

CASE STUDIES

ALEXANDRE BIRMAN

GLOBAL BRAND LAUNCH AND DISTRIBUTION



THE CHALLENGE BRAND LAUNCH

TO LAUNCH AND DISTRIBUTE THE BRAND GLOBALLY.
GENERATE AWARENESS AND POSITION THE BRAND
AS A TOP PLAYER IN A HIGHLY COMPETITIVE LUXURY
SHOES MARKET.



GOING ABOVE & BEYOND

A 360 STRATEGY INCLUDING PRODUCT CONSULTING,
WHOLESALE, PUBLIC RELATIONS, CELEBRITY/ VIP
INFLUENCER OUTREACH.

ALL THESE ELEMENTS COMBINED GENERATED BRAND
AWARENESS AND SIGNIFICANT BUSINESS GROWTH.



THE MOST IMPORTANT BUSINESS ASSETS: RELATIONSHIPS AND PARTNERSHIPS

WE DEVELOPED AND STRENGTHENED RELATIONSHIPS WITH LEADING
FASHION TASTEMAKERS THAT SUPPORTED THE BRAND SINCE ITS INITIAL
LAUNCH



VOGUE





THE RESULTS:

US AND GLOBAL DISTRIBUTION IN OVER 230 LUXURY POINTS OF SALE, INCLUDING PRESTIGIOUS RETAILERS NET-A-PORTER, BERGDORF GOODMAN, SAKS 5TH AVE, NEIMAN MARCUS, HARVEY NICHOLS, LANE CRAWFORD, KDV, TSUM AND PRINTEMPS.

EDITORIAL PLACEMENTS IN TOP TIER PRINT AND DIGITAL PUBLICATIONS.

DEVOTED CELEBRITY AND VIP FOLLOWING.

ELENA GHISELLINI

RAISING BRAND RECOGNITION FOR
AN INTERNATIONAL BRAND.



THE CHALLENGE

TO ELEVATE RECOGNITION FOR AN
INTERNATIONAL BRAND IN A COMPETITIVE US
HANDBAG MARKET



DESIGNER AT THE FOREFRONT

WE WORKED WITH ELENA TO MAKE HER THE
'FACE BEHIND THE BRAND' FOR BOTH THE
TRADE COMMUNITY AND CONSUMERS.



CORE BUSINESS DEVELOPMENT

WE DEVELOPED A BUSINESS STRATEGY BEHIND A CORE ITEM FOR KEY RETAILERS.

THE SIGNATURE STYLE BAG WAS HEAVILY PROMOTED IN BOTH PRINT AND DIGITAL MEDIA CHANNELS IN ADDITION TO CELEBRITY PLACEMENTS.





THE RESULTS

- DOUBLE DIGIT BUSINESS GROWTH
- RETAILER EXPANSION TO NEIMAN MARCUS, SAKS FIFTH AVENUE, BERGDORF GOODMAN AND 40 SPECIALITY BOUTIQUES
- SERIES OF SPECIAL EVENTS AT LUXURY RETAILERS FOR KEY US EDITORS AND VIPS
- PLACEMENT IN TOP-TIER PUBLICATIONS & FEATURE STORIES
- BOOSTED SOCIAL MEDIA PRESENCE

ANA KHOURI

BRAND REPOSITIONING AND DISTRIBUTION FOR ONE
OF BRAZIL'S EMERGING JEWELRY BRANDS.



THE BRIEF

ANA KHOURI CAME TO US TO REPOSITION HER EMERGING JEWELRY BRAND AND START DISTRIBUTION IN THE US.



