

LUCIA DE VINCENTIIS




ALBERTA FERRETTI

Branding
IED Firenze, giugno 2015

Analisi e ricerca sul brand e ideazione di una possibile nuova strategia di marketing.

Brand research and analysis, conception of a new brand strategy plan.



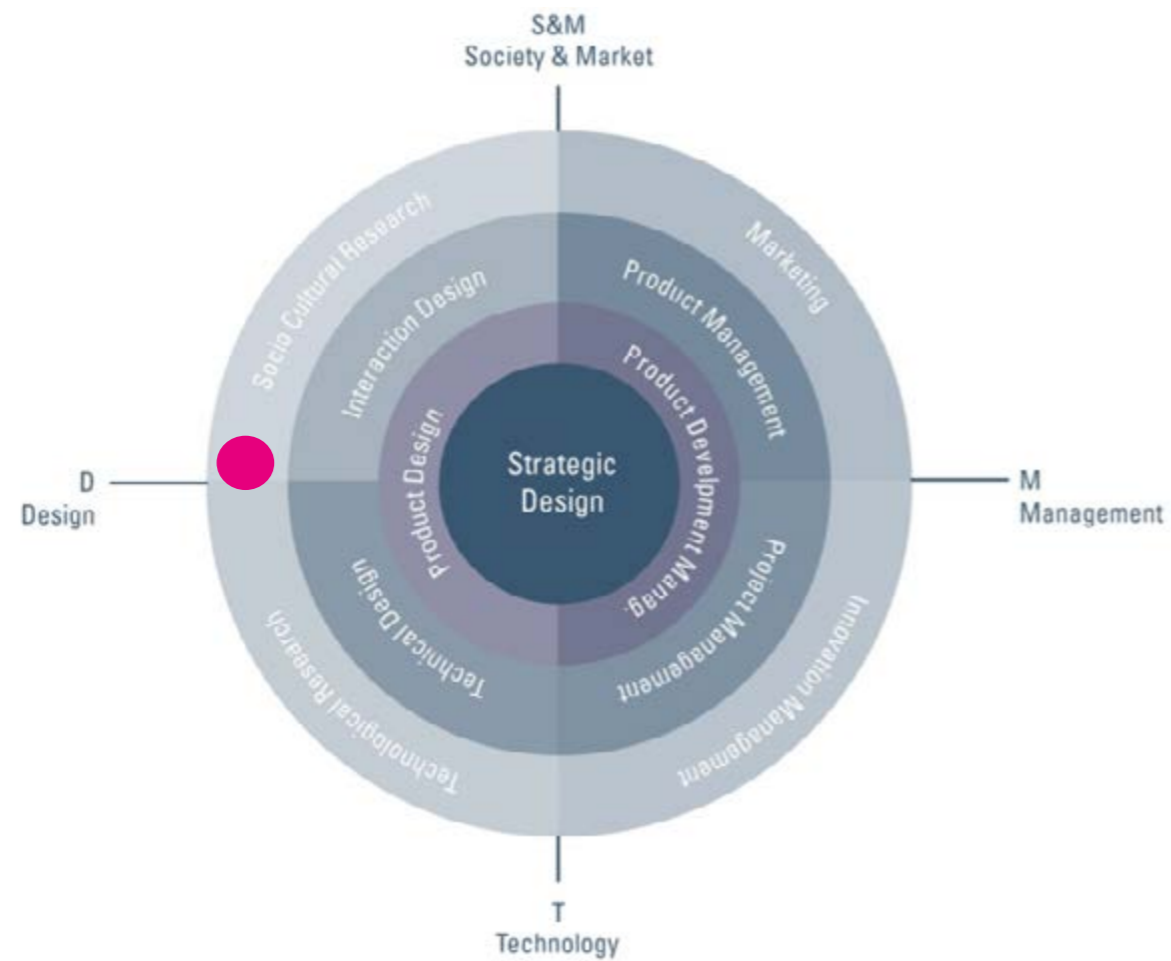
BRAND AESTHETICS

*The main value of the Brand is **to spread the beauty in the world**. This beauty is something that comes from within.
It is just **Pura Bellezza**.*

INTRODUZIONE

Il progetto, analizzando i valori e lo stile del marchio Alberta Ferretti, arriva a definire gli elementi strutturali fondamentali che compongono il brand. Un esame mirato a declinarne il cuore distintivo, sino a giungere a un progetto di miglioramenti volto a ristrutturare quelle caratteristiche non pienamente coerenti con l'essenza di stile che contraddistingue il marchio.

