Tailloring legend since 1945
Brioni
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Standing at the vanguard of the future, brands looks at past triumphs and failures before settling sail on a new course. The romantic future is built on the knowledge of the past. In the age of technology and automation, true craftsmanship finds itself in a new state of exclusivity.

This book reimagines how Brioni can communicate its heritage to lead the way to future glory.
Brioni is an Italian men’s couture house offering RTW, Made-to-Measure and Bespoke products. The brand carries a rich heritage dating back to its founding in Rome, 1945, selling the ‘Italian dream’ to international markets right after WWII. On the production side, Brioni only hires in-house tailors from the Brioni tailoring school in Penne. These tailors are the only ones able to create the Brioni signature. The brand has been a point of reference for the entertainment, institutional and business industries over decades.
The Italian dream is the embodiment of luxury
Preserving the art of tailoring and Italian heritage
CRAFTSMANSHIP

Craftsmanship lives at the heart of the brand and Brioni has been pioneering in tailoring ever since its founding.

QUINTESSENTIAL

Believing in the epitome of style through finesse and understanding of material, colour, and fabric.

HERITAGE

Respecting Brioni’s Italian culture and traditions through the everlasting re-interpretation of the Brioni legacy.

CORE
MADE-IN-ITALY

Delivering the best of Italian tailoring and staying true to the ‘Made-In-Italy’ label.

EXCLUSIVE TRANSPARENCY

Offering transparency on the Brioni story and culture in order to be authentic.

FUNCTIONAL
CLASSIC ELEGANCE

Re-appreciating traditional values through classic contemporary style.

CINEMATIC NOSTALGIA

Providing a cinematic experience with romantic references to times when artisanship was at its height.

EMOTIONAL
BRIONI IS A NOSTALGIC SOUL IN A MODERN WORLD.

BRAND PERSONALITY

Brioni is a nostalgic soul in a modern world. Classic yet contemporary, open-minded yet respecting traditions. He examines the past to build his future. They examine excellence, detail and quality.
BRAND POSITIONING

Brioni is the ambassador of Italian tailoring and has the most aspirational bespoke experience for the modern gentleman.
FOR THE MODERN GENTLEMAN, BRIONI IS THE MOST ASPIRATIONAL ITALIAN TAILORING BRAND BECAUSE THE BRAND EMBODIES THE FULL CONCEPT OF ELEGANCE THROUGH NOSTALGIA AND ARTISANSHIP.
PRODUCT
PRODUCT

Brioni is known for its bespoke, made-to-measure and sartorial ready-to-wear suits and leather goods. The Brand also offers accessories, footwear, a fragrance and sunglasses.
THE SUIT

two iconic styles.

MADISON
The Madion is hand tailored and is a two button, single-breasted suit. It has a fitted silhouette in the waist and the chest. This model is seen as a modern cut.

BRUNICO
The Brunico model is hand tailored and is a two button single-breasted suit. It has a sloped and narrow construction in the shoulders. This model is seen as a classic cut.
BESPOKE

The bespoke service offers exclusivity, discretion and delivers artisanal excellence, tailored to one’s exact requirements.

EXCLUSIVE FABRICS

The Brioni house is home to a large archive of more than 800 fabrics. Ranging from the rare and unique, to the more traditional and classically elegant. These include light cashmere and exceptional wools. These fabrics are available in a selection of colours and patterns, all of which are offered within the bespoke service.
COLLECTIONS

Seasonal collections featuring formal, business-casual, accessories, shoes and a fragrance.
PRICE

The prices of Brioni products vary on three levels.

Ready-to-Wear can go up to 5,000 Euros for a suit and up to a 1,000 Euros for a pair of shoes. Ready-to-Wear is placed at the bottom of the pyramid because these are pre-made designs and not adjusted to the customer’s measurements.

Made-to-Measure is placed in the middle section of the pyramid and can vary between 5,000 and 10,000. During this procedure pre-made patterns can be adjusted to the client’s size.

Bespoke is placed at the top of the pyramid whereas this is the most excellent Brioni creation. Not basing the design on any pre-made measurement but only on the client’s body size. This service asks for artisanal excellence and skilled tailors. This procedure can cover a larger period of time consisting of multiple fittings. The prices can therefore carry from 5,000 to 15,000.
BESPOKE

MADE - TO - MEASURE

READY - TO - WEAR
MARKET
In a market where consumers are educated by the internet, transparency is key. Today’s consumers can call on nonsense and expect brands to communicate truthfully.

Personalisation has been named no.1 trend of 2018.

The menswear market is rising fast due to an increased attention amongst men on their appearance, visible in the beauty and wellness markets as well.

A counter-movement against fast-fashion and hype culture is growing through supporting slow-fashion and by choosing for bespoke products.
PROMOTION
OBJECTIVES

Aiming to conquer the hearts and minds of the modern gentleman online and offline by not only presenting the product but by giving them a glimpse behind the brand and experience the history and lifestyle that comes with it. The aim is to create an authentic brand image and reputation which is true at heart.

