



creative / communication
industry (media / arts)

Career oriented
pursuing careers

Able to afford
high-end
pieces

WHO'S BUYING WHAT I'M SELLING?

comfortable
income

goal-
oriented

Busy
lifestyle

Art
enthusiasts

Men and
women /
gender fluid
(unisex range)

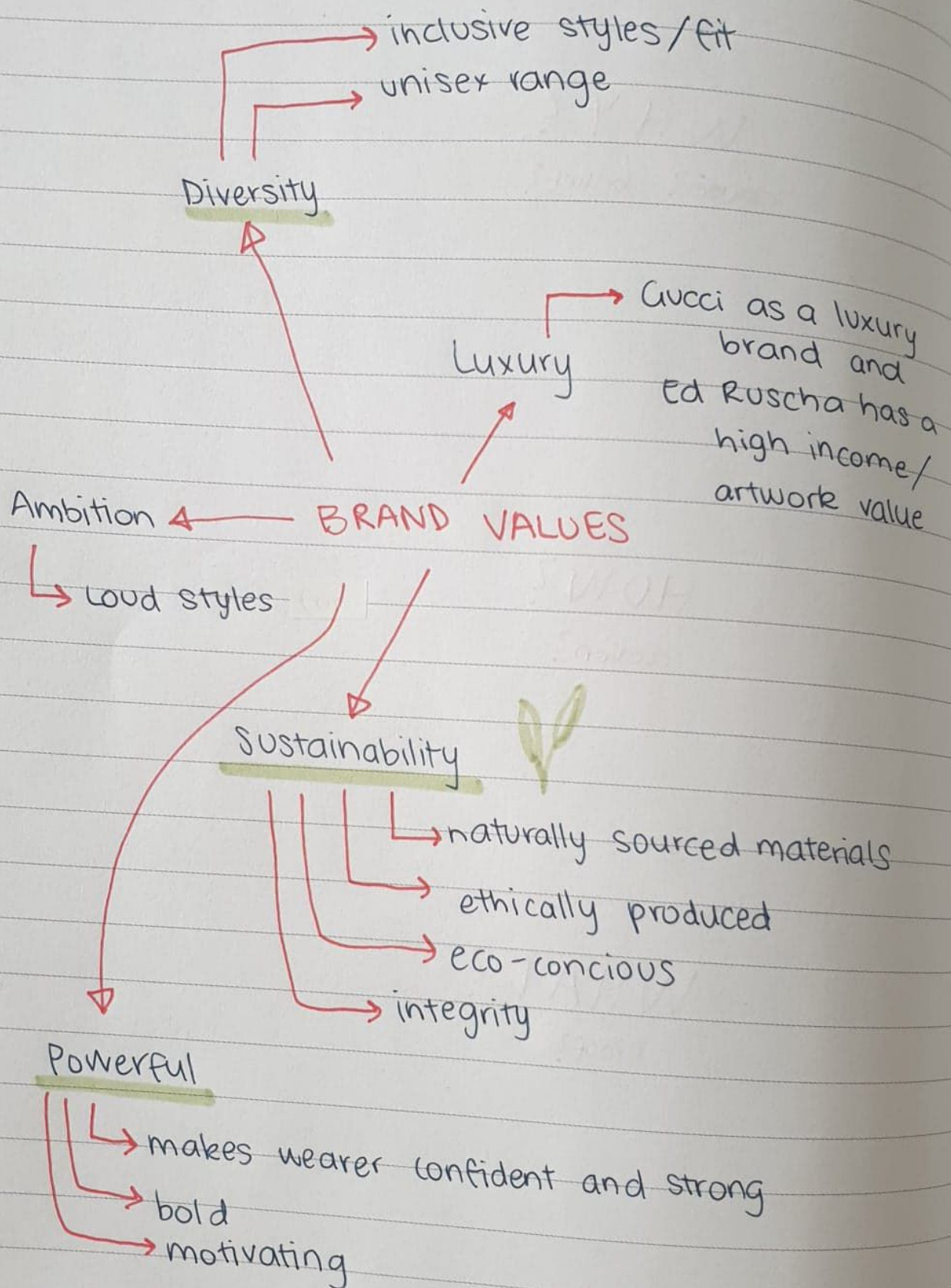
Young demographic
(20s-30s)