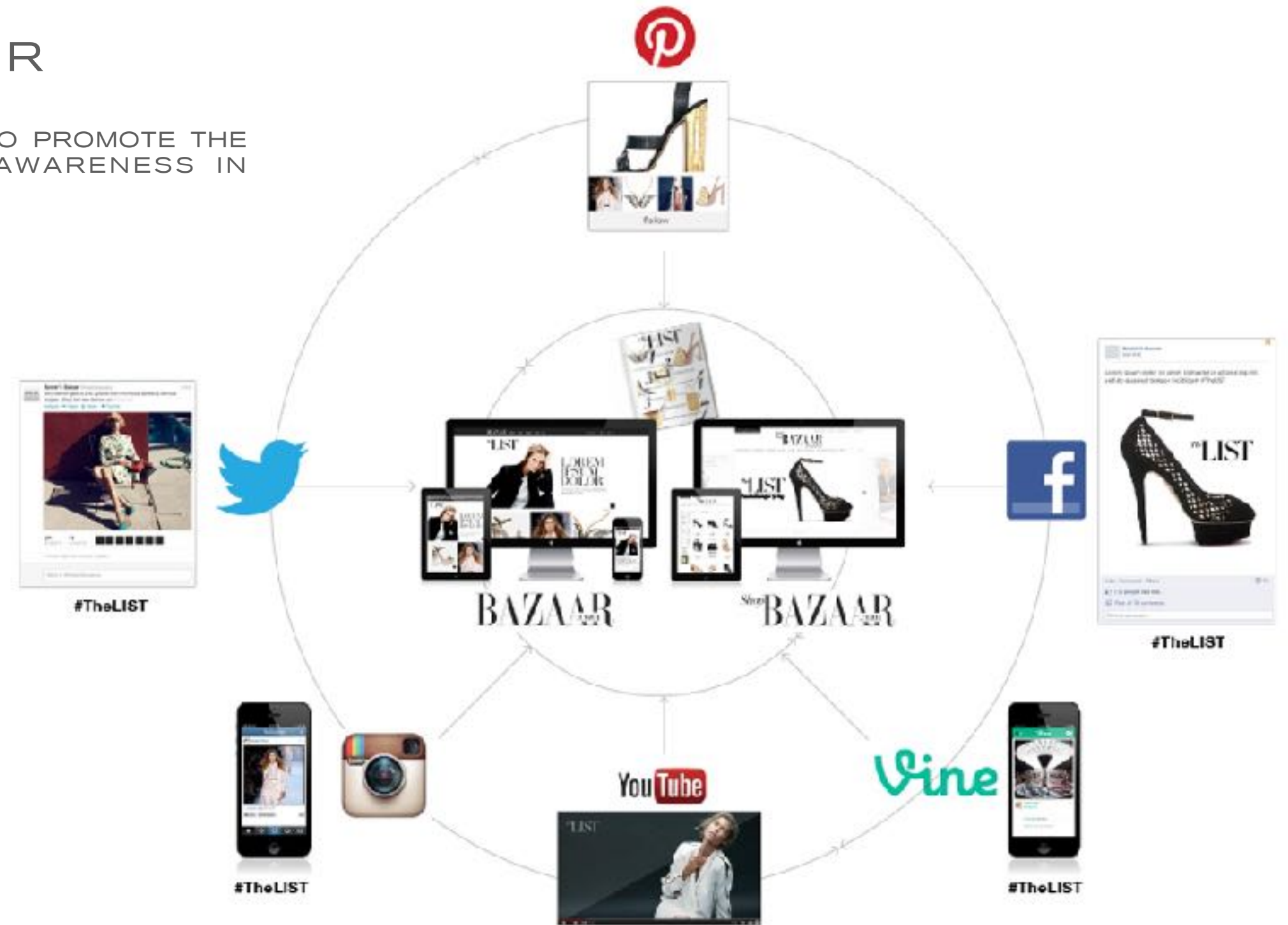
MAKING IT PERSONAL

WE WORKED WITH ANA TO DESIGN A JEWELRY
COLLECTION CUSTOMIZED TO US CONSUMERS AND
LEADING LUXURY RETAILERS.



THE POWER OF PR

WE DEVELOPED A ROBUST PR CAMPAIGN TO PROMOTE THE ANA KHOURI BRAND AND GENERATE AWARENESS IN ADVANCE OF PRODUCT HITTING STORES.



EXCLUSIVITY UNVEILED

NETWORK SUPPORTED ANA IN THE DEVELOPMENT OF A JEWELRY LINE EXCLUSIVELY FOR BARNEY'S NEW YORK, DOVER STREET MARKET & NET-A-PORTER.





THE RESULTS

- PLACEMENTS IN ALL TOP TIER FASHION MAGAZINES.
- LOYAL CELEBRITY FOLLOWING.
- DISTRIBUTION IN THE MOST PRESTIGIOUS GLOBAL RETAILERS BARNEY'S, NET-A-PORTER AND DOVER STREET MARKET.
- INCREASED BRAND AWARENESS IN THE JEWELRY INDUSTRY.

DANIELA VILLEGAS

A PERSONAL APPROACH.