This project – throughout an analysis of the values and the style of the Alberta Ferretti brand – defines the main structural features of the latter. A deep exam, aimed to point out the distinctive heart of the world of Alberta Ferretti, so as to design an improvement project to fix those features which are not consistent with the defined idea of the brand.



STRATEGIC DESIGN

The Strategic Design of Alberta Ferretti is **"Pure Design"**.
The brand is focused on to the **appearance** and on the **good quality**.

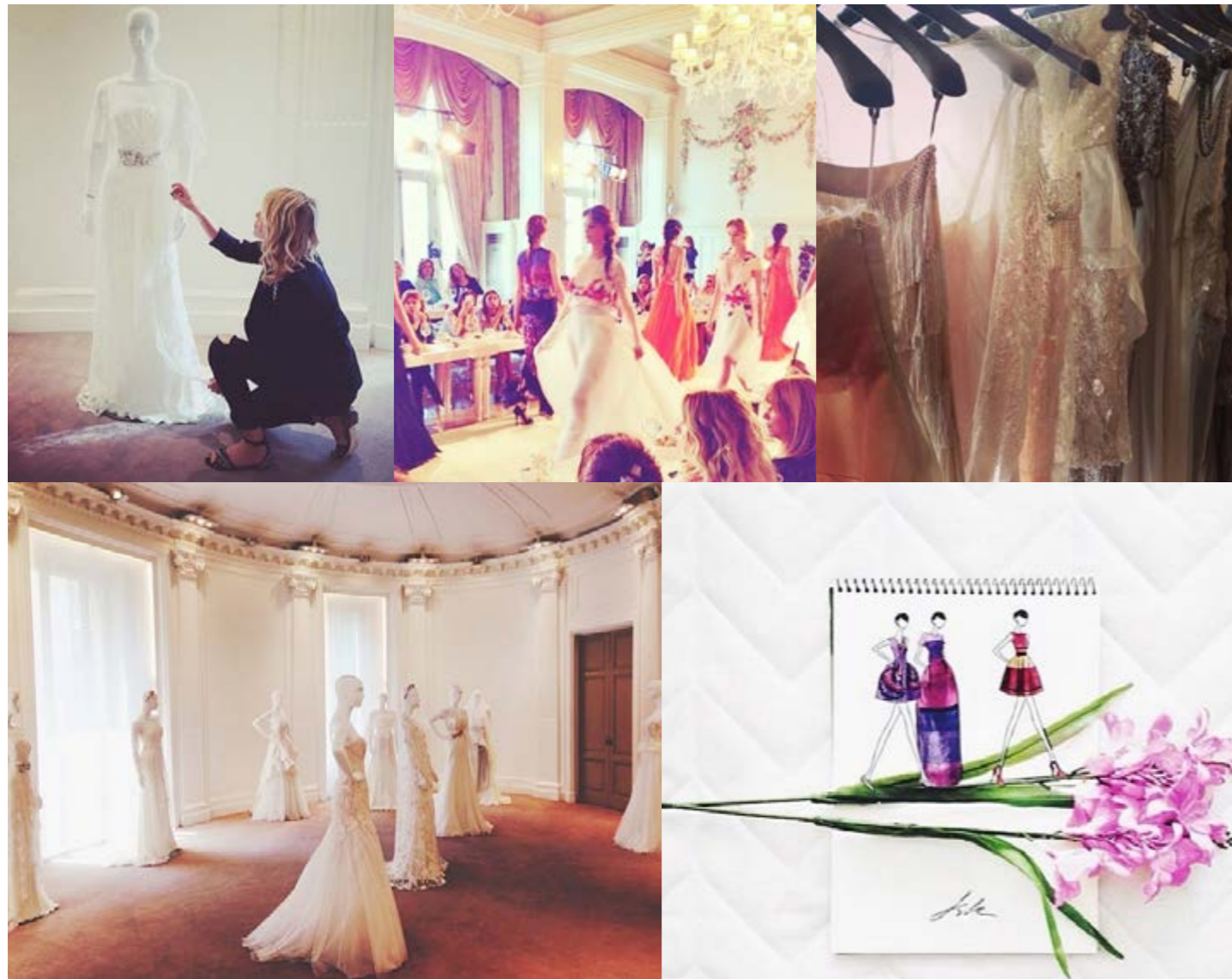
There is not a very strong marketing action nor a great research for high technology.