People with bold
fashion attitudes

Loyal / regular Gucci
customers

Geographically located in
a colder climate

Ambitious / "boss-like"
personalities



Feminine 0 Masculine

Simple 3 Complex

Youthful 2 Established

Subtle 3 Bright

Classic 2 Contemporary

Friendly 3 Authoritative

Economical 2 Expensive

Playful 0 Serious

Unconventional 2 Mainstream

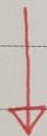
Industrial 1 Natural

Approachable 2 Elite

Casual 2 Elegant

Refined 3 Strong

BRAND PERSONALITY



"I walked into the store and my eye immediately drew to this explosion of colour in the middle! I love art, so the coordination of the colours completely mesmerised me. The leather jackets and blazers came off strong and perfect for work, but still quite edgy and fresh. I almost felt out of place looking at them, but the designs were so endearing, like the clothes were speaking to me and motivating me towards them. I loved finding out they were fairly sustainably produced as well and the fits were so varied, I was even able to pick something up for my partner!" - Customer Z

Business - Gucci SWOT #1

STRENGTHS

- Digital outreach
- Varied consumer demographic
- Luxury branding
- Social media presence
- Strong CSR and sustainable initiatives
- High quality products
- Diversity
- Good range of price points
- Brand and artist share similar colour palettes

WEAKNESSES

- Trademark counterfeiting
- Artist is primarily US based
- Unsold inventory - low sales (especially due to COVID)

OPPORTUNITIES

- Emerging markets - China, India
- Youth consumer market
- Diffusion lines
- Innovation of logo to stay new and appeal to new waves of consumers

THREATS

- Competitive luxury segment - Kering v. LVMH
- Mass market imitations
- Vulnerable to global price fluctuations
- Subject to fast shifting fashion trends
- Losses from COVID pandemic

Imagery → landscapes?

↳ connection to
Ruscha's
artwork

PHYSICAL BRANDING

Type

- ↳ Clean?
- ↳ Bold, harsh fonts
- ↳ Granjon

Colours

- ↳ tones of reds, navy, orange
- ↳ Bright
- ↳ Customer connection - bright, bold, artistic

Packaging ideas

- ↳ Carrier bag
- ↳ Tissue wrap
- ↳ Tag
- ↳ sticker
- ↳ Box

A PACKAGING CHECKLIST

Packaging is a big part of branding. Doing it right can enhance your brand image and leave a good impression behind. Using the right type of box, tissue paper or carry bag that aligns with other visual elements can help tie a neat bow on every single customer's purchase.