This long-term strategy affects all communication extensions from social media, e-commerce, retail and traditional media.
Deconstructing the past in order to build the future.

Creating a new visual brand identity fuelled by the heritage behind Brioni. Reimagining what the Italian dream means in our contemporary world and how this national branding can be made relevant through communication. The brand dives back into its own archives and reimagines what it means to be a luxury house today.

To elevate the brand experience offline and online, Behind The Cut harnesses technological advances and puts brand culture and service back into the centre of all brand activities.
Behind The Cut serves as a foundation for all brand communication extensions. The strategy pushes the Brioni culture and heritage up front. Within the strategy, seasonal campaigns will be created with separate concepts.

#BehindTheCut will be used as a longterm hashtag. Currently #BehindTheCut is used on Instagram by people to give a glimpse behind the scenes, whether this is at a filmset, photoshoot or craftsmanship. This is an interesting field to capitalise on because the phrase is easy to be implemented in a customer’s personal life and adjustable to a variety of situations.
Within the brand’s promotion, seasonal campaigns are created suiting the Behind The Cut strategy concept.

Brioni stores can adjust to the concept by increasing in-store storytelling through smart technology, display and interior design.

The Brioni Bespoke, Made-to-Measure and styling services will be communicated strongly in order to answer the customer’s need for personal brand experience.

E-commerce implements Behind The Cut through transparency and pushing the Brioni lifestyle up front.
TONE OF VOICE

The aim of the strategy is to fuel the Brioni luxury imagination. The tone of voice is light-hearted, personal and educative in order to create an authentic voice.

*Brioni is a nostalgic soul in a modern world*
LIGHT-HEARTED
PERSONAL
EDUCATIVE
GOALS

• Using the Behind The Cut approach on every brand activity.
• Creating a distinctive visual brand identity.
• Building a strong brand community.
• Embodying an highly aspirational lifestyle.
• Driving online traffic to e-commerce and foot traffic to offline stores.
• Creating a unique destination and experience in the bespoke luxury market.

STRATEGIES

• Offering unique visual content to build a strong brand identity
• Interacting with customers to create a personal interaction.
• Influencing the target market by informative and inspirational content
• Creating cross-media traffic
## Communication Channels

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CAMPAIGN
THE ART OF BEING A GENTLEMAN

OBJECTIVES

Cognitive
Aspiration and awareness

Affective
Recognition and curiosity. The modern gentleman feels understood. The concept of elegance covers a lifestyle not only a product.

Behavioural
Curiosity for new brand identity, follows social media, buys product because he wants to be a Brioni man.
INSIGHT

Process of becoming

The target group sees being a gentleman as a 360 degrees concept. They believe it is not only about the way you dress but about how you behave, talk and educate yourself in order to choose well.

BIG IDEA

The Art of Being a Gentleman

Using the 360 degrees concept of being a gentleman through different campaign settings representing the aspects of the gentleman lifestyle. Creating metaphorical settings for the art of speech, knowledge and dress.
The concept ‘Behind the Cut’ is implemented as an approach to presentation, tools, service, experience and information through pushing lifestyle and heritage forward.

The brand’s website is the central hub connecting all brand extensions and channels. Unlike traditional e-commerce websites, Brioni offers a mixed media experience combining lookbooks, video content, editorial content and products.
Read editorial content to learn about the Brioni culture. Discover interviews, photo series, reviews, style advice and education.
Hover over an element within the look book and discover the story behind it, purchase the product or add it to your wish list.
BRIONI.COM/STORIES

The aim of the Stories page is to communicate the Brioni man’s lifestyle and interests through uniquely created brand content. This approach derived from the Behind The Cut strategy whereas it’s all about who and what is behind the topic. Offering information, inspiration and education and serving as promotion for the brand when shared on social media platforms.

Guidelines

- ‘Stories’ should appear as a tab and on the Brioni landing page.
- Posts should have short and clear titles and an indication of the theme/topic (heritage, craftsmanship, interview, tips, places, etc.)
- Posts should be published between 6 and 8 times a month.
- Posts should include imagery fuelling social media content as well.
- Invite commentary underneath posts.
- Cross promote the posts amongst different brand channels and social media platforms.
TRADITIONAL MEDIA
**PRINT PUBLICATIONS**

Printed advertisements will be published in the Modern Gentleman’s choice of magazines. Magazines are prestigious with readers holding on to them for a longer period of time that’s what keeps magazine publications relevant.