On the other hand there is an obsessive research for **high-end craftsmanship**.

The final goal is to produce a very beautiful and desirable product that makes you feel well.

COMPONENTS OF "PURA BELLEZZA"

- attention to production quality
- use of craft skills for the realization of he products
- primary importance of the work and the thought of the fashion designer
- construction of a "maison" of style worldwide recognized
- guaranteed control of the origin of the materials by the company
- entirely Italian production



CONCEPT OF ATELIER

*This is a real workshop of creativity. **The Atelier of Alberta Ferretti is a forge of Bellezza.***

*All the work of Alberta Ferretti is focused on the attention for the details. For example, we can see it in the **extremely difficult and accurate embroideries of the dresses**, that for the most of the time are hand made; **in the use of the light in the communication creates a sense of drama**; **in the maniacal research for the best quality materials**; **in the position of the gowns in the stores, they are highlighting as jewels**. The beauty is an ontological concept in Alberta Ferretti's work.*



***Pura Bellezza** is the elevation of the general concept of **Beauty**.*

*It is not something related to the normal senses of the human being, **but it is its evolution to the transcendental stage.***

This perception is able to let the mind open to all the different sensations of the body.

The cult of beauty is the measure of the soul.



BRAND MANAGMENT PROJECT

*Even if the world of Alberta Ferretti is growing,
not everything is consistent with the
Pura Bellezza value.*

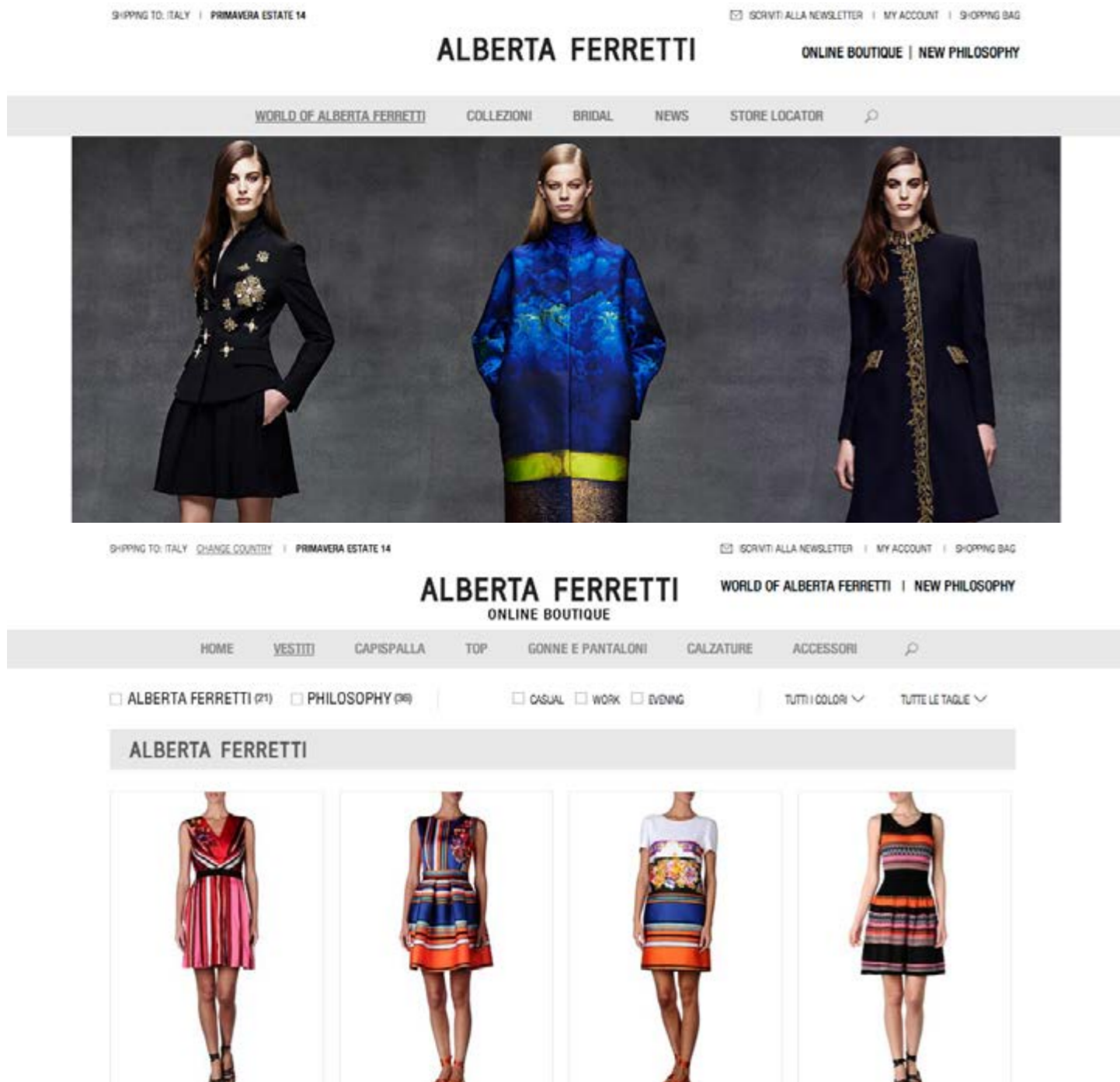
*In this chapter we will see new
implementations that could be able
to improve the Brand.*