THE BRIEF

CREATE A COST-EFFECTIVE STRATEGY THAT FEELS PERSONAL FOR A SMALL EMERGING BRAND TO GENERATE BRAND AWARENESS AMONGST INFLUENCERS AND US PRESS.



THE FACE OF THE BRAND

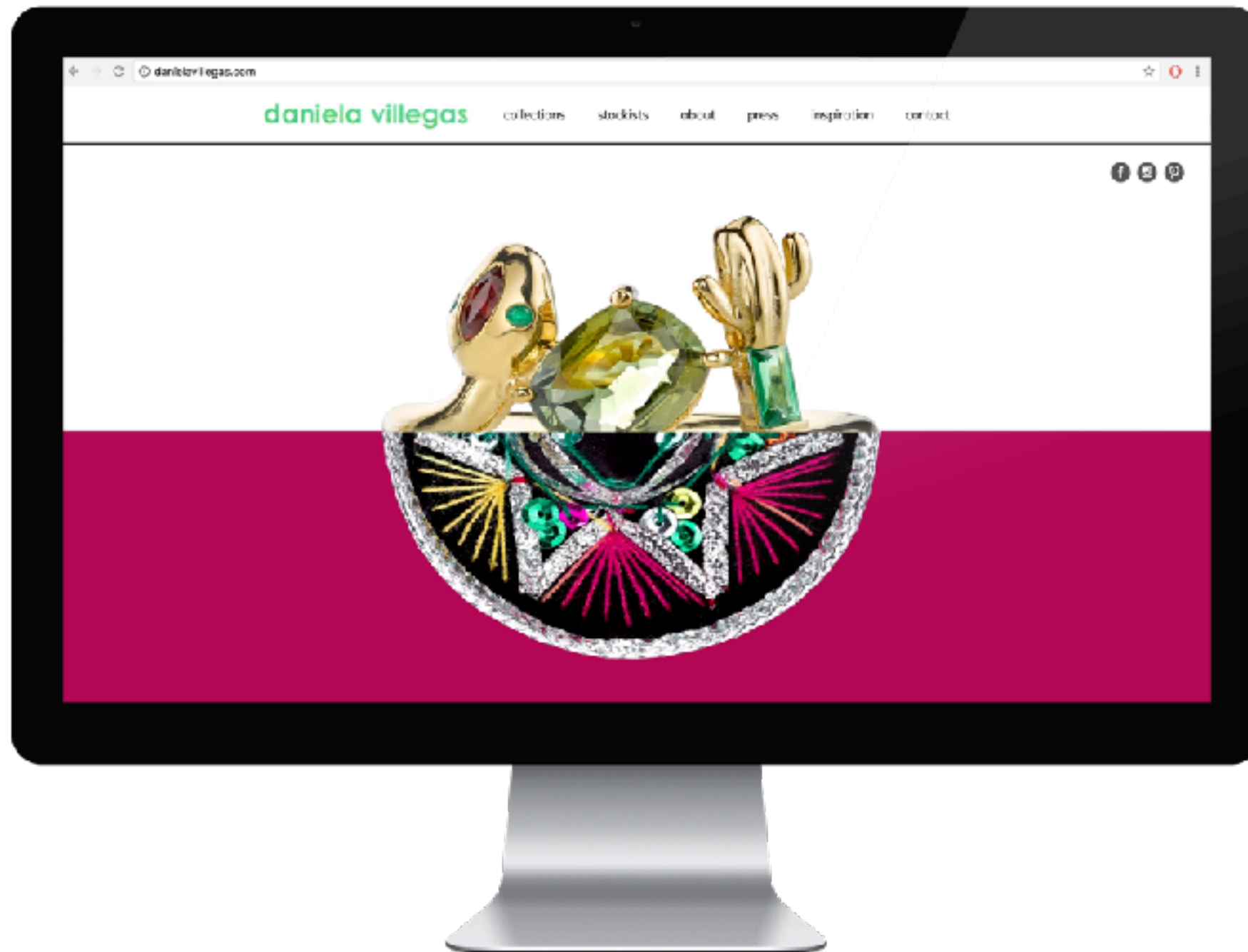
WE INTRODUCED DANIELA VILLEGAS TO THE PRESS
WITH AN INSPIRING AND COHESIVE BRAND
MESSAGE TO SECURE PLACEMENTS AND
DEDICATED FEATURES.



