brand awareness outside of fashion industry
• high production costs

OPPORTUNITIES:
• Shift in style trends: Away from sexy clothing to more covered, sophisticated.
• further international expansion

THREATS:
• renewed style trend shift
• change of leadership. (company depended on Consuelo Castiglioni)

USP:
Sophisticated, grown-up playfulness.
Marni’s target group are cosmopolitan men & women from all over the world though mainly Europe and Asia. They are confident, unconventional and highly interested in the world around them. Having found their way in life and work, they are independent and well educated. Knowing who they are, they are looking for ways to express themselves rather than imitate.

They have a strong passion for art and culture, many work in design and fashion related fields, providing them with a rich understanding of both. Always interest in new things, they love to read about unusual topics and are collectors of all things beautiful and interesting that they come across.

“For me a piece of Marni is a work of art, where it is mixed sober with complexity of textures. They are pieces of elegance and intellect. I think only people who have the ability to abstract and correlate art, history and fashion, can understand Marni.”

– Carlos Chamblas
fan from Chile
Marni appeals to them because it isn’t straightforward. Many pieces require a deeper examination, providing a welcome change. They see the brand as an inspiration and breath of fresh air and often have been on the journey with Marni for a long time. Marni has proven itself trustworthy to them of intellectual quality.

Their style is colourful, but modest with no over-styling. A mix of ethnic boho and minimalism with a focus on textures.

They enjoy listening to a broad variety of music. Mostly receiving new music through friends or online streaming services, but also fashion show soundtracks.

Secondary:

The brand also has a flourishing fan-base outside its circle of buying customers. The fans often belong to a younger group (20s – 30s) that is very interested in the brand but can’t afford its products (yet). They engage with the brand on social media and attend events in their area to their ability.
Challenge

In 2012 Renzo Rossi acquired major stakes in the company through OTB (Only the Brave). A new business vision was set in place with the goal to double sales until 2018 without drastically overturning the company.

More than ever Marni has to balance seeking profit and appealing to a wider audience with its exclusivearty character and remarkable innovation.

Marni has opened several new stores in the last years and hosted events like Marni Prisma in international locations. But the target group is much wider spread and the brand will need to find a way to reach its consumers beyond its stores and communicate with them in a meaningful and rememberable way.