ENVELOPE



PLASTIC BAG



MEMBERSHIP CARD

BUSINESS / NAME CARD



WRAPPING PAPER



INVOICE



FOLDER



RIBBON



GARMENT BAG



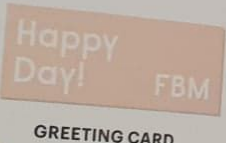
PAPER BAG



MONEY PLATE



TAPE



GREETING CARD



LETTER PAPER



GIFT BOX



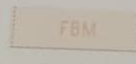
BRAND STICKER



RECEIPT HOLDER



HANGER



NAME TAG



GIFT CARD



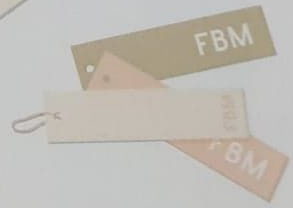
PEN/PENCIL



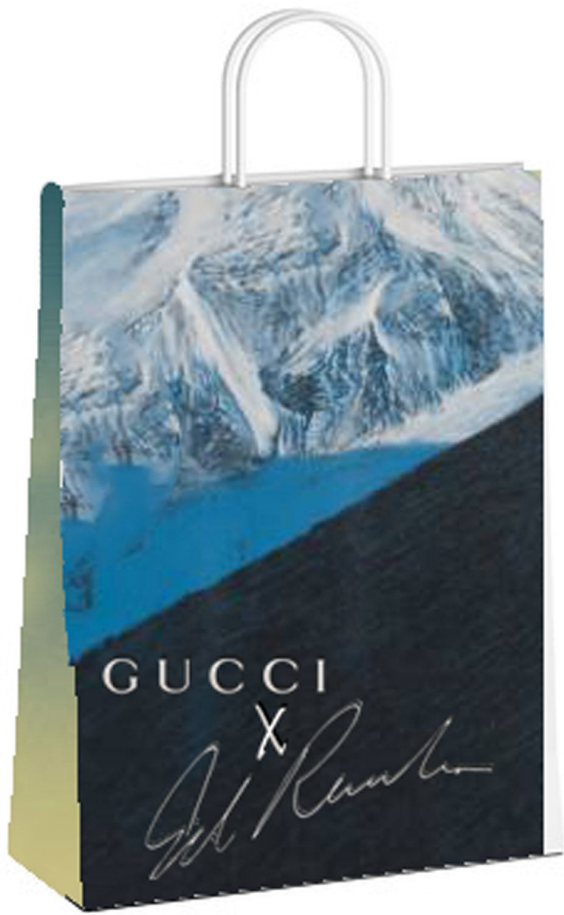
TISSUE WRAP



UNIFORM



HANGTAG





Sop



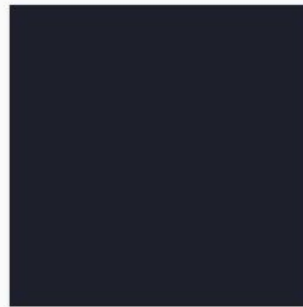
PANTONE®
7687 C

RGB 29 66 137
HEX #1D4289



PANTONE®
7627 C

RGB 167 43 42
HEX #A72B2A



PANTONE®
532 C

RGB 29 31 42
HEX #1D1F2A



PANTONE®
289 C

RGB 12 35 64
HEX #0C2340



PANTONE®
7579 C

RGB 220 88 42
HEX #DC582A



PANTONE®
4009 C

RGB 241 156 73
HEX #F19C49

TM

CREATED BY PANTONE®CONNECT





Digital outreach
Varied consumer demographic
Luxury branding
Strong and active social media presence
Strong CSR and sustainability initiatives
High quality products
Diversity
Good range of price points
Shares colour palettes with Ed Ruscha

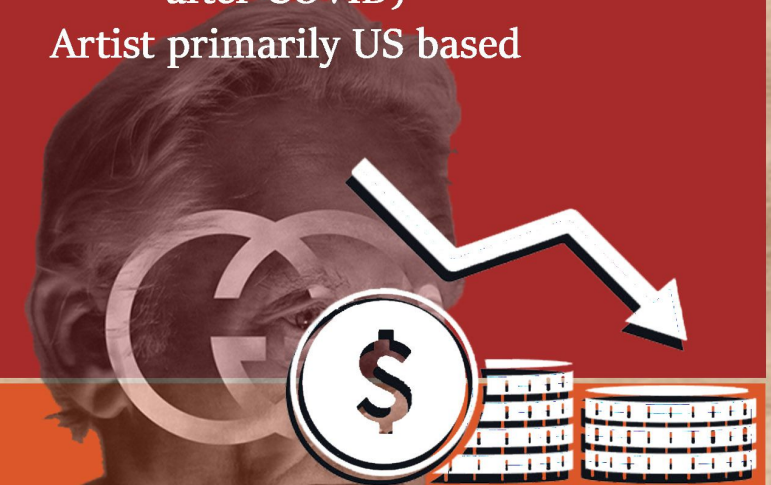


Emerging markets in China and India
Diffusion lines
Innovation of logo to stay new and
appeal to new waves of consumers



SWOT

Trademark counterfeiting
Unsold inventory leading to low sales (especially
after COVID)
Artist primarily US based



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