MAXIMIZING OPPORTUNITY

WE LEVERAGED OUR RELATIONSHIPS WITH KEY
CELEBRITY/VIP STYLISTS TO MAXIMIZE DRESSING
OPPORTUNITIES ON AND OFF THE RED CARPET.





THE RESULTS

- PRINT AND DIGITAL COVERAGE IN TOP TIER PUBLICATIONS.
- PLACEMENTS ON AND OFF THE RED CARPET WITH HOLLYWOOD STARS.
- BRAND AWARENESS THROUGH INDUSTRY TASTEMAKERS.

AURÉLIE BIDERMAN

DOMINATING THE AMERICAN MARKET.



THE CHALLENGE:

CALIBRATE TO IMPACTFULLY PENETRATING THE
AMERICAN MARKET THROUGH AN EXTENDED
DISTRIBUTION



STRATEGIC SELLING

WE WORKED WITH THE DESIGNER TO MERCHANDISE THE COLLECTION APPROPRIATELY INTO SEPARATE COSTUME AND FINE JEWELRY LINES, A SALES STRATEGY CATERED TO TOP LUXURY RETAILERS IN THE REGION.



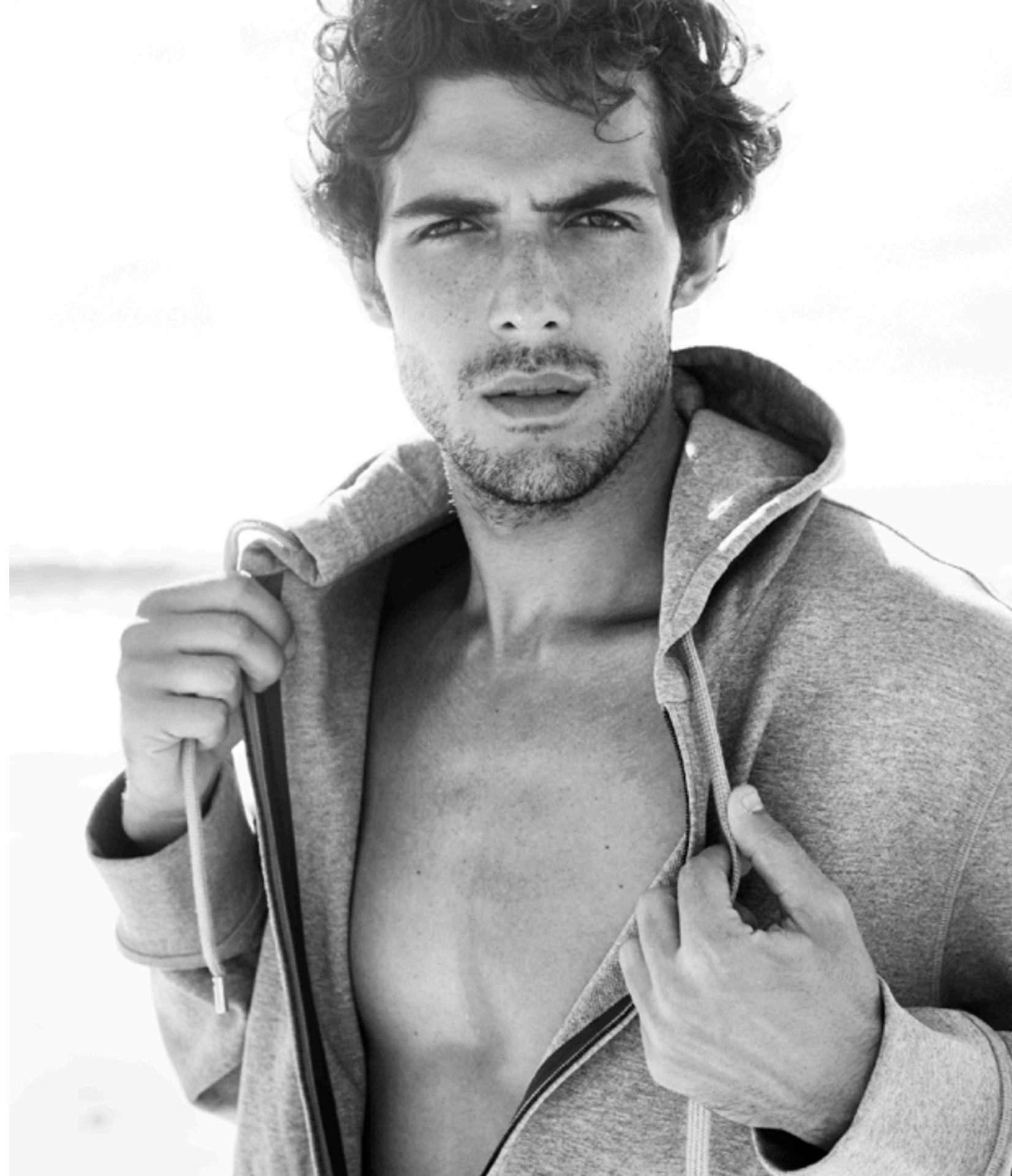


THE RESULTS

- NETWORK'S REPOSITIONING SECURED PRESENCE AT BARNEY'S NEW YORK'S MAIN JEWELRY FLOOR SIDE-BY-SIDE TOP COMPETITORS.
- EXPANSION TO LUXURY RETAILERS NEIMAN MARCUS, SAKS 5TH AVENUE AND BERGDORF GOODMAN.
- TRIPLE SALES GROWTH IN THE SP' 13 SEASONS.

