



PR PUNDIT



SALVATORE FERRAGAMO

Brand awareness

Overview

Create awareness for the Salvatore Ferragamo brand and its range in India

Situation Analysis

Though the brand had recognition in India, it's legacy of Hollywood was not known nor was it viewed as a fashionable or contemporary brand.

The Challenge

Introduce Salvatore Ferragamo to the brand conscious Indian consumer. Draw attention to the new store. Showcase the new line Fiera and leverage the visit of Family/Management

Strategy

PR Pundit devised a PR strategy comprising of gaining familiarity followed by an aggressive media contact programme to seed the opening collection across media and thereafter a detailed plan to build and enhance the brand awareness.

Execution & Tactics Pre launch

Select features with key leading publications to feature the brand legacy of Salvatore Ferragamo

- Verve & Economic Times

VERVE





Launch

The launch celebrations included a well orchestrated plan including:

Press interviews with Mrs. Fulvia Visconti Ferragamo across L'Officiel, NDTV, CNBC, CNN-IBN, Zee, Zoom, etc.

Launch party at the new store with a catwalk of the Fiera Line in the mall's atrium

Photo opportunity with Mrs. Fulvia Visconti Ferragamo and Salvatore Ferragamo

Press Lunch with key fashion editors

Private dinner hosted in South Mumbai for select guests

Post Launch

Dissemination of press releases, CDs and Look Books and select product photos

Placement of Ferragamo products in shoots with all Tier A lifestyle magazines

Product placements across fashion features

Participation in industry stories





CASE STUDIES



Local Events

Tied up with ELLE Breast Awareness Campaign for the auction of a Fiera bag

Initiated an association with Peroni Nastro Azzurro, Italy's most stylish premium Italian beer with JW Marriott to present an exclusive showcase of the Autumn-Winter Collection of Salvatore Ferragamo on November 18, 2006

Initiated participation of CEO at HT Luxury Conference in March'07

Leveraged visits of Ferruccio Ferragamo, Fulvia Visconti Ferragamo and Michele Norsa, CEO

Interviews with:

- Economic Times
- NDTV Profit
- HT City
- HT Splurge
- Business Standard
- Mint
- Verve



CASE STUDIES

Key achievements

Business World Cover story on "The business of luxury"

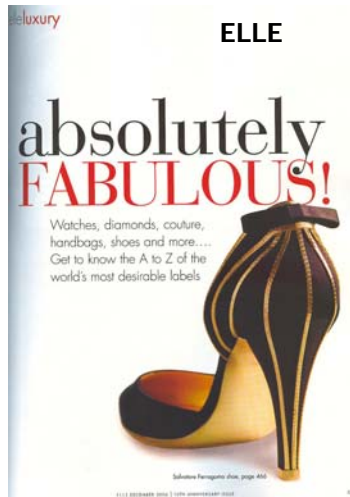
Exclusive preview of Ferragamo's AW'07 advertising campaign featuring Claudia Schiffer and Stephanie Seymour in L'Officiel, July'07 issue

Fulvia Visconti Ferragamo's interviews during her visit to India for the Vogue India Launch

No shoe story complete without the mention of Ferragamo

Consistency in coverage across magazines

Exposure worth Rs.86 million in 24 months (March 2006-08) (Approximately US\$ 2 mn)



Double page spread
L'Officiel – July 2007



CASE STUDIES

Italian connection

Ferruccio Ferragamo on why India is a haute destination

Vinod Nair

"The market for luxury goods in India is promising enough for brands like ours to venture in," says Ferruccio Ferragamo, CEO of Italian luxury footwear and accessory brand Salvatore Ferragamo. Little wonder then that brands which entered the Indian shores via Mumbai is now set to enter Delhi.

In the Capital for a race of the "growing Indian market," Ferragamo feels that "the country offers great potential for luxury goods. Indians are widely versed and they shop for their favourites from London, Paris and New York. Also, allowing 15 per cent FDI is a positive move from the Indian government." Referring to the brand's Mumbai experience, Ferragamo says, "The response we received was much higher than we anticipated."

On the right foot: Ferruccio Ferragamo

FOR THE WELL-HEELED

A range of colourful bags, belts and shoes from the brand

HTCITY EXCLUSIVE

While the brand is still figuring out its retail space in Delhi, Ferragamo is clear that Indians will be able to walk the Greta Garbo walk (Ferragamo shoes were her favourite accessory item), as the brand will set shop here by the year-end through its local partner SSK PL Luxury Fashion Pvt Ltd.

Says he, "As for the retail space, it is the same with any new market. First option is always a five star hotel. The split over will al-

ways move in to high-end malls. What really matters is that whether the environment matches the brand's profile." The brand will bring in shoes, silk and leather accessories, fragrances, eyewear and ready-to-wear items.