The placement of the advertisements will come as a spread and the amount varying between one and three depending on the budget.
THE RAKE

GENTLEMAN’S JOURNAL

CORRIERE DELLA SERA

STYLE

VOGUE HOMMES

GQ

Esquire

MONOCLE
OUTDOOR PRINTS

Outdoor prints will be used to increase the general awareness of the new Brioni strategy but will also be placed in specifically targeted areas such as business districts.
SOCIAL MEDIA
OBJECTIVES

- Create unique visual content.
- Traffic to e-commerce through social media.
- Communicate the new Brioni visual identity.
- Increase social brand following and interaction.

THE HUB

Brioni.com/stories and Instagram together create the Brioni creative hub which produces unique visual brand content. What will be posted on the e-commerce stories page will also be posted on Instagram in order to create a constant flow of updated and new visual content.

Pinterest, Facebook, Youtube and Twitter serve as secondary channels whereas they will be used to repost the hub’s content and drive traffic back towards it.
The Hub consists of brioni.com/stories and Instagram which both consist of mostly unique brand content and serve as a source of inspiration, entertainment and education.

The hub fuels social media extensions with unique brand content. The social media platforms generate traffic to the hub.
INSTAGRAM

Instagram is the channel where the Brioni image and lifestyle comes across the strongest. Combining unique visuals with established art and archive material resulting in an authentic brand feed.

The Instagram will be the voice of Brioni’s values and the aim is to create a highly aspirational brand image.

Central values determining the feel of the feed:

Italian heritage

Cinematic nostalgia

Classic Elegance
POSTS

The Brioni Instagram posts are focussed on creating an aspirational lifestyle image through uniquely created content. Posts can contain a series of photographs in a slideshow and an elaborate caption to create storytelling. Products are also placed in a lifestyle setting and not solely studio photography. Brioni creates micro-campaigns and themed photo series to enrich the online Brioni experience.
STORIES

Instagram stories is an ideal tool to offer extra information, storytelling and traffic to other online platforms. Brioni uses Instagram stories for its look books and campaign. When you swipe up you can read the story and be directed to Brioni's e-commerce platform.
FACEBOOK

Facebook will be a second extension from the social media hub and will repost content from Brioni.com/editorial and Instagram. The platform is used to direct traffic to Instagram and the Brioni e-commerce page.

TWITTER

Just like Facebook, Twitter is used as a second extension from the 'content hub' and is used to direct traffic to Instagram and e-commerce. Besides this, Brioni will use twitter to send snap sized messages into the world, re-post quotes from influencers and interact with followers.
PINTEREST

Pinterest will be used to serve the target group's need for style and lifestyle inspiration within the gentleman concept. Using Brioni's own unique imagery, the brand will create different themed boards inviting Pinterest users to repost the Brioni imagery. Every image needs to have a link to either the e-commerce, product page, editorial page or Instagram.

YOUTUBE

Brioni.com/Editorial will also produce video content which will be collected on the Brioni youtube channel. Think of celebrity and influencer clips, style advice and videos documenting the process behind the brand. Again, every piece of content derives from the concept Behind The Cut.
LOYALTY PROGRAMME AND MEMBERSHIP

Exclusivity through a loyalty programme where the customer can take the next step in becoming part of the Brioni family and receive exclusive offers and experiences.
A newsletter system keeps the customer up to date on new offers and new products. However, often newsletter add up to the stack of junk and spam mail and should therefore have a reason for attraction. Brioni sends a short and concise news letter which is designed in a way that adds a zen space to the customers inbox. Next to new product offers, Brioni will also include a short editorial item from the editorial page.
PUBLIC
RELATIONS
INFLUENCER MARKETING

Working with online influencers who have a large following is highly effective these days whereas bloggers are becoming part of our daily life. The followers of these influencers are loyal and eager for content and information. The followers are interacting on blog posts and rewarding content with likes and shares.

Brioni’s modern gentleman is highly active online and part of an online sartorial community seeking information on bespoke products and the gentleman lifestyle.

Brioni partners up with three online influencers who are leading in the online sartorial community and will become Brioni brand ambassadors. These ambassadors are asked to share their #BehindTheCut moments by sharing a glimpse in their private life with a Brioni suit.
FABIO ATTANASIO
The Bespoke Dudes

Main channels:

Instagram
@Fabioattanasio
192,000 followers

Blog
www.Thebespokedudes.com
SIMON CROMPTON
Permanent Style

Main channels:

Instagram
@Permanentstylelondon
74,700 followers

Blog
www.permanentstyle.com
CELEBRITY MARKETING

Working with celebrities is important for luxury brand but you have to know the ones who influence your target group. Brioni wants to invite a selection of celebrities to become part of #BehindTheCut through online content. During the Kick-off of the campaign we incite the celebrities to give the Brioni consumer a glimpse behind their ‘cut’, documenting a daily ritual such as getting dressed with a Brioni suit.

These videos should be short, clear and visually suiting the new Brioni identity so it can be shared on Brioni.com/editorial and the brand’s social media channels.
Sourced images

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