FRESCOBOL CARIOCA

LEVERAGING EXISTING ASSETS



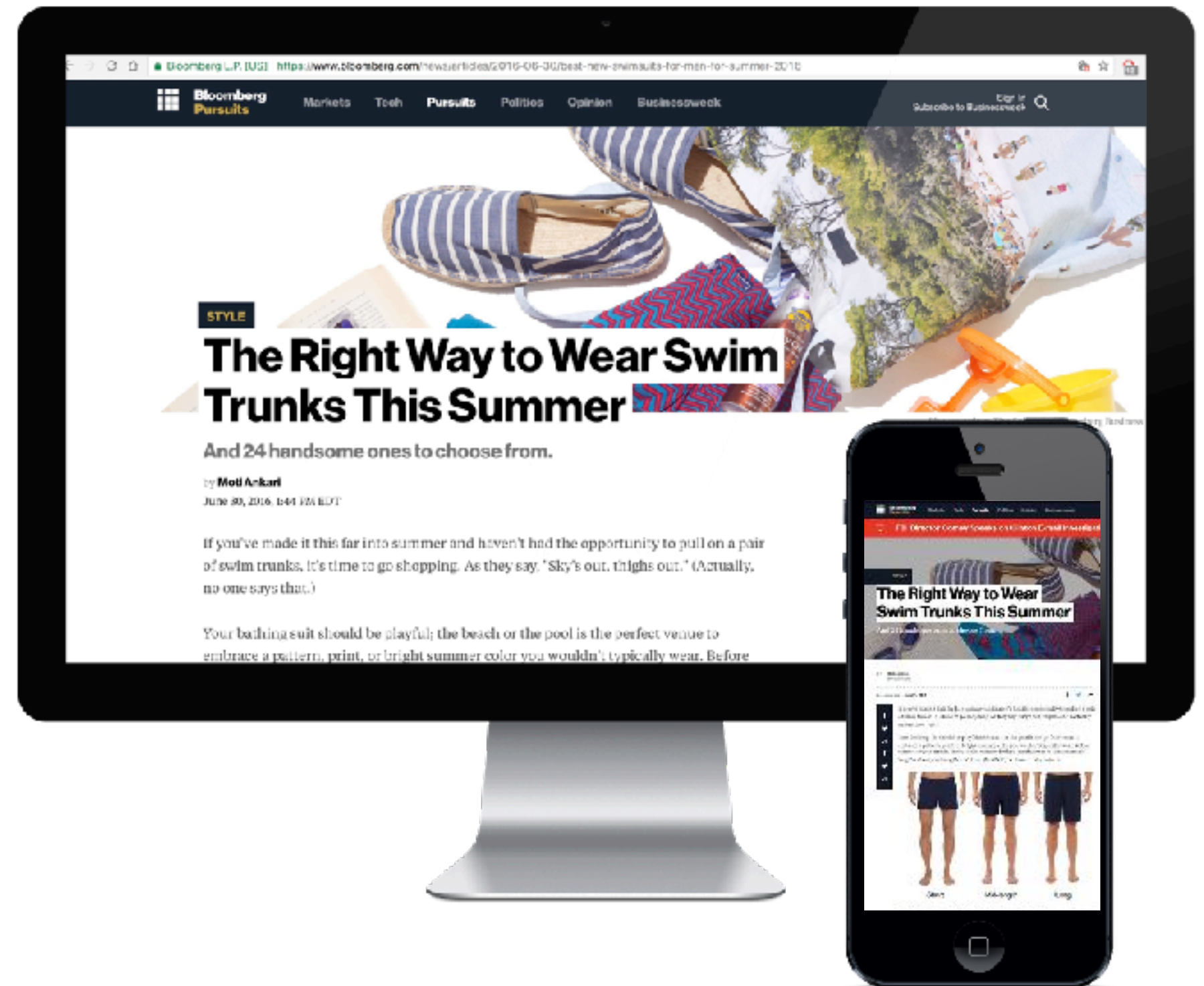
THE BRIEF

POSITION FRESCOBOL AS A LEADING COOL
MENSWEAR LIFESTYLE BRAND FOR AMERICANS.



THE MILLENNIAL WAVE/TREND

OUR STRATEGY WAS BASED ON INTRODUCING THE BRAND TO A YOUNGER AUDIENCE IN THE US MARKET MAINLY THROUGH DIGITAL CHANNELS.



THE RESULTS

- ACHIEVED A SOLID MEN'S FOLLOWING AMONG LEADING PUBLICATIONS GQ, ESQUIRE.
- MEDIA PRESENCE WITH TOP TIER PLACEMENTS AND FEATURE STORIES IN BLOOMBERG, WSJ, TOWN & COUNTRY & VANITY FAIR.

FRESCOBOL CARIOCA
RIO DE JANEIRO

LENNY NIEMEYER

US DIGITAL AND CELEBRITY CAMPAIGN



THE BRIEF

INCREASE AWARENESS OF AN EXISTING ICONIC
BRAZILIAN SWIMWEAR BRAND IN THE US MARKET
AMONG A YOUNGER AUDIENCE.



CHANGING THE MINDSET

WE PRESENTED LENNY AS THE FACE BEHIND
THE BRAND TO BOTH THE TRADE INDUSTRY
AND CONSUMERS THROUGH EXPERIENTIAL
EVENTS AND ENGAGING ACTIVATIONS.





THE RESULTS

- ENHANCED MEDIA PRESENCE WITH TOP TIER PLACEMENTS AND FEATURE STORIES
- SUCCESSFUL MEET & GREET EVENT WITH THE DESIGNER AND US PRESS TO ANNOUNCE THE LAUNCH OF NET-A-PORTER DISTRIBUTION.
- SIGNIFICANT DIGITAL & SOCIAL INFLUENCER PLACEMENTS
- STELLAR CELEBRITY PLACEMENTS

D R O M E

THE POWER OF HERITAGE.