WEB IMPLEMENTATION

*The general view of the website is **quite basic**, and not very consistent with the Pura Bellezza that characterizes Alberta Ferretti's style.*

Disadvantages:

- The white color on the background flats all the screen, without highlighting anything inside, and the general sensation is confusing.*
- The displays of the clothes is too plane, the risk is that it might seems too cheap.*
- The use of two similar colors for the head line of the site is not a very clever move because the font is not so legible.*
- There are no informations about the brand and the its values. Everything is concentrated to the selling; even the show of the celebrities the had worn Alberta Ferretti's dresses is too strong and not so useful.*



LIMITED EDITION COLLECTION

The most classic of the accessories for the most modern of the women: **Hats**. Hats are the perfect accessory in order to represent the style and the thought of Alberta Ferretti. She has already designed some hats in the past collection, without taking so much care. They appeared simple and not really elegant. But in this new collection, of five items in limited edition, there will be the representation of the spirit of Alberta Ferretti, taking inspiration from the most important features of the brand: **feathers, nature and bright colors**.

Improvements:

- The use of more color inside the website to create a hierarchical sense in it.
- A new graphic content for the online store that could show the products in a more elegant way.
- An implementation of the information inside the site, that can describe the style and the values of the brand.



COMARKETING STRATEGIES

A smart and wise move could be the collaboration between Alberta Ferretti and **Ansaldo Workshops**, that is one of the **most ancient workshop of Italy** that works and produces costumes for the **La Scala Opera Theatre** in Milan. She could create, in collaboration with the artisans of the workshop, the costumes for the **Prima at La Scala** of the next season. The connection between the **purity of the movements of the dancers and the ability of the designer to create magical garments** could give the start to something wonderful. She is also so inspired by the world of dance that actually in some collections there are some references that can be already found.



*The world of Alberta Ferretti, is an enchanted world, made of light and fame.
It is like living in one of the most kind and delicate dreams.*

That kind of dream that is clear until you are still sleeping, but that becomes indistinct with the morning lights.

Everything is gone, but it leaves on you a sense of sheer loveliness.

progetto realizzato da:

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