Market-friendly

Says Ferragamo, "Even someone who is 60 but does not act or feel like a 60 year old can wear the brand. Age really is not a constraint for our brand." As for those who fear that India is not as shopping ground for one of fashion stylists, Ferragamo assures, "We will bring to India the latest products as happens elsewhere in the world. Our products, except eyewear, are made in Italy."

But style sure is, which is why the company puts its accent on comfort and style. "A particular shoe style is made in six different widths to accommodate the 'comfort factor' of various people. And we always get feedback from our partners in various countries to improve our products as per the requirement of those particular markets."

But is he worried about competition from other luxury goods making a beeline for the Indian market? "We are keen to expand our operations in India specially. We don't want to be slow as there are competitors trying for a piece here. At the same time, we don't want to rush in and make mistakes," says a cautious Ferragamo.

Hindustan Times

Q & A | FULVIA VISCONTI FERRAGAMO

'We need to give novelty that is also practical'

Historically, Ferragamo has been linked to Hollywood. My father had stores in Santa Barbara on the US and he started doing shows for Hollywood films. All the actresses loved the shoes he would make. He was also known for the beautiful designs that he used.

Do you also know that many beautiful films are being made here in India. I saw 'The Apprentice' and it was lovely. Have you watched Agneepath which was a good film (particularly liked the music of Agneepath. It's beautiful).

How will this relationship with Bollywood work?

If the film is right, we would do the shoes for it. First is very important as to personality. Even in Hollywood, we cannot make a film. In the Middle East, for instance, it is the fact that the real the Ferragamo shoes have been worn in the Hollywood. We have a communication office and that office will have with producers or executives. But we do not intend, as of this moment, to sign a Hollywood star as our brand ambassador.

You are involved with the silk accessories division of the brand, and you have worked with Chinese and Indian silks. How do the two compare?

Both have different characteristics. I like fabric craftsmanship -- the weaving, the embroidery, the beauty you cannot find elsewhere else. The sense of colour is also very strong here. There is something magical in the colour of the country.

New luxury brands, for instance Mithras, have introduced products to cater to greater currency. Would Ferragamo try to use Indian silks for the same purpose when they offer to reach a wider clientele?

India is a very beautiful country. Fulvia says that we don't want to do this. Ferragamo will do in India what it has done for everywhere else in the world.

Could you outline your retail strategy in India?

We will only have stand alone stores and we will only franchise in countries where we have a presence and, depending on what we discover, we will discover what will be adopted in the stores. But overall, what will be adopted will be the same as anywhere else in the world. Our priority also will be uniform all over the world. The market expects this uniformity. If at all there are variations, they will be minor ones.

The entire luxury segment has undergone a dramatic change, even in Europe. How is Ferragamo responding to that?

It is very important that luxury brands in globalisation understand the new client. Clients are becoming more discerning. All products have to be re-visited to that. People were more indulgent. There was a lot of buying in the luxury market but now it is more about and price will matter, which has to be practical in the same time.

Are the new luxury clients price sensitive?

Our clients are not, but in the real luxury segment, they just do not see about prices.

Are all Ferragamo products made in Italy?

No. For everything is made in Italy and this is a characteristic of our brand. This is central to our brand's identity. In Italy, we have a long tradition of leather and we are sticking to it.

Accessories have been one way in which many luxury brands have embraced as their forte. Would you say this new availability of luxury brands and their accessories also defines the type of luxury?

There are many price points even luxury. There are some items, like watches, accessories, that are for everyone and that is a way of making the brand to people. I call this affordable luxury. This helps brands like us with certain customers.

Would you comment on Ferragamo's connection with Indian royalty?

In 1933, my father had several shows for the Maharaja of Cochin before and then the Maharaja of Mysore (two emerging markets, also came to us and got for shoes made. We are very proud of our association with Indian royalty and we do keep some correspondence going.

Why has it taken Salvatore Ferragamo so long to enter India?

We have been very busy with China. We entered China in the early 1990s and we have been preoccupied with that country. From there we decided to broaden our focus to include the rest of Asia. We have been in Mumbai for about two years now.

How big is Asia for Ferragamo?

Our turnover is 700 million Euros and we are growing every year. The luxury market is growing a lot each year. A third of our revenues come from Asia, Europe and America. Within Asia, Japan alone contributes about 15 per cent of our total revenue. Japan was the first country in Asia to discover European luxury brands and they are the main in continental Asia. We and before the Indian market has not been very open to Italian brands who have been faithful to our brand. With

in Asia, we are present, apart from India, Japan and China, in Vietnam and Korea as well.

How would you compare India and China with respect to luxury products?

These two markets are difficult to compare as we have only just entered India. In China, we saw government officials' shoes and clothes. In India, we see a more natural demand in the women's segment. Chinese men are more fashionable.

How would you explain Agnani's early acceptance of luxury in comparison with India and China?

Maybe it is taking longer in China and India as there are a relatively few big cities in either country. The GDP contribution makes all the difference.

Agneepath seems to be having trouble in Bollywood as part of its launch strategy.

Business Standard