THE BRIEF

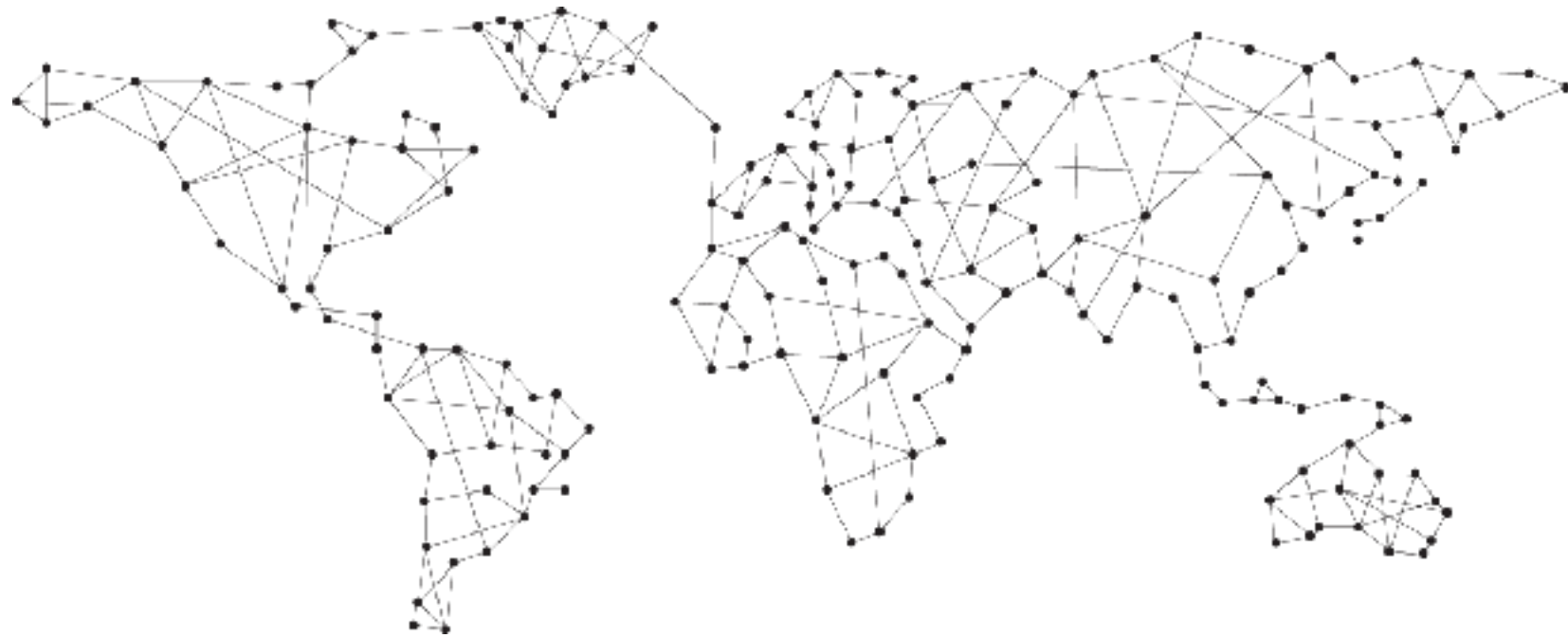
RE-INTRODUCE AN ITALIAN RTW BRAND TO
AMERICAN WHOLESALERS WITH A FRESH
TWIST.



CAPITALIZING ON BRAND HERITAGE AND OPERATIONAL STRUCTURE

WE EDUCATED RETAILERS ABOUT DROME'S HERITAGE AND OPERATIONAL ABILITIES TO SUPPLY LUXURY STORES WITH OUTSTANDING QUALITY PRODUCTS AND RELIABLE LOGISTICS.





THE RESULTS

- SIGNIFICANT EXPANSION AND SALES GROWTH AT LEADING RETAILERS
- RECALIBERED DISTRIBUTION TO STRICTLY LUXURY RETAILERS
- SIGNIFICANTLY IMPROVED COMMUNICATIONS PROCESSES WITH BUYERS THAT ALLOWED FOR EFFECTIVE MANAGEMENT OF THE BUSINESS DURING SEASON

RALPH LAUREN

TAPPING INTO A NEW DEMOGRAPHIC.



THE BRIEF

PLAN & EXECUTE EVENT FOR VIP'S TO DRIVE SALES
AND ESTABLISH A NEW CLIENTELE IN PARIS AND
MIAMI.



A MEMORABLE EXPERIENCE

WE CREATED A UNIQUE EXPERIENCE IMMERSED IN THE
RALPH LAUREN DNA THAT TRANSFORMED AFFLUENT
PROSPECTS INTO LOYALISTS.



TIMING IS EVERYTHING

WE STRATEGICALLY TARGETED THE MOST AFFLUENT
CONSUMERS AT THE PEAK OF THEIR SHOPPING PERIOD
DURING PARIS FASHION WEEK.



LUXURY TARGETING

WE IDENTIFIED THREE TIERS OF CUSTOMERS THAT INCLUDED AFFLUENT TOURISTS, CONSUMERS RESIDING IN PARIS AND PARIS FASHION WEEK ATTENDEES.

THREE AFFLUENT INFLUENCERS WERE IDENTIFIED TO CO-HOST THE EVENT.



FOR THE GREATER GOOD

WE PARTNERED WITH NON-PROFIT ORGANIZATION
BRAZIL FOUNDATION WITH SALES PROCEEDS
BEING DONATED TOWARDS MOBILIZING
RESOURCES FOR SOCIAL PROJECTS THAT
TRANSFORM BRAZIL.





THE RESULTS

- ELITE GUEST ATTENDANCE.
- SIGNIFICANT SALES ACROSS ALL LUXURY PRODUCT CATEGORIES.
- PRESS COVERAGE BEFORE AND AFTER THE EVENT.
- MARKET EXPANSION FOR FUTURE EVENTS IN OTHER KEY MARKETS INCLUDING NEW YORK AND LONDON.

